

Standard:

1. Demonstrates interpersonal, teamwork and leadership skills necessary to function in multicultural business settings

Benchmarks:

- Explains the characteristics of successful managers and how management styles vary
- Differentiates among organizational structures based on function, product, and geography
- Identifies the four dominant human resource management approaches
- Explains how employees are recruited, selected, and evaluated in an international setting
- Identifies cultural differences and business protocol in foreign countries

Standard:

8. Understands business in order to become effective buyers, users and producers of goods and services in a global economy

Benchmarks:

- Describes the economic effects of foreign trade
- Explains the role of foreign exchange in international transactions
- Explains some of the laws and international trade agreements that protect the property rights of businesses
- Understands different options for resolving international legal disputes

Standard:

1. Demonstrates interpersonal, teamwork and leadership skills necessary to function in multicultural business settings

Benchmarks:

- Understands the social responsibility of business as it relates to consumers, workers, the environment, and society
- Identifies several traits of successful entrepreneurs

Standard:

7. Understands the interrelationships of different functional areas of business and the impact of one component on another

Benchmarks:

- Identifies business risks that are often insured
- Understands the history and nature of labor unions and identifies key labor relations laws

Standard:

8. Understands business in order to become effective buyers, users and producers of goods and services in a global economy

Benchmarks:

- Explains how supply and demand interact to influence business decisions

Standard:

9. Understands the concept of economics and entrepreneurship within the frame work of a free market capitalistic economy

Benchmarks:

- Identifies the three major economic systems and the role of business within those systems



- Describes the three basic forms of business ownership, their advantages and disadvantages
- Identifies the two broad sectors of the U.S. economy
- Explains the importance of quality and customer service in a capitalistic economy
- Discusses the impact of social and economic factors on the development of small businesses

Standard:

1. Demonstrates interpersonal, teamwork and leadership skills necessary to function in multicultural business settings

Benchmarks:

- Understands the concepts of leadership, authority, power, and influence in the world of work
- Is aware of sources of conflicts, types of conflicts, and ways of coping with them
- Knows the importance of understanding cultural differences in work situations
- Understands the importance of interpersonal relationships

Standard:

2. Develops career awareness and related skills in order to make viable career choices and become employable in a variety of marketing and business careers

Benchmarks:

- Understands career opportunities and how they will continually change in the future
- Understands the necessity of a positive work ethic
- Understands how to establish career goals
- Knows effective decision making procedures
- Understands importance of self-inventory to assist in career exploration
- Has developed an awareness of employer expectations
- Has developed and demonstrates skills in problem solving

Standard:

4. Communicates effectively as writers, listeners and presenters for personal and business usage

Benchmarks:

- Knows how to conduct a career/job search
- Knows how to complete a resume, letter of application and an application form
- Knows effective interviewing skills

Standard:

2. Develops career awareness and related skills in order to make viable career choices and become employable in a variety of marketing and business careers

Benchmarks:

- Identifies factors that influence income from employment (e.g., occupational choice, organized labor, gender, ethnic background, educational level)
- Knows how to research careers
- Knows process of how to obtain a job (e.g., resume, application, interview, follow-up)

Standard:

6. Understands the principles of law in personal and business settings

Benchmarks:

- Identifies examples of consumer rights
- Describes the purposes of various consumer laws and explains how they affect the consumer's well-being

Standard:

8. Understands business in order to become effective buyers, users and producers of goods and services in a global economy

Benchmarks:

- Knows how to comparison shop for purchases (e.g., food, clothing, transportation, housing, financial services, insurance)
- Knows how to use research resources for making purchases
- Knows how supply and demand affects the consumer

- Knows advantages and disadvantages of using credit
- Knows how to develop an income and expense budget
- Knows how to invest disposable income (e.g., to maintain a particular lifestyle, emergency situations, college education for children, retirement)
- Knows services that financial institutions provide to customers
- Reconciles a bank statement (e.g., write checks, deposit money)
- Knows how to gain protection against the consequences of risk (e.g., life, health, auto)
- Knows why insurance needs change throughout the life cycle
- Knows how to prepare individual tax forms (federal and state)
- Knows how to protect themselves as a consumer (e.g., steps to complain, complaint letter)
- Knows advantages and disadvantages of owning a home versus renting

Standard:

4. Understands the economic process of production, distribution, exchange and consumption to make informed economic decisions

Benchmarks:

- Knows Alexander Hamilton's Financial Plan for the U.S., ie., paying off war debts, taxation, tariff, and the National Bank

Standard:

4. Understands how to manage individual and family resources

Benchmarks:

- Knows how to gain personal and family protection (e.g., life, health, auto)

Standard:

3. Selects and applies the tools of technology as they relate to personal and business decision making

Benchmarks:

- Uses the computer as a tool for the integration of the accounting cycle (e.g., computerized simulation)
- Uses spreadsheet and accounting software to maintain accounting records and describes the differences between manual and computerized accounting systems

Standard:

5. Uses accounting procedures to make decisions about planning, organizing and allocating resources

Benchmarks:

- Demonstrates an understanding of the fundamental accounting equation
- Classifies items as assets, liabilities or owner's equity
- Describes the purposes of the revenue, expense and drawing accounts and illustrates the effects on owner's equity
- Describes and prepares a variety of source documents
- Analyzes business transactions using source documents and describes the effect on the accounting equation
- Journalizes business transactions using various journal formats
- Explains the purpose of a ledger account and posts information from the journal to the ledger
- Prepares a trial balance and explains its uses and limitations
- Analyzes the trial balance to determine the necessary adjustments (e.g., depreciation, prepaid expenses, inventory, bad debts) to prepare financial statements (e.g., worksheet)

- Prepares and explains the purposes of each financial statement and describes the way they articulate with each other (e.g., income statement, balance sheet, statement of owner's equity)
- Explains the purposes of the closing process, journalizes and posts closing entries and prepares a post-closing trial balance
- Knows how to determine the value of ending inventory (e.g., LIFO, FIFO, Weighted Average, Specific Identification)
- Knows how to journalize notes payable and notes receivable
- Knows how to calculate and journalize payroll transactions
- Knows how to distinguish the difference in owner's equity for sole proprietorships, partnerships and corporations
- Knows how net income affects a sole proprietorship, partnership and corporation

Standard:

3. Selects and applies the tools of technology as they relate to personal and business decision making

Benchmarks:

- Learns and demonstrates correct touch keyboarding techniques
- Locates and uses various functions of word processing software
- Uses correct touch keyboarding skills at acceptable speed and accuracy levels
- Formats various business documents (e.g., personal and business letters, reports and envelopes)
- Proofreads copy for accuracy

Standard:

2. Develops career awareness and related skills in order to make viable career choices and become employable in a variety of marketing and business careers

Benchmarks:

- Identifies unique characteristics of an entrepreneur and evaluates the degree to which one possesses those characteristics

Standard:

5. Uses accounting procedures to make decisions about planning, organizing and allocating resources

Benchmarks:

- Establishes, maintains and analyzes appropriate records to make business decisions

Standard:

6. Understands the principles of law in personal and business settings

Benchmarks:

- Understands how ethics, government and different forms of business ownership affect the entrepreneurial venture

Standard:

7. Understands the interrelationships of different functional areas of business and the impact of one component on another

Benchmarks:

- Develops a business plan

Standard:

9. Understands the concept of economics and entrepreneurship within the frame work of a free market capitalistic economy

Benchmarks:

- Applies economic concepts when making decisions for an entrepreneurial venture
- Describes how cultural differences, export/import opportunities and current trends in a global marketplace can affect an entrepreneurial venture

Standard:

10. Understands the marketing concepts essential to success in business

Benchmarks:

- Develops a marketing plan for an entrepreneurial venture

Standard:

1. Demonstrates interpersonal, teamwork and leadership skills necessary to function in multicultural business settings

Benchmarks:

- Understands the role and functions of members of a team
- Understands the stages of team development
- Understands that leadership style is dependent upon a situation or task and the level of development of the follower
- Knows that goal setting is important to achievement
- Understands the specific steps critical to effective goal-setting
- Knows strategies for developing and maintaining a positive attitude
- Chooses courses of action based upon ethical standards
- Knows strategies that enhance creative thinking

Standard:

3. Selects and applies the tools of technology as they relate to personal and business decision making

Benchmarks:

- Demonstrates the ability to gather information for effective decision making

Standard:

4. Communicates effectively as writers, listeners and presenters for personal and business usage

Benchmarks:

- Demonstrates effective presentation skills (e.g., non-verbal communication, parts to include in a presentation, use of visual aids)
- Understands that effective listening skills are important to effective leadership



Standard:

3. Selects and applies the tools of technology as they relate to personal and business decision making

Benchmarks:

- Composes, organizes and edits information using a keyboard
- Proofreads and edits documents for accuracy, content, correct grammar, spelling, and punctuation
- Uses touch keyboarding techniques and word processing software to create, modify, store, retrieve and print documents
- Improves basic keyboarding techniques and develops increased skill levels in speed and accuracy in keystroking
- Knows how to key business documents (e.g., letters, reports, tables, memos, and graphics)

Standard:

3. Selects and applies the tools of technology as they relate to personal and business decision making

Benchmarks:

- Uses advanced word processing software to create, modify, store, retrieve, and print documents
- Proofreads and edits documents for accuracy, content, correct grammar, spelling, and punctuation
- Improves keyboarding techniques and develops increased skill levels in speed and accuracy in keyboarding
- Knows how to key documents (e.g., business letters, reports, tables, spreadsheets, memos, graphics, newspaper text, merge letters, sorts)
- Creates or composes original documents (e.g., using graphics, outlines, calendars, certificates, greeting cards, etc.)
- Knows how to organize material and prioritize work

Standard:

6. Understands the principles of law in personal and business settings

Benchmarks:

- Knows a person's responsibility to obey the law
- Understands the relationship between law and ethics
- Identifies consequences of unethical and illegal behavior
- Knows court procedures for civil and criminal actions
- Knows how the courts make law and explains the role of precedent in the legal system
- Differentiates between the various levels of the judicial system
- Identifies crimes and torts
- Lists the elements required to create a contract

Standard:

2. Develops career awareness and related skills in order to make viable career choices and become employable in a variety of marketing and business careers

Benchmarks:

- Identifies available marketing career opportunities
- Knows and demonstrates the process of how to obtain a job (e.g., job application, resume, interview, follow up)

Standard:

9. Understands the concept of economics and entrepreneurship within the frame work of a free market capitalistic economy

Benchmarks:

- Contrast ways of organizing and operating a business in a free enterprise system
- Explain the types of economic systems
- Explain the principles of supply and demand
- Describe and give examples of the ways in which economic conditions and trends affect marketing

Standard:

10. Understands the marketing concepts essential to success in business

Benchmarks:

- Identifies the roles of marketing and analyzes the impact of marketing on the individual, business and society

- Determine and select appropriate channels of distribution for a product or service line
- Determine the role of finance and credit in the operation of a business
- Identify and explain the life cycle for a product or service
- Determine the need for different types of marketing research
- Develop and present a promotional plan for a project, service, or business
- Demonstrate and evaluate professional selling techniques
- Develop and defend a marketing plan

Standard:

12. Students in Wisconsin will apply the principles of leadership in school, community, and marketing settings

Benchmarks:

- Use leadership behaviors to plan and implement a marketing project or DECA activity

Standard:

13. Students in Wisconsin will apply appropriate technology that assists in Marketing-related processes

Benchmarks:

- Discuss applications of technology appropriate to each marketing function: pricing, selling, promotion, marketing information management, distribution, finance, and product/service management

Standard:

2. Develops career awareness and related skills in order to make viable career choices and become employable in a variety of marketing and business careers

Benchmarks:

- Develops employment portfolio (e.g., resume, letter of application, letters of appreciation, application form, and interview techniques)

Standard:

3. Selects and applies the tools of technology as they relate to personal and business decision making

Benchmarks:

- Uses keyboarding techniques and word processing software to create, modify, store, retrieve, and print documents (e.g., WordPerfect 6.1)
- Proofreads and edits documents for accuracy, content, correct grammar, spelling, and punctuation (e.g., letters, memos, reports, and printed forms)
- Knows how to identify, store and retrieve information correctly applying ARMA's records management procedures
- Knows how to apply proper business telephone technique, services and equipment
- Enters and manipulates numeric data using the touch method on a 10-key keypad and desktop calculator
- Demonstrates the ability to use transcription equipment
- Uses correct keyboarding skills at acceptable speed and accuracy levels

Standard:

1. Demonstrates interpersonal, teamwork and leadership skills necessary to function in multicultural business settings

Benchmarks:

- Defines, develops, and applies a code of ethics to various event marketing issues

Standard:

9. Understands the concept of economics and entrepreneurship within the frame work of a free market capitalistic economy

Benchmarks:

- Identifies and explains how external factors influence/dictates event marketing decisions

Standard:

10. Understands the marketing concepts essential to success in business

Benchmarks:

- Identifies the roles of marketing and analyzes the impact of marketing on the individual, business, event and society
- Describes the characteristics of an event and stages of event development
- Explains the role of pricing in the event marketing process and describes and uses various pricing strategies
- Applies distribution processes and methods to develop distribution plans
- Identifies the four general forms of promotion and determines how each contributes to successful event marketing
- Develops, implements and evaluates an event

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- Develops an event marketing plan encompassing all of the necessary components
- Demonstrates the ability to develop event sponsorships
- Demonstrates the ability to sell event sponsorships

Standard:

2. Develops career awareness and related skills in order to make viable career choices and become employable in a variety of marketing and business careers

Benchmarks:

- Knows the variety of jobs available in accounting
- Knows the major organization that influences accounting practice

Standard:

3. Selects and applies the tools of technology as they relate to personal and business decision making

Benchmarks:

- Uses commercial software to solve accounting problems (e.g., using a spreadsheet)
- Uses textbook supplied software to solve accounting problems

Standard:

5. Uses accounting procedures to make decisions about planning, organizing and allocating resources

Benchmarks:

- Analyze & record transactions, pos, and prepare a trial balance for a business' accounting cycle
- Perform adjusting and closing entries, prepare a worksheet and financial statements
- Define and identify current and long-term assets and explain their impact on financial statements
- Define cash, prepare bank reconciliation's, establish and maintain petty cash and change accounts, identify cash control techniques, explain the benefits of electronic fund transfers

- Create and maintain the accounts receivable subsidiary ledger, account for credit card sales and apply appropriate accounting techniques for uncollectible accounts
- Explain the purposes of notes receivable; establish and maintain accounts for receivables and related interest
- Compare and evaluate inventory concepts and costing procedures and apply these concepts and procedures to merchandising and manufacturing businesses
- Explain the purpose of depreciation
- Calculate depreciation and apply appropriate accounting concepts and techniques for acquisition, depreciation and disposal of property, plant and equipment
- Compare and analyze various depreciation methods and their impact on the financial statements
- Use appropriate accounting concepts and techniques to analyze and record repairs, improvements and exchanges of plant and equipment
- Define intangible assets and account for their acquisition, amortization and disposal
- Define natural resources and account for their acquisition, depletion and disposal
- Define short-term investments and describe the accounting concepts and techniques used to analyze and record transactions involving trading, available-for-sale and held-to-maturity securities
- Define and identify current and long-term liabilities and explain their impact on financial statements
- Explain the purposes of notes payable; establish and maintain accounts for payables and related interest
- Use appropriate accounting concepts and techniques to analyze and record the issuance, amortization and retirement of bonds
- Compare and contrast straight-line and effective interest amortization methods for bond premiums and discounts
- Explain the purpose of the following accounts: common stock, preferred stock, paid-in capital, retained earnings and dividends for a corporation

- Apply appropriate accounting concepts and techniques to analyze and record investments by stockholders and the declaration and payment of dividends
- Analyze the income statement and balance sheet of a business by comparing a vertical analysis with industry standards
- Explain the advantages and disadvantages of the three forms of business ownership -- sole proprietorships, partnerships and corporations
- Describe the management process and the role of managerial accounting in this process
- Describe and explain those costs and accounts that are unique to the manufacturing process and distinguish between product and period costs
- Describe the cost flow concepts followed by a manufacturing business
- Apply appropriate accounting concepts and procedures for a job order costing system

Standard:

11. Understands the management systems essential to success in business

Benchmarks:

- Explain and compare the behavior of fixed, variable and mixed costs
- Evaluate company performance by applying standard costing and variance analysis
- Use unit of measurement to report financial activities
- Uses an accounting period over which financial information is reported
- Match revenue with expenses for a given fiscal period

Standard:

4. Communicates effectively as writers, listeners and presenters for personal and business usage

Benchmarks:

- Knows the principles of notetaking using the alphabet to represent the sounds that make up our language
- Demonstrates the ability to take notes, build speed and transcribe using the principles of notetaking
- Knows the notetaking brief forms and abbreviations
- Demonstrates the ability to accurately read aloud from text and individual copy
- Uses correct rules of grammar and punctuation in transcription
- Uses techniques of phrasing effectively
- Uses correct spelling for transcription
- Create an oral presentation on topic of choice to reinforce notetaking skills of classmates

Standard:

4. Communicates effectively as writers, listeners and presenters for personal and business usage

Benchmarks:

- Develops correct usage of grammar (e.g., "C" qualities)
- Develops listening habits for better productivity and understanding at work and in personal relationships
- Applies effective telephone skills in a business environment
- Develops human relations skills as a tool for better business and professional relationships
- Demonstrates ability to format letters, memos and short reports with citations
- Composes letters and memos in specific business situations (e.g., inquiry, reply, thank you)
- Knows how to write a research/analysis paper with citations
- Uses a variety of research methods in a career exploration process
- Uses variety of research methods to select preparation needed for a chosen career
- Develops a plan on how to find a job (e.g., resume, cover letter, follow-up thank you, letter of reference)
- Demonstrates interviewing skills
- Demonstrates oral presentation skills

Standard:

3. Selects and applies the tools of technology as they relate to personal and business decision making

Benchmarks:

- Knows the meaning of common desktop publishing terms
- Applies principles and techniques of publication design
- Demonstrates the use of the tool box
- Demonstrates the use of fonts
- Demonstrates the ability to import and use graphics
- Demonstrates the use of columns
- Demonstrates the use of the rulers and the ruler guides
- Demonstrates the use of textwrap
- Demonstrates the use of the Table Editor
- Demonstrates the use of the Story Editor
- Demonstrates the use of a scanner
- Demonstrates the use of other page setup features such as: bullets, drop and stickup caps, widows/orphans, kerning, leading, etc

Standard:

3. Selects and applies the tools of technology as they relate to personal and business decision making

Benchmarks:

- Learn and use HTML language
- Learn and use software used to design Web pages

Standard:

3. Selects and applies the tools of technology as they relate to personal and business decision making

Benchmarks:

- Explains the purposes, functions and common features of word processing software
- Composes, organizes and edits information using a keyboard
- Uses word processing software to create, modify, store, retrieve, and print documents
- Explains the purposes, functions and common features of database software
- Uses database software to store, query, retrieve, and sort data
- Uses database software to plan, create, update, add, and delete records
- Explains the purposes, functions and common features of spreadsheet software
- Uses spreadsheet software to design, create, manipulate, store, retrieve, update, add, search, sort, print, chart and delete data
- Designs and enters formulas that permit users to ask "what if" questions to analyze spreadsheet data
- Uses database software to plan, create, modify, and print reports
- Identifies principles and techniques of presentation and multimedia design and delivery
- Uses presentation and multimedia software to design, create, import data/graphics, edit, format, sequence, and produce a variety of presentations
- Proofreads and edits documents for accuracy, content, correct grammar, spelling, and punctuation
- Integrates usage of word processing, spreadsheet, database, and presentation software

Standard:

3. Selects and applies the tools of technology as they relate to personal and business decision making

Benchmarks:

- Integrates usage of word processing, spreadsheet, database, and presentation software
- Uses advanced features of database software to plan, create, store, retrieve modify, update, add records, delete records, query, sort data, and print forms and reports
- Uses advanced features of spreadsheet software to design, create, manipulate, store, retrieve, update, add, search, sort, print, chart, and delete data
- Uses advanced features of presentation and multimedia software to design, create, import data/graphics, edit, format, sequence, and produce a variety of presentations
- Uses advanced features of word processing software to create, modify, store, retrieve, and print documents

Standard:

2. Develops career awareness and related skills in order to make viable career choices and become employable in a variety of marketing and business careers

Benchmarks:

- Selects marketing internship
- Understands career paths within the field of marketing
- Apply work-based skills and knowledge to the changing careers in marketing
- Analyze on the job experiences through a marketing internship and interprets those experiences to make educational and occupational choices
- Demonstrate knowledge of change in the field of marketing and describe how to adapt to new marketing technology and changing requirements in the marketing workplace
- Create a professional portfolio to assist in educational and career advancement

Standard:

9. Understands the concept of economics and entrepreneurship within the frame work of a free market capitalistic economy

Benchmarks:

- Investigates numerous marketing variables and strategies in dealing with a diversified marketplace
- Identifies and explains how external factors influence/dictate marketing decision
- Defines, develops, and applies a code of ethics to various marketing issues
- Describe and give examples of the ways in which economic conditions and trends, both domestic and global, affect marketing

- Discuss political, financial, and legal issues that affect and impact the nature of doing business globally

Standard:

10. Understands the marketing concepts essential to success in business

Benchmarks:

- Identifies the roles of marketing and analyzes the impact of marketing on the individual, business, and society
- Develops, implements, and evaluates a marketing research project
- Develops a marketing plan encompassing all of the necessary components
- Demonstrate and evaluate professional business to business selling techniques
- Use available technology for marketing communications and activities

Standard:

11. Understands the management systems essential to success in business

Benchmarks:

- Demonstrate management behavior and delegate responsibility and authority in marketing activities

Standard:

1. Demonstrates interpersonal, teamwork and leadership skills necessary to function in multicultural business settings

Benchmarks:

- Practices appropriate interpersonal skills for working with and for others
- Apply work based skills and knowledge to potential jobs and changing activities in marketing
- Use leadership behaviors to plan and implement a marketing project in a retail store
- Demonstrate supervisory behavior and delegate responsibility and authority in a retail store
- Develop a personnel policy and plan for a marketing department, enterprise, or retail store
- Describe various employee evaluation or appraisal techniques and select one appropriate to a given marketing activity or retail store
- Design training programs for new and incumbent employees
- Demonstrate ability to perform successfully in a workplace setting as a paid employee in a marketing position
- Apply on-the-job experiences and knowledge to classroom projects and activities

Standard:

4. Communicates effectively as writers, listeners and presenters for personal and business usage

Benchmarks:

- Applies effective telephone skills in a business environment
- Demonstrates effective presentation skills (e.g., non-verbal communication, parts to include in a presentation, use of visual aids)
- Develops human relation skills as a tool for better business and professional relationships with vendors
- Understands that effective listening skills are important to effective management
- Identify, use, and analyze database and spreadsheet information related to marketing
- Use communication technologies to perform marketing-related activities
- Discuss the importance of business ethics and practices in the use of marketing and communication technologies
- Discuss and recognize the importance of technologies appropriate to marketing

Standard:

8. Understands business in order to become effective buyers, users and producers of goods and services in a global economy

Benchmarks:

- Analyze the interaction of supply and demand to determine price in a free enterprise system

- Determine the needs for and develop different types of marketing research
- Analyze and establish pricing strategies for a product and/or service
- Develop buying strategies for a product or service
- Analyze systematic and market-driven purchasing practices

Standard:

10. Understands the marketing concepts essential to success in business

Benchmarks:

- Determine and select appropriate channels of distribution for a product or service line
- Determine the role of finance and credit in the operation of a business
- Develop and present a promotional plan for a project, service, or business
- Research and analyze the life cycle for a product, service, or business
- Develop and present a comprehensive risk management plan for a business
- Describe criteria for ethical marketing practices
- Critique the significance of the seven marketing functions and their role in satisfying customer's needs

- Apply ethical behavior to marketing applications

Standard:

14. Understands all aspects of business to become future entrepreneurs

Benchmarks:

- Operate an entrepreneurial venture (school-based enterprises, such as, a store, senior project, school store)
- Critique field trips, interviews, and guest speaker presentations from local entrepreneurs
- Develop marketing strategies related to entrepreneurial ventures

Standard:

15. A complex thinker effectively extends, refines, and uses knowledge to support a position, make decisions and solve problems

Benchmarks:

- Apply problem solving skills to investigate marketing concerns
 - Identify a major marketing-related concern
 - Gather primary and secondary data for use in market research
 - Examine and interpret data critically
 - Examine probable consequences and evaluate risks of each potential conclusion
 - Give reasons to support conclusions about probable plan of action
 - Evaluate the evidence and conclusions as needed
- Record personal thoughts about what was learned from the experience

Standard:

1. Demonstrates interpersonal, teamwork and leadership skills necessary to function in multicultural business settings

Benchmarks:

- Understands and demonstrates how personal qualities transfer from school to the workplace
- Practices appropriate interpersonal and teamwork skills for working with and for others
- Demonstrates leadership skills through class and student organization activities

Standard:

2. Develops career awareness and related skills in order to make viable career choices and become employable in a variety of marketing and business careers

Benchmarks:

- Updates employment portfolio (e.g., resume, letter of application, letter of appreciation, letter of resignation and application form)
- Understands that career options are based on personal skills and aptitudes
- Uses a variety of research methods in the career exploration process (WCIS, Occupational Outlook Handbook, interviews)
- Demonstrates proper business etiquette and appearance (e.g., grooming and attire) on the job
- Prepares individual tax forms (federal and state)
- Demonstrates good attendance and punctuality

Standard:

3. Selects and applies the tools of technology as they relate to personal and business decision making

Benchmarks:

- Uses correct keyboarding skills at acceptable speed and accuracy levels
- Uses software to create, modify, store, retrieve, and print mailable documents (e.g., WordPerfect 6.1, Microsoft Professional Office and PageMaker)
- Demonstrates proficiency with business application problems on the desktop calculator

Standard:

7. Understands the interrelationships of different functional areas of business and the impact of one component on another

Benchmarks:

- Understands aspects of a business occupation (e.g., through paid cooperative work experience)
- Experiences paid work opportunity in a related business occupation