# Business Essentials Course No. 12050 Credit: 0.5

|  |  |  |  |
| --- | --- | --- | --- |
| **Student name:**  |  | **Graduation Date:** |  |

Pathways and CIP Codes:Business Management & Entrepreneurship (52.0799); **Business Finance (52.0801)**; Marketing (52.1402); Mobile Equipment Maintenance (47.999); Digital Media (09.0702); Restaurant & Event Planning (12.0504); Travel & Tourism (52.0901)

Course Description: **Introductory Level**: This is a core course designed to give students an overview of the business, marketing, and finance career cluster occupations. Students will develop an understanding of how academic skills in mathematics, economics, and written and oral communications are integral components of success in these occupations. Students will examine current events to determine their impact on business and industry and legal and ethical behavior, acquire knowledge of safe and secure environmental controls to enhance productivity, determine how resources should be managed to achieve company goals, and identify employability and personal skills needed to obtain a career and be successful in the workplace. As students learn about different types of business ownership, they will interpret industry laws and regulations to ensure compliance, identify principles of business management, and analyze business practices to determine ethics and social responsibilities.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Understand economic principles and the concepts fundamental to business operations.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Analyze fundamental economic concepts necessary for employment in business. |  |
| 1.2 | Describe the nature of business and its contribution to society.  |  |
| 1.3 | Recognize how economic systems influence environments in which businesses function. |  |
| 1.4 | Analyze cost/profit relationships to guide business decision-making. |  |
| 1.5 | Describe the purpose and origin of business within the U.S. |  |
| 1.6 | Analyze the history and importance of trade within a global marketplace. |  |
| 1.7 | Describe the nature of legally binding business contracts. |  |
| 1.8 | Identify regulatory agencies and regulatory legislation.  |  |
| 1.9 | Identify types of business ownership.  |  |

## Benchmark 2: Technical Skills: Use the technical knowledge and skills required to pursue the targeted careers for all pathways in the career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Perform customer service activities to support customer relationships and encourage repeat business.  |  |
| 2.2 | Utilize technology to facilitate customer relationship management.  |  |

## Benchmark 3: EMOTIONAL INTELLIGENCE: Employ and manage techniques, strategies, and systems used by management to foster self-understanding and enhance business relationships.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Demonstrate managerial and business ethics.  |  |
| 3.2 | Develop personal traits and behaviors to foster career advancement. |  |

## Benchmark 4: ENTREPRENEURSHIP: Assess entrepreneurship/small-business management-career information to enhance opportunities for career success.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Analyze entrepreneur careers to determine careers of interest.  |  |
| 4.2 | Compare individual’s abilities, interests, and attitudes with those associated with entrepreneurial success to determine the match between the two. |  |

## Benchmark 5: FINANCIAL ANALYSIS: Understand how to maintain, monitor, plan, and control the use of financial resources to protect an entrepreneur and business’s fiscal well-being.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Analyze how proper management of personal finance relates with maintaining business financial efficiency. |  |
| 5.2 | Define the accounting equation and how accounting can assist in maintaining financial solvency.  |  |

## Benchmark 6: INFORMATION TECHNOLOGY APPLICATIONS: Use information technology tools specific to the career cluster to access, manage, integrate, and create information.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 6.1 | Use information technology tools to manage and perform work responsibilities.  |  |
| 6.2 | Prepare simple documents and other business communications.  |  |

## Benchmark 7: MARKETING: Manage marketing activities to facilitate business development and growth.

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 7.1 | Understand marketing's role and function in business to facilitate economic exchanges with customers. |  |
| 7.2 | Explain marketing and its importance in global economy.  |  |
| 7.3 | Describe marketing functions and related activities.  |  |

## Benchmark 8: EMPLOYABILITY AND CAREER DEVELOPMENT: Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills. Explore, obtain, and develop strategies for ensuring a successful business career.

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 8.1 | Develop personal traits and behaviors to foster career advancement. |  |
| 8.2 | Identify the impact business has on local communities. |  |
| 8.3 | List the standards and qualifications that must be met in career. |  |
| 8.4 | Utilize critical thinking and decision-making skills to exhibit qualifications to a potential employer.  |  |
| 8.5 | Demonstrate project-management skills.  |  |
| 8.6 | Demonstrate employability/career success skills. |  |
| 8.7 | Demonstrate employability/career success skills. |  |
| 8.8 | Compose internal and external multi-paragraph documents clearly, succinctly, and accurately to convey and obtain information. |  |
| 8.9 | Prepare oral presentations to provide information for specific purposes and audiences. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

(785) 296-4908

pathwayshelpdesk@ksde.org



900 S.W. Jackson Street, Suite 102

Topeka, Kansas 66612-1212

[https://www.ksde.org](https://www.ksde.org/)

The Kansas State Department of Education does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities and provides equal access to any group officially affiliated with the Boy Scouts of America and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: KSDE General Counsel, Office of General Counsel, KSDE, Landon State Office Building, 900 S.W. Jackson, Suite 102, Topeka, KS 66612, (785) 296-3201.