

# Principles of Business and Marketing (12051-36) (2024)

## Demonstrating Personal Qualities and Abilities <sup>1</sup>

- a Demonstrate creativity and innovation. <sup>1A</sup>
- b Demonstrate critical thinking and problem solving. <sup>1B</sup>
- c Demonstrate initiative and self-direction. <sup>1C</sup>
- d Demonstrate integrity. <sup>1D</sup>
- e Demonstrate work ethic. <sup>1E</sup>

## Demonstrating Interpersonal Skills <sup>2</sup>

- a Demonstrate conflict-resolution skills. <sup>2A</sup>
- b Demonstrate listening and speaking skills. <sup>2B</sup>
- c Demonstrate respect for diversity. <sup>2C</sup>
- d Demonstrate customer service skills. <sup>2D</sup>
- e Collaborate with team members. <sup>2E</sup>

## Demonstrating Professional Competencies <sup>3</sup>

- a Demonstrate big-picture thinking. <sup>3A</sup>
- b Demonstrate career- and life-management skills. <sup>3B</sup>
- c Demonstrate continuous learning and adaptability. <sup>3C</sup>
- d Manage time and resources. <sup>3D</sup>
- e Demonstrate information-literacy skills. <sup>3E</sup>
- f Demonstrate an understanding of information security. <sup>3F</sup>
- g Maintain working knowledge of current information-technology (IT) systems. <sup>3G</sup>
- h Demonstrate proficiency with technologies, tools, and machines common to a specific occupation. <sup>3H</sup>
- i Apply mathematical skills to job-specific tasks. <sup>3I</sup>

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**j Demonstrate professionalism.** 3J

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**k Demonstrate reading and writing skills.** 3K

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**l Demonstrate workplace safety.** 3L

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**Examining All Aspects of an Industry** 4

**a Examine aspects of planning within an industry/organization.** 4A

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**b Examine aspects of management within an industry/organization.** 4B

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**c Examine aspects of financial responsibility within an industry/organization.** 4C

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**d Examine technical and production skills required of workers within an industry/organization.** 4D

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**e Examine principles of technology that underlie an industry/organization.** 4E

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**f Examine labor issues related to an industry/organization.** 4F

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**g Examine community issues related to an industry/organization.** 4G

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**h Examine community issues related to an industry/organization.** 4H

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**Addressing Elements of Student Life** 5

**a Identify the purposes and goals of the student organization.** 5A

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**b Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.** 5B

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**c Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects.** 5C

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**d Identify Internet safety issues and procedures for complying with acceptable use standards.** 5D

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**Exploring Work-Based Learning** 6

**a Identify the types of work-based learning (WBL) opportunities.** 6A

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**b Reflect on lessons learned during the WBL experience.** 6B

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**c Explore career opportunities related to the WBL experience.** 6C

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**d Participate in a WBL experience, when appropriate.** 6D

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**Understanding the Role of Economics in a Global Economy** 7

**a Identify the difference between needs and wants.** 7A

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**b Distinguish among the factors of production.** 7B

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**c Explain the relevance of scarcity to economics.** 7C

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**d Identify the three basic economic questions answered by any economy.** 7D

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- e Describe a decision-making process. 7E**

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  - f Distinguish between economic systems. 7F**

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  - g Identify characteristics of free enterprise. 7G**

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  - h Explain supply, law of supply, demand, law of demand, and economic equilibrium. 7H**

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  - i Describe the effect of supply and demand on a free enterprise system. 7I**

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  - j Explain the positive and negative effects of emerging economies on the global market. 7J**

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  - k Illustrate the phases of the business cycle. 7K**

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  - l Identify the measures or indicators of economic activity. 7L**

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  - m Describe possible outcomes and other important aspects of global trade. 7M**
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**Exploring the Core Concepts of Business and Marketing 8**

- a Identify the four types of businesses. 8A**

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  - b Compare major types of business structures. 8B**

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  - c Identify the functions of management. 8C**

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  - d Explore leadership styles. 8D**

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  - e Explain the marketing concept. 8E**

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  - f Describe the marketing functions. 8F**

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  - g Define target market. 8G**

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  - h Explain market segmentation and how it is used to identify a target market. 8H**

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  - i Describe the elements of the marketing mix. 8I**

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  - j Describe the selling process. 8J**

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  - k Explain the market research process. 8K**

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  - l Create a business plan. 8L**

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  - m Investigate technological trends in business and marketing. 8M**
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**Exploring Interrelated Social, Environmental, and Ethical Responsibilities 9**

- a Determine the social responsibilities of a business to the community and of the community to a business. 9A**

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**b Determine the environmental responsibilities of a business to the community and of the community to a business. 9B**

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**c Identify ethical and unethical business practices. 9C**

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**Developing Communication and Interpersonal Skills 10**

**a Describe communication tools and ways they are used in the workplace. 10A**

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**b Demonstrate professional communication. 10B**

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**c Explain the importance of nonverbal communication in the workplace. 10C**

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**Making Decisions as a Consumer 11**

**a Identify the rights and responsibilities of consumers. 11A**

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**b Describe how purchasing motives affect consumer choices. 11B**

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**c Demonstrate comparison shopping. 11C**

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**d Identify major consumer protection agencies and their purposes. 11D**

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**e Identify the characteristics of a valid contract. 11E**

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**f Examine product labels. 11F**

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**Exploring Financial Concepts 12**

**a Label parts of a paycheck. 12A**

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**b Identify basic banking services for individuals and businesses. 12B**

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**c Explain taxation. 12C**

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**d Explain the purpose of insurance. 12D**

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**e Create financial statements. 12E**

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**f Explain potential financial resources for businesses. 12F**

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**Preparing for Industry Certification 13**

**a Describe the requirements for obtaining industry certifications related to the Principles of Business and Marketing course. 13A**

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**b Identify testing skills and strategies for a certification examination. 13B**

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**c Demonstrate the ability to complete selected practice examinations. 13C**

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**d Complete an industry certification examination representative of skills learned in this course. 13D**

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**Developing Employability Skills 14**

**a Assess personal interests, aptitudes, and abilities. 14A**

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**b Identify sources of employment information. 14B**

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**c Research business and marketing career opportunities.** 14C

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**d Complete a job application.** 14D

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**e Develop or update a résumé.** 14E

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**f Write a cover letter.** 14F

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**g Design an employment portfolio.** 14G

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**h Describe professional behavior appropriate for a job interview.** 14H

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**i Participate in a mock job interview.** 14I

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**j Complete interview follow-up.** 14J

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