

## VALLEY ROP COURSE OUTLINE

<b>COURSE TITLE:</b>	<b>Business Economics</b>	
<b>VALLEY ROP #:</b>	MSS-4630-BusEcon	
<b>CDE#:</b>	552	
<b>CBEDS TITLE:</b>	Business Economics	
<b>CBEDS #:</b>	4630	
<b>CTE SECTOR:</b>	Marketing, Sales & Service	
<b>CTE PATHWAY:</b>	International Trade	
<b>JOB TITLES:</b>	Economists	19-3011.00
	Market Research Analysts	19-3021.00

**COURSE DESCRIPTION:** Introduces students to business ownership with an emphasis on our economy. Students learn key economic concepts involved in owning one's own business. They acquire knowledge of decision making models and apply them to business ownership. They acquire knowledge about microeconomics and macroeconomics theories in terms of supply and demand, pricing, and marketing. They explore the Federal Reserve System and compare/contrast international economic models.

<b>DATE APPROVED:</b>	June 2005
<b>REVISED DATE(S):</b>	March 2009 / Nov 2009
<b>HOURS:</b>	90
<b>CREDITS:</b>	5
<b>PREREQUISITES:</b>	None
<b>GRADE LEVEL:</b>	12
<b>ARTICULATION(S):</b>	UC "g" approved
<b>TEXTBOOKS:</b>	<i>Contemporary Economics 1st Edition</i> , By William A. McEachern HB (c) 2005 ISBN/ISSN: 0-538-43700-6
<b>RESOURCES:</b>	Entrepreneurship: Ideas in Action 2nd Edition Cynthia L. Greene HA (c) 2004 ISBN/ISSN: 0-538-43600-X

## **COURSE COMPETENCIES:**

Upon completion of this course, the students will:

- Develop an understanding of the risks involved in owning a business.
- Gain knowledge on the importance of choices made by individuals, businesses, and society
- Develop a working knowledge of the tools for measuring economic performance such as GNP, inflation, deflation, and unemployment.
- Become aware of the nature and types of economic systems.
- Gain knowledge of the essentials of marketing and market organization.
- Acquire a working knowledge of the aspects of financing a business.
- Gain knowledge of why decision-making is an important aspect of their lives.
- Develop an understanding of money and the Federal Reserve System.
- Develop a working knowledge of the American tax system.
- Become aware of the role the government plays in helping to regulate business, trade, and prices.
- Develop a greater understanding of how to manage human resources as well as how to promote, protect, and operate a business.

## **INSTRUCTIONAL METHODS**

- Lecture
- Group work
- Readings
- Internet research
- Project-based learning
- Interviewing
- Videos
- Streaming media
- Audiotapes

## **EVALUATION METHODS:**

Assessment opportunities, which allow continuous evaluation of students' progress, will be embedded throughout the course and should be a learning experience. All students will be expected to achieve mastery of all topics; often, demonstrations of mastery will occur in a public forum. The following strategies, which include both formal and informal assessment techniques will include, but are not limited to:

- Projects (Business simulation assignments)
- Exams
- Quizzes
- Papers
- Homework assignments
- Participation (Cornell notes)
- Final exams

## COURSE OUTLINE:

<b>Unit of Instruction</b>	<b>Estimated Hours</b>
<b>Introduction to Business Ownership (Greene, chapter 1, 2)</b>	<b>4</b>
<ul style="list-style-type: none"><li>• Accounting Careers and Concepts<ul style="list-style-type: none"><li>○ Define Entrepreneurship</li><li>○ List Personality Traits</li><li>○ Conduct Self-assessment</li></ul></li><li>• Presentation of Risks Involved in Entrepreneurship<ul style="list-style-type: none"><li>○ List 5 Risks</li><li>○ List 5 Risk-Reducing Techniques</li></ul></li><li>• Present Five Forms of Business Ownership (<b>Greene, chapter 4</b>)<ul style="list-style-type: none"><li>○ Distinguish Between Proprietorship, Partnership, and Corporation.</li><li>○ Discuss Advantages and Disadvantages.</li><li>○ Explain Level of Personal Control in Each Ownership Form.</li><li>○ Factors to Consider about Franchising.</li><li>○ Services Provided to Entrepreneurs.</li><li>○ "Tying" Agreements.</li></ul></li><li>• Various Kinds of Stores in Most Neighborhoods -Identify Probable Forms of Ownership.</li><li>• Starting a New Business Versus Buying an Existing Business – Compare and Advantages and Disadvantages of Each Option.</li><li>• PROJECT: Business Visitation and Restrictive business analysis</li></ul>	
<b>Economics and Business Ownership</b>	<b>8</b>
<ul style="list-style-type: none"><li>• Overview of Economics (<b>McEachern, chapter 1</b>)<ul style="list-style-type: none"><li>○ Three Reasons to Study Economics</li><li>○ Glossary Terms</li></ul></li><li>• Choices: Individual, Business and Society<ul style="list-style-type: none"><li>○ Define Terms in Economic Thinking</li><li>○ Importance of Studying Economics</li><li>○ The Basic Economic Problem Defined</li><li>○ Relationship of Economic Theory to Economic Decision-Making</li></ul></li><li>• Presentation of Scarcity<ul style="list-style-type: none"><li>○ Demonstrate an Understanding of Scarcity</li><li>○ Economics Study and Scarcity</li><li>○ Four Ways to Handle Scarcity</li><li>○ Scarcity and Allocation Impact Business</li></ul></li><li>• Productive Resources<ul style="list-style-type: none"><li>○ Distinguish General Resources From Economic Resources</li><li>○ Three Categories of Economic Resources</li><li>○ Economic Resources Satisfy Wants &amp; Needs</li><li>○ Amount of Economic Resources Determine Amount of Goods and Services Produced</li><li>○ Limited Human, Natural, and Capital Resources</li></ul></li><li>• Trade-Offs and Opportunity Costs<ul style="list-style-type: none"><li>○ Relationship Between Trade-Offs and Opportunity Costs</li><li>○ Opportunity Costs Defined</li><li>○ Demonstrate Opportunity Costs in the:<ul style="list-style-type: none"><li>▪ Space Program</li><li>▪ Buying a new shirt</li><li>▪ Hour spent washing the car</li></ul></li></ul></li></ul>	

## Tools for Measuring Economic Performance

12

- Economists Tools (**McEachern, chapter 2**)
  - Read Data From a Chart
  - Demonstrate X & Y Axis and Slope of Lines
  - Objective and Subjective Analysis
  - Proper Use of Statistics
  - Explain Marginal Analysis
- Measuring Economic Performance
  - Define Macroeconomics
  - Define Microeconomics
  - Four Topics of Macroeconomics
- Gross Domestic Product
  - Define the GDP
  - Examples of Goods and Services
  - Distinguish Between Final Goods and Intermediate Goods
  - Why the GDP is an Important Measure of Well-Being
- Inflation and Deflation
  - How do we know what the rate of inflation?
  - The Consumer Price Index (CPI) is one of the price indices used to measure inflation.
  - Demand-Pull Inflation is too many dollars chasing too few goods.
  - Cost-Push Inflation is a rise in the general level of prices caused by increase costs of making and selling goods.
  - Deflation is a period time in which prices are falling contrasting with inflation when prices are generally increasing.
- Measures of Unemployment
  - Unemployment is the Condition in which those who are willing and able to work and Are Actually Seeking Work Are Not Working
  - Four Kinds of Unemployment:
    - Frictional Unemployment
    - Seasonal Unemployment
    - Structural Unemployment
    - Cyclical Unemployment
  - Measuring the Unemployment Rate
  - Differences in Unemployment by Sex, Age, and Race
- Economic Stability and Full Employment
  - Full Employment Exists When Approx. 95% of the Labor Force is Employed.
  - Relationship of Poverty to Unemployment
  - Fiscal and Monetary Actions by the Government that influence the Level of Economic Activity.
  - The Relationship between Economic Stability and Full Employment.

## Basic Ingredients of Economic Systems

10

- Presentation of Economic Systems (**McEachern, chapter 2, 6**)
  - Three Questions that All Systems Must Answer
  - Market Economy Defined Market Economy Defined
  - Command Economy Defined
  - Mixed Economy Defined Mixed Economy Defined
  - Historical Implications of Each of These Systems on Business Ownership

- The Reliance of the U.S. Economic System on Choices to Answer the Questions:
  - What to Produce?
  - How to Produce?
  - For Whom to Produce?
- Relationship of Choices to Business Ownership - Entrepreneurs make many individual choices each day.
- Role of Government in Economic Systems (**McEachern, chapter 3**)
  - Extent of Government in the Three Basic Economic Systems
  - A Spectrum Representing the Three Systems
  - Ownership of Resources - A Way to Gauge Government Intervention
- The Economics of Demand (**McEachern, chapter 4**)
  - Personal Decisions to Purchase a Product Create Demand Which Sends a Signal to Producers.
  - Demand is a Factor That Needs to be Watched Very Carefully by Business Owners
  - Demand Defined.
  - The Law of Demand Defined.
  - Demand Curve for Products.
  - Demand Related to a Specific Product.
- The Economic Concept of Supply (**McEachern, chapter 5**)
  - Supply Defined
  - How a Business Determines How Much to Produce
  - Relate Diminishing Marginal Productivity to a Specific Product or Business Operation
    - Diminished Marginal Product
    - The Concept is Best Understood When Graphically Illustrated
  - Supply Curve for Products
  - Distinguish Between Demand and Supply Curves
  - Relate Supply and Demand to a Specific Product
- Price as An Economic Concept
  - Price: A Distinct Role in the Economy
  - Shortage Defined
  - Surplus Defined
  - Shortages and Surpluses Experienced Everyday
  - Relate Price to Demand and Supply
- Income Distribution in the Economy
  - Income is Derived from Production
  - The Distribution of Income by Industry
  - Personal Distribution of Income
  - Income Distribution and Poverty
    - The definition of poverty
    - The causes of poverty
    - Government programs to combat poverty

### **Creating the Business Plan (Greene, chapter 5)**

**4**

- An Overview of a Business Plan
  - Defining a Business Plan
  - Three Reasons for a Business Plan
  - Identify Who Reviews Business Plans
- Basic Ingredients of a Business Plan
  - Four Major Selections to the Business Plan Are:
    - Description of the business
    - Marketing Plan

- Organizational Plan
  - Financial Plan
- Purpose of the Four Major Sections
- Coverage of a Sample Business Plan
  - Identify Each of the Four Major Sections of the Business Plan
  - PROJECT: Business Plan “Model”

## Essentials of Marketing

5

- Major Functions of Marketing (**Greene, chapter 6**) (**McEachern, chapter 7**)
  - Identify the Eight Functions of Marketing:
    - Product Development
    - Exchanging
    - Transporting
    - Storing
    - Financing
    - Pricing
    - Communicating
    - Information Evaluation
  - Match Business Activities to Each Function
  - Importance of Eight Functions to the Marketing Concept
- The Four Questions of Marketing
  - The Four Questions that Must Be Answered Are:
    - What product or service am I interested in providing?
    - To whom will our products be sold?
    - Where will the products be sold?
    - How will the marketing activities be completed?
  - Relate the Four Questions to Established Businesses
  - Relate the Four Questions of Marketing to the Three Questions Economists Ask:
    - How to Produce?
    - What to Produce?
    - For Whom to Produce?
- The Marketing Plan
  - The Purpose of the Marketing Plan
  - Explain the Six Parts of a Marketing Plan:
    - Market Description
    - Marketing Objective
    - Competition
    - Operating Environment
    - Marketing Mix
    - Budget
- Market Failure in the Economy (**McEachern, chapter 6, 7**)
  - How the Market System Sometimes Fails
  - How Market Failure Occurs
  - What Happens When market Failure Occurs?
  - Role of Government in Correcting Market Failure
  - List Three Examples of Market Failures:
    - Air Pollution
    - Water Pollution
    - Natural Monopolies
- PROJECT: Simulated Marketing Plan

## Locating the Business

2

- Factors to Consider in Locating the Business (**Greene, chapter 8**)
  - Factors to Consider Are:
    - Economics
    - Population
    - Competition
  - Evaluate Each Factor as to Its Importance to Each Type of Business
  - Steps Involved in Selection of a Business Site
- Assistance Available in Locating a Business
  - Sources Where Help is Available
  - Procedure to Follow in Obtaining Assistance
- PROJECT: Business Location Exercise

## Financing the Business (McEachern, chapter 15, 16)

10

- Supply of Money in the U.S.
  - Importance of Money to the Economy
  - Where Money Comes From
  - The Money Supply and the Demand for Money Must be Balanced
- Financial Institutions and The Federal Reserve System
  - Various Types of Financial Institutions
  - Fractional Requirements of the Fed. Fractional Requirements of the Fed.
  - Example of Federal Reserve Requirement of Bank
  - The Role of the Federal Reserve System in Affecting the Supply of Money.
- Monetary Policy in the U.S. (**McEachern, chapter 17**)
  - The Role of the Fed in Monetary Policy
  - Three Ways the Fed Causes the Supply of Money to Rise and Fall.
    - Changing Reserve Requirements
    - Changing Discount Rate
    - Open Market Operations
  - Distinguish Tight Monetary Policy from Loose Monetary Policy
  - Monetary and its Affect on the Economy
  - How Monetary Policy Affects the Future Business Owner
- Borrowing and Interest Rates
  - Ways of Borrowing
  - Reasons a Businessperson Would Consider Borrowing
  - How Interest Rates Are Determined How Interest Rates Are Determined
- Saving and Investment in the U.S. Economy
  - Reasons for Saving
  - Three Ways to Save
  - Two Additional Possible Investment Vehicles
  - Personal Investment Portfolio
- Financing the Business -Importance of Financing to Ensure Business Success
- Various Aspects of the Business That Need to be Financed (**Greene, chapter 7**)
  - Three Areas Most Often in Need of Financing Are:
    - Start-Up Costs
    - Operating Expenses
    - Personal Expenses
  - Why do Start-Up Costs, Operating Expenses, and Personal Expenses Need Financing?
  - Two Basic Methods of Financing

- Combining Equity and Debt Financing to Finance a Beginning Business  
PROJECT: SBA Application Process Summary
- How Banking Institutions Grant Credit
  - Three C's of Credit Evaluation
    - Character
    - Capital
    - Capacity
  - Personally Evaluate the Three C's

### **Managing the Record-keeping Function**

**4**

- Tax Policy in the U.S. Economy
  - Why do Taxes Exist?
  - Where Does Revenue from Taxes Go?
  - The Two Sides of Taxation Principle
  - Tax Reform Act of 1986
- Record-keeping in the Business Enterprise (**Greene, chapter 11**)
  - Why Are Records Kept in the Business?
  - Records Included in the Record-keeping Function
- Wages in the Business Enterprise
  - How Much Should Employees Be Paid?
  - Minimum Wage Rates and Laws
  - Origin of the Minimum Wage Laws

### **Managing the Business (Greene, chapter 12)**

- Major Functions of the Business
  - The Four Major Functions of Management
  - How the four Functions Help Profitability
- Decision-Making in Business
  - Six Steps in Problem-Solving
  - A Practical Application of the Six Step Model

### **Managing Human Resources (Greene, chapter 10)**

**2**

- Management of Human Resources
  - Importance of Managing Resources Effectively
  - Consequences of Poor Management Are:
    - High employee turnover
    - Loss of valuable training dollars
    - Business failure
- Business Owners' Responsibilities in Managing Human Resources  
PROJECT: Drug Testing in the Workplace
- Hiring and Placing New Employees
- Training New and Current Employees
- Different Types of Compensation
- Helping Employees Improve Performance and Evaluating the Performance
- Unions in American Business
  - Brief History of Labor Unions
  - Laws Affecting Unions
  - Implications of Unionization on the Small Business Owners
  - Union Organization in the U.S.

## **Promoting the Business (Greene, chapter 6)**

**2**

- Promotion of the Business
    - Promotion is All of the Activities of a Business That Inform Customers about Products and Services
    - Why Business Must Promote Their Goods and Services
  - Major Methods of Promotion
    - Four Major Methods of Promotion
      - Advertising
      - Personal Selling
      - Sales Promotion
      - Public Relations
    - Two Examples of Each Method of Promotion
  - Promotional Planning
    - Why is Promotional Planning Needed?
    - Five Questions in Promotional Planning
  - Media Used in Advertising
    - What are the Various Types of Media Used?
      - Print Media
      - Broadcast Media
      - Outdoor Advertising
      - Direct Mail
    - What Criteria to Use in Choosing Media Type
- PROJECT: Simulated Advertising Campaign

## **Protecting the Business (Greene, chapter 7)**

**2**

- Most Common Risks
  - Crime is one of the Most Common Risks
  - Other Types of Risks Faced by Business Owners
    - Fire
    - Bad Debt Losses
    - Personal Injury Claims
    - Product Liability Claims
  - Ways of Dealing With Crime and Other Risks

## **Government Rules and Regulations (McEachern, chapter 14)**

**8**

- Government Rules and Regulations
  - Importance of Government Rules and Regulations
  - Specific Government Regulations Related to Business Owners
- Role of the U.S. Government in the Market Economy
  - Define Public Sector
  - Public Goods and Services Corporately Owned and Shared by All.
  - Dependence of Private Sector on Public Sector Operate Efficiently by:
    - Promoting competition
    - Defining and enforcing property rights
    - Providing public goods
  - Externalities and the Market System
- Role of the Government in Regulating the Economy and Establishing Law and Order  
**(McEachern, chapter 15)**
  - Government Regulation of the Economy Occurs Through:

- Fiscal and monetary policy
- Price controls
- Production of certain goods and services
- Expenditures
- Regulating the national debt
- Referee Role of the Government in Promoting Competition
- Government's Role in Establishing Law and Order

## **The International Market (McEachern, chapter 18)**

**10**

- International Marketing
  - Terms Related to International Trade (International Trade is used interchangeably with International Marketing)
    - Imports
    - Exports
    - Balance of Trade
    - Exchange Rate
    - International Trade
    - Absolute Advantage
    - Comparative Advantage
  - Role of Imports and Exports in the U.S. Economy
  - Percentage of GNP of World Trade
  - Comparative and Absolute Advantage in International Trade
- Balance of Trade and Exchange Rates
  - Balance of Trade
  - Exchange Rates
  - Flexible Exchange Rates
  - Top Import and Export Items
  - PROJECT: "For-X" Currency Survey
- Agriculture in the U.S. and World Economy
  - Size and Importance of Agriculture
  - The Role of the Middlemen
  - Marketing Services Used in Marketing Farm Products
  - How Excellent Farming Sometimes Harms Farmers
  - Government Policies Toward Agriculture
  - Farm Cooperatives in the U.S. Economy
- Third World Countries (also called Lesser Developed Countries - LDC's)
 

**(McEachern, chapter 19)**

  - Measures of Economic Development
  - Three Reasons for the Lack of Development of LCD's:
    - Inadequate saving and capital goods
    - Rapid population growth
    - Property rights and problems with political structures
  - Economic Growth of LDC's Requires:
    - Modernizing agriculture
    - Educating and training the work force
    - Building capital
    - Controlling population growth
    - Encouraging international trade
  - Free Enterprise for LDC's.
  - World Bank and the International Monetary Fund

## **The Growth of the American Economy**

**5**

- Role of Territorial Expansion
  - Discuss the Role of Territorial Expansion in American Economic Growth.
  - Significance of Territorial Expansion on Land, Labor, and Capital
- Innovations, Inventions, and Technologies
  - Two Major Innovations of the American Economy
  - Two Major Inventions Impacting the American Economy Two Major Inventions Impacting the American Economy
  - Two Major Technologies Affecting the American Economy
  - PROJECT: Technology Development Survey
- Capital Stock
  - Define Capital Stock
  - Role of Capital Stock in Economic Growth
  - Importance of Capital Stock to Economic Growth
- Education in the Growth of the Economy
  - Importance to Individual, Corporate, and Societal Growth
  - Education and Future Training Needs

**Total**

**Total Hours: 90**

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Curriculum Alignment Template

Sector: **Marketing, Sales and Service**  
**Economics Business**

Pathway: **Entrepreneurship**

Course Name:

Instructional Unit With Sub-units	Formative Assessment (Activities)	Summative Assessment (culminating activities)	Model Curriculum Standards		
			Acad. Content		Career Content
<p><b>Key Assignment: Business Website</b></p> <p>Commercial web site for the planned business: Features, benefits, and USP Customer experience Web site planning and design Business purposes of web sites: E-commerce Fulfillment Web Research of similar businesses</p>	<p><b>Tangible Products:</b> Student notes Students write an application of the topics into their web site.  Practice Web page due  Web site Home Page 5 linking pages  <b>Observable performances:</b> Student progress on individual projects.  Student time management of their project.</p>	<p>Business Website (Grading Rubric)</p>	<p>ELA 9/10 R 1.1-2 R 2.1 R 2.3 R 2.4 W 1.3-6 W 1.9 W 2.3, 5 C 1.1-4 LS 1.1- 8, 2.5 NS 1.2, 6</p>	<p>R R R R R T T R R R R</p>	<p>Career: 3.4-5 Tech: 4.2-3 Ethics: 8.1-4 A 1.1-6 A 2.1-5 A 3.2-5 A 4.1-5 A5.3-5</p>

Curriculum Alignment Template

Sector: **Marketing, Sales and Service Economics Business**

Pathway: **Entrepreneurship**

Course Name:

Instructional Unit With Sub-units	Formative Assessment (Activities)	Summative Assessment (culminating activities)	Model Curriculum Standards		
			Acad. Content		Career Content
<p><b>Key Assignment:</b> Venture Capital Venture Capital financing VC sector investing VC application and selection process</p> <p>Venture Capital Valuation Exit strategies</p>	<p><b>Tangible Products:</b> Web site content assessment  (Student design and composition</p> <p><b>Observable performances:</b>  Student progress Grades on individual projects.  Student time management of their project.</p>	<p>Venture Financing Website (10 sections) based on the student’s research (Grading Rubric)</p> <p>Presentation (Grading Rubric)</p>	<p>ELA 9/10 R 1.1-2 R 2.1 R 2.3 R 2.4 W 1.3-6 W 1.9 W 2.3, 5 C 1.1-4 LS 1.1-8, 2.5 NS 1.2, 6 MR1.1 SS 12.2.9, 12.4.4</p>	<p>R R R R R R R R R R R</p>	<p>B 1.3 B 2.4-5 B3.1 B 5.6</p>
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**GENERAL GOALS OF COURSE:**

- To introduce the students to the study of business ownership.
- To introduce the students to the tools for measuring economic performance.
- To help the students develop an awareness of the need for effective decision-making.
- To introduce the students to the basic ingredients of economic systems, specifically the capitalistic, free enterprise system used in the United States and to compare it with other economic systems.
- To introduce the students to the aspects of planning, financing, and managing a business.
- To help the students develop an awareness of government rules and regulations pertaining to business ownership.
- To improve vocabulary, reading, writing, and critical thinking/problem solving skills.

**KEY ASSIGNMENTS:**

- Business Visitation Restrictive Business Analysis
- Business Plan Model
- Simulated Marketing Plan
- Business Location
- SBA Application Process
- Drug Testing in the Workplace
- Simulate Advertising Campaign
- "For – X" Currency Survey
- Technology Development Survey

## **CAREER PREPARATION STANDARDS**

**PERSONAL SKILLS** - Students will understand how personal skill development affects their employability. This skill includes positive attitudes, self-confidence, honesty, responsibility, initiative, self-discipline, personal hygiene, time management, and the capacity for lifelong learning.

1. Demonstrate an understanding of classroom policies and procedures.
2. Discuss importance of the following personal skills in the business environment:
  - a. Positive attitude
  - b. Self-confidence
  - c. Honesty
  - d. Perseverance
  - e. Self-management/work ethic
  - f. Pride in product/work
  - g. Dependability
3. Identify acceptable work attire.
4. Establish goals for self-improvement and further education/training.
5. Prioritize tasks and meet deadlines.
6. Understand the importance of initiative and leadership.
7. Understand the importance of lifelong learning in a world of constantly changing technology.

**INTERPERSONAL SKILLS** - Students will understand key concepts on group dynamics, conflict resolution, and negotiation. This skill includes the ability to work cooperatively, accept supervision, assume leadership roles, and show respect for others. This standard includes an understanding of sexual harassment laws and an appreciation of cultural diversity in the workplace.

1. Identify and discuss behaviors of an effective team.
2. Explain the central importance of mutual respect in the workplace relations.
3. Discuss and demonstrate strategies for conflict resolution and negotiation, and explain their importance within the business environment.
4. Understand laws that apply to sexual harassment in the workplace, and identify tactics for handling harassment situations.
5. Work cooperatively, share responsibilities, accept supervision and assume leadership roles.
6. Demonstrate cooperative working relationships and proper etiquette across gender and cultural groups.

**THINKING AND PROBLEM-SOLVING SKILLS** - Students will exhibit critical and creative thinking skills, logical reasoning, and problem solving. These skills include applying basic skills in order to calculate, estimate, measure; identify, locate, and organize information/data; interpret and follow directions from manuals, labels, and other sources; analyze and evaluate information and solutions.

1. Recognize the importance of good academic skills and implement a plan for self-improvement as needed.
2. Read, write, and give directions.
3. Exhibit critical and creative thinking skills and logical reasoning skills, and employ these skills for problem solving.
  - a. Work as a team member in solving problems.
  - b. Diagnose the problem, its urgency, and its causes.
  - c. Identify alternatives and their consequences.
  - d. Explore possible solutions.
  - e. Compare/contrast the advantages and disadvantages of alternatives.
  - f. Determine appropriate action(s).
  - g. Implement action(s).
  - h. Evaluate results of action(s) taken.

**COMMUNICATION SKILLS** - Students will understand principles of effective communication. This standard includes effective oral and written communication, listening skills, following and giving directions, requesting and giving information, asking questions.

1. Use communication concepts in application of skills, techniques, and operations.

- a. Prepare written material.
- b. Analyze written material.
2. Understand and implement written instructions, from technical manuals, written communications, and reference books.
3. Present a positive image through verbal and nonverbal communication, and understand the power of body language in communication.
4. Demonstrate active listening through oral and written feedback.
5. Give and receive feedback.
6. Demonstrate assertive communications (both oral and written).
7. Demonstrate proper etiquette in workplace communications, including an awareness of requisites for international communications (languages, customs, time zones, currency and exchange rates).
8. Demonstrate writing/editing skills as follows:
  - a. Write, proofread, and edit work.
  - b. Use correct grammar, punctuation, capitalization, vocabulary, and spelling.
  - c. Select and use appropriate forms of technology for communication.
9. Exhibit a proficiency in the use of reference books.
10. Research, compose, and orally present information for a variety of business situations utilizing appropriate technology.

**OCCUPATIONAL SAFETY** - Students will understand occupational safety issues, including the avoidance of physical hazards in the work environment. This includes the safe operation of equipment, proper handling of hazardous materials, appropriate attire and safety accessories, avoidance of physical injuries, interpretation of warning and hazard signs and terminology, and following and understanding safety-related directions.

1. Discuss and implement good safety practices, including the following (if applicable to course):
  - a. Personal
  - b. Lab
  - c. Fire
  - d. Electrical
  - e. Equipment
  - f. Tools
  - g. Interpretation of Material Safety Data Sheets (MSDSs)
  - h. Environmental Protection Agency (EPA)
  - i. Occupational Safety and Health Administration (OSHA)
  - j. American Red Cross Standards (ARC)
  - k. Networking Safety Standards
2. Apply sound ergonomic principles in organizing one's workspace.

**EMPLOYMENT LITERACY** - Students will understand career paths and strategies for obtaining employment within their chosen field. This includes traditional job preparation skills, such as resumes, application forms, cover letters, sources of employment information, and interviewing skills, but also includes an overview of the industry and an understanding of labor market trends.

1. Explore career opportunities and projected trends; investigate required education, training and experience; and develop an individual education plan.
2. Identify steps for setting goals and writing personal goals and objectives.
3. Examine aptitudes related to career options; relate personal characteristics and interests to educational and occupational opportunities.
4. Develop a career portfolio, including the following documents:
  - a. Job application
  - b. Resume(s)
  - c. Appropriate cover and follow-up correspondence
5. Identify and demonstrate effective interviewing techniques.

**TECHNOLOGY LITERACY** - Students will understand and adapt to changing technology by identifying, learning, and applying new skills to improve job performance. Students should understand the role of technology in their chosen field and should be able to use all appropriate technology. Students should also feel confident in their ability to learn new technology by generalizing from what they know, adapting skills to new situations, and identifying and using sources of information and of further learning.

1. Demonstrate the ability to use personal computers for loading and retrieving data, information gathering, measurements, and writing.
2. Identify the characteristics and explain the importance of adapting to changes, being flexible and evaluating goals when working in the industry.
3. Understand the importance of lifelong learning in adapting to changing technology.

**IMPORTANCE OF ETHICS** – Students will understand proper ethics in the workplace.

1. Discuss social and ethical responsibilities in the industry.
2. Demonstrate ethical choices in workplace situations.