Framework for Business Education in Montana

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Framework for Business Education in Montana

What is the Framework?
The Framework for Business Education in Montana is the result of local teachers dealing curriculum development, course content, instructional timelines, and ensuring students are college and career ready. The Framework provides a reference and structure to assist in developing relevant business and marketing education programs for Montana students.

The Framework is a tool for Montana business and marketing educators to develop common curriculum aligning to the National Standards for Business Education, regardless of the length of a course or a unit of instruction, as well as to provide students with the knowledge and skills necessary to be successful in their chosen career pathway through the inclusion of the Common Career Technical Core.

The Framework is organized with a set of foundational content and learning outcomes for all business and marketing programs and students. The more specialized content of the business education curriculum is organized into the four principal Career Clusters within business education.

Business Education Foundations
- Keyboarding or Input Technology
- Computer Applications
  - Word Processing, Spreadsheets, Database, Presentations, Multimedia, Desktop Publishing, Internet Browsing, E-mail Management, Web Page Development, and Graphic User Interface Software/File Management
- Business Ethics
- Communication
- Career Development
- Financial Literacy

Business Management and Administration Cluster
- Business Communication
- Business Law
- Business Management
- Entrepreneurship
- International Business

Information Technology Cluster
- Computer Maintenance and Management
- Database Management
- Integrated Computer Applications
- Multimedia Development
- Network Systems
- Programming and Application Development

Finance Cluster
- Accounting
- Business Economics
- Personal Finance

Marketing Cluster
- Cooperative Work Experience
- Hospitality and Tourism
- Marketing
- School-Based Enterprise
- Sports and Entertainment

National Standards for Business Education
Throughout the Framework, the corresponding standards from each of the 10 content areas of the National Standards for Business Education are identified. The identification of the Standards demonstrates how the Framework aligns to the national standards and serves as a resource for business educators to ensure students are receiving a solid education to be successful in a global workplace. Additionally, a crosswalk is also included to expand upon the Framework’s relationship to the National Standards for Business Education.

Career and Technical Student Organizations
The Framework for Business Education in Montana also includes crosswalks to the competitive events of Business Professionals of America and DECA: An Association of Marketing Students. These crosswalks further demonstrate the co-curricular relationship between Business Education/Career and Technical Education and the Career and Technical Student Organizations. The crosswalks illustrate how the Framework’s course content prepares students to further enhance the relevance of their coursework as well as to continue to develop and demonstrate workplace skills through participation in the competitive events programs and other CTSO-related leadership opportunities.
Framework for Business Education in Montana

Business Education Foundations

The Business Education Foundations competencies apply to all coursework and should be infused throughout the business education curriculum. The Business Education Foundations provides students with the knowledge and skills essential for success in all Clusters of the business education curriculum as well as provides students with the 21st Century skills to be both college and career ready.

The Business Education Foundations includes instruction in the subject areas of

- Keyboarding or Input Technology
- Computer Applications
- Business Ethics
- Communication
- Career Development
- Financial Literacy

Students gaining instruction within the Business Education Foundations are able to enhance their academic knowledge and skills required to pursue the full range of career and post-secondary education opportunities; use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information; use information technology tools to access, manage, integrate, and create information; and know and understand the importance of employability skills; explore, plan, and effectively manage careers; and know and understand the importance of entrepreneurship skills.

The Business Education Foundations competencies apply to coursework within the four Career Clusters of focus of Business Education—Business Management and Administration, Finance, Information Technology, and Marketing—as well as providing essential knowledge and skills for students preparing for programs of study and careers within other Clusters and related pathways.
**Keyboarding or Input Technology**

**Achievement Standard:**
Use various input technologies to enter and manipulate information appropriately including but not limited keyboarding, voice recognition, hand-writing recognition and mouse.

**Objectives**
- Develop touch keyboarding techniques
- Enter and manipulate numeric data using the touch method on a 10-key keypad
- Identify, compare, and explain features of various keyboards
- Develop touch keyboarding skills at acceptable speed and accuracy levels of 30 wpm with five (5) or fewer errors
- Proofread and edit copy for accuracy, content, correct grammar, spelling, and punctuation
- Use pointing devices such as the mouse
- Explore the use of speech recognition software

**Computer Applications**

**Achievement Standard:**
Identify, select, evaluate, use, and customize application software.

**Objectives**
- Identify the major types of application software and explain their purpose or use
- Select appropriate application software for specific tasks
- Describe and use emerging application software including but not limited to web applications and freeware.
- Use reference materials, such as on-line help, tutorials, and manuals available for application software
- Identify, select, and apply the features of software products, such as galleries, templates, and macros
- Evaluate application software products in terms of their features
- Import and export text, data, and images between software programs
- Use collaborative application tools
- Sequence and define steps of an information processing cycle
**Word Processing**
- Explain the purposes, functions, and common features of word processing software
- Define common word processing terminology
- Use word processing software to complete common file management techniques such as saving, retrieving, printing, and merging documents
- Demonstrate editing functions including find and replace, cutting, pasting, and importing and exporting text and graphics
- Apply layout and insert functions including tabs, margins, hanging indents, word-wrap, columns, headers and footers, and tables
- Apply formatting functions including fonts, sizes, styles, and positioning
- Apply word processing functions including spell checking, thesaurus, grammar checking, and the help functions of the software
- Proofread and edit documents for accuracy and content, and for correct grammar, spelling, and punctuation
- Input, edit, store, and output letters, reports, tables and other documents
- Convert files to a variety of common protocols including (but not limited to) PDF and rich text format
- Integrate word processing with other applications

**Spreadsheets**
- Explain the purposes, functions, and common features of spreadsheet software
- Define common spreadsheet terms
- Use spreadsheet software to complete common file management techniques such as saving, retrieving, printing, and merging documents
- Enter, edit, and copy text, formulas and values
- Apply formatting functions such as fonts, styles, size, column width and row height
- Change numeric formats for data
- Create and format graphs from worksheet data
- Navigate the worksheet by using the mouse or by a variety of keystrokes
- Use spell checking and the help menu
- Use functions such as sum, max, min, count, if, round and average to create appropriate formulas
- Design, create and edit worksheets that permit users to use conditional formatting
- Test spreadsheet formulas and design for accuracy
- Integrate spreadsheets with other applications

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**NATIONAL STANDARDS FOR BUSINESS EDUCATION**

**Communication**
- I. Foundations of Communication

**Information Technology**
- I. Impact on Society
- II. Information Literacy
- IV. Devices and Components
- VI. Input Technologies
- VII. Applications
- XIV. Information Technology Planning and Acquisition
Database

- Explain the purposes, functions, and common features of database software
- Define common database terminology
- Define the interrelationships between fields, records, primary fields, files, and databases
- Demonstrate knowledge of the advantages and disadvantages of file management versus relational database software
- Use database software to complete common file management techniques such as saving, retrieving, and printing documents
- Design and modify an appropriate database structure
- Insert, edit, and delete records
- Query and sort data from files and databases
- Use spell checking and online help
- Plan, create, modify, and print reports
- Locate requested information on a computer printout
- Edit and verify printout information and totals
- Identify and describe electronic and microform storage media appropriate for a variety of tasks
- Integrate database with other applications

Presentations

- Explain the purposes, functions, and common features of presentation software
- Define common presentation software terms
- Create slide shows using presentation software designed for a specific audience and purpose
- Set up and apply type styles, paragraph formats and tabs/indents to a variety of presentations
- Utilize creative techniques to design presentations
- Demonstrate knowledge of the principles of slide design and layout
- Design, create, and import data/graphics/scanned images, format, and produce a variety of slide shows using presentation software
- Integrate scanned images, sound and/or video clips, text and other data into slide shows
- Create handouts using presentation software
- Create and apply custom colors
- Create self-running and portable (e.g. pack and go) slide shows
- Utilize presentation hardware including but not limited projectors, clickers, and speakers
- Integrate presentation software with other applications

NATIONAL STANDARDS FOR BUSINESS EDUCATION

Communication
- I. Foundations of Communication

Information Technology
- I. Impact on Society
- II. Information Literacy
- IV. Devices and Components
- VI. Input Technologies
- VII. Applications
- X. Database Management Systems
- XIV. Information Technology Planning and Acquisition

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Multimedia

- Define common multimedia terms
- Define how multimedia is transforming business and industry at the local and international level
- Identify and apply principles and techniques of presentation design to a variety of hard copy and digital documents
- Integrate scanned images, sound and/or video clips, text and other data into a variety of documents
- Use digital media and integrate the images/video into a variety of documents
- Create and use custom colors in a variety of documents
- Explore compatible graphic formats and means for converting, compressing and decompressing files
- Use electronic media such as e-books and electronic encyclopedias to assist with research projects
- Identify and select various imaging software and hardware appropriate for tasks
- Define and recognize linked objects in a multimedia application
- Identify and describe electronic and microform storage media appropriate for a variety of tasks

Desktop Publishing

- Explain the purposes, functions, and common features of desktop publishing software
- Define common desktop publishing terms
- Explore some of the differences between word processing and desktop publishing
- Define, create, edit, and use master pages and/or style sheets
- Use common layout procedures such as flowing text, typographic design, leading, kerning, and word space
- Demonstrate knowledge of the principles of graphic design and layout
- Utilize creative techniques to design simple publications
- Use desktop publishing software to design, create, and format a variety of publications that are distribution-ready
- Demonstrate knowledge of desktop publishing templates
- Create and apply custom colors
- Integrate text and graphic files into documents
- Demonstrate knowledge of photo and graphic editing including but not limited to cropping, colorization, and sizing
**Internet Browsing**
- Explain the purposes, functions, and common features of Internet browsing
- Define common Internet browsing terms
- Identify the different parts and buttons of an Internet browser
- Introduce students to a variety of internet browsers
- Demonstrate adding web sites to favorites/bookmarks listings
- Demonstrate accessing and identifying a web site by its URL or domain
- Perform searches by using a variety of search techniques including but not limited to Boolean operators and advanced search options
- Demonstrate the ability to find and download files and compress and unzip files
- Use media players to play video and sound files
- Define e-commerce and its implications for business and industry
- Use online searching as a research tool and evaluate the validity of information found on the site(s)
- Use electronic media such as e-books and electronic encyclopedias to assist with research projects
- Understand and comply with the rules of copyright laws and plagiarism

**E-mail Management**
- Explain the purposes, functions, and common features of E-mail management
- Define common e-mail terminology
- Compose, read, send, reply, and forward messages to an individual or group
- Demonstrate the ability to create an address book for individuals and groups
- Compose and send e-mail messages using an address book
- Attach files to an e-mail message
- Create folders for storing and organizing e-mail messages
- Sort, retrieve, and delete messages
- Use proper e-mail etiquette
- Identify common e-mail emoticons
- Subscribe and unsubscribe to RSS feed

**NATIONAL STANDARDS FOR BUSINESS EDUCATION**

**Business Law**
- II. Contract Law, Law of Sales, and Consumer Law
- VII. Computer Law

**Communication**
- I. Foundations of Communication

**Information Technology**
- I. Impact on Society
- II. Information Literacy
- III. Digital Citizenship
- IV. Devices and Components
- VII. Applications
- VIII. Digital Media
- IX. Web Development and Design
- XV. Security and Risk Management
- XVII. Information Technology and Business Functions

**Management**
- VIII. Technology and Information Management

**Marketing**
- III. External Factors
Web Page Development

- Explain the purposes, functions, and common features of web page development
- Define common web page development terms
- Create web pages using web page development software and wizards
- Apply and understand web page restrictions when formatting and inserting text, tables and borders, colors, fill and shading patterns, graphics, and multimedia
- Insert hyperlinks to other web pages and/or web site
- Demonstrate the ability to view a web page on a browser
- Insert additional web pages to current web site
- Demonstrate successful navigation between web pages, checking and repairing links
- Create web pages using custom, or redesigned, web page templates
- Discuss some of the differences between creating personal web pages and web pages designed for e-commerce
- Demonstrate the ability to publish web pages to the Internet

Graphical User Interface Software/File Management

- Define the difference between application and operating system software
- Explain the purposes of operating system software
- Define and use multitasking
- Create, view, copy, move, rename and delete folders and files
- Create backup copies
- Identify and access drives
- Properly startup and shutdown a system

Computer Applications Certification Options

Adobe Certified Associate
CompTIA
Internet and Computing Core Certification (IC³)
Microsoft Office Specialist

National Standards for Business Education

Business Law
II. Contract Law, Law of Sales, and Consumer Law
VII. Computer Law

Communication
I. Foundations of Communication
III. Written Communication

Information Technology
I. Impact on Society
II. Information Literacy
III. Digital Citizenship
IV. Devices and Components
VI. Input Technologies
VII. Applications
VIII. Digital Media
IX. Web Development
X. Database Management Systems
XI. Project Management and Systems Analysis
XIV. Information Technology Planning and Acquisition
XV. Security and Risk Management
XVII. Information Technology and Business Functions

Management
VIII. Technology and Information Management

Marketing
III. External Factors

National Standards for Business Education

Information Technology
I. Impact on Society
II. Information Literacy
III. Digital Citizenship
IV. Devices and Components
V. Operating Systems
VI. Input Technologies
VII. Applications
XV. Security and Risk Management
**Business Ethics**

Business ethic concepts should be infused throughout the business education curriculum.

Achievement Standard:
Define, develop, and apply a code of ethics to various issues confronted by businesses.

Objectives
- Describe a personal code of ethical behavior
- Explain the importance of trust for the successful conduct of business
- Give examples of how unethical behavior results in higher prices for consumers (e.g. illegal music downloads, insurance fraud)
- Describe how and why different cultures have different ethical systems
- Explain the difference between ethics and governmental regulations
- Describe a business code of ethical behavior
- Give examples of how unethical behavior leads to government regulations
- Identify ethical considerations resulting from technological advances (e.g. computer snooping and hacking)
- Explain the basic laws regarding computer software (e.g. purchasing site licenses)
- Describe how a computer virus works and the steps individuals can take to prevent viruses
- Explain why computer backup is important and different ways it can be accomplished
- Identify and explain Internet-related security and privacy issues
- Discuss issues relating to information privacy
- Discuss issues relating to computer and information access among different socioeconomic classes
- Identify ethical considerations resulting from increasing business positioning with politicians (e.g. lobbying, gifts for business gain)
- Identify ethical considerations involving employer/employee relationships (e.g. poor working conditions, employee theft)
- Identify ethical considerations affecting consumers (e.g. false advertising, shoplifting)
**Communication**

Communication skills are essential for interacting in the workplace and within the global society. The basic skills of active listening, interpersonal skills, written communication, and spoken communication should be present throughout the business education curriculum and enhanced through instruction across the curriculum.

**Active Listening**

Achievement Standard:
Listen actively, use the communication process, read and research information, and integrate technology to enhance communication effectiveness.

Objectives
- Demonstrate courteous attention when listening to others
- Following oral directions
- Evaluate effectiveness of digital and spoken presentations
- Using questioning techniques for understanding
- Identify the barriers to listening

**Interpersonal Skills**

Achievement Standard:
Apply interpersonal skills in personal and professional environments to communicate effectively.

Objectives
- Demonstrate positive nonverbal communication
- Differentiate between positive and negative communication styles
- Using courtesy and tact when communicating with others
- Respect the rights and feelings of others
- Work cooperatively with peers and authority figures
- Describe qualities of a person with a positive work ethic
- Demonstrate respect for diversity
**Written Communication**
Achievement Standard: Prepare clear, complete, concise, correct, and courteous written messages for personal and professional uses.

Objectives
- Communication competencies such as reading and comprehending written communications and information
- Use correct spelling, grammar, word and number usage, punctuation and formatting
- Adapt language and style for specific audiences
- Document properly both print and digital sources to avoid plagiarism
- Proofread business documents to ensure that they are clear, correct, concise, complete, consistent, and courteous
- Identify factors affecting the readability of text
- Communications should be written legibly

**Spoken Communication**
Achievement Standard: Demonstrate professional speaking techniques and strategies.

Objectives
- Organize thoughts to reflect logical thinking before speaking
- Identify vocal segregates such as um, uh, er, like, etc
- Use speed, tone, emphasis, and volume to deliver content professionally
- Use strategies to reduce or eliminate vocal segregates such as um, uh, er, like, etc.
- Discuss the importance of taking responsibility for all spoken communication
- Establish rapport and build credibility with the audience
Career Development

Career development should be viewed as a course or unit of instruction integrated into the entire curriculum at all academic levels and continues as a life-time process. The content may include nontraditional methodology such as mentoring, shadowing, cooperative education and school-to-work transitions. In order to prove competency of career education standards, it is recommended students create and continually update a career portfolio providing evidence of career research and work samples.

Self-Assessment

Achievement Standard:
Apply knowledge gained through individual assessment to develop a comprehensive set of goals and an individual career plan.

Objectives
- List positive characteristics about yourself
- Identify personal likes and dislikes; personal, physical and mental characteristics; and individual talents and interests
- Correlate personal, physical, and mental characteristics with the requirements of various career opportunities
- Complete a variety of standardized interest and career assessments
- Compare personal skills and aptitudes with various career options
- Assess and analyze personal talents and interests to future careers
- Determine attitudes needed for career success
- Model the concepts of honesty and dependability
- Provide examples of how behavior can influence the feelings and actions of others
- Demonstrate and practice the steps involved in resolving a conflict/stress situation
- Demonstrate the ability to implement and accept constructive feedback
- Demonstrate ability to adapt to change

Career Exploration and Research

Achievement Standard:
Utilize career resources to develop an information base to develop a personalized career pathway that includes international career opportunities.

Objectives
- Identify and learn about careers of family members and/or friends
- Define and give examples of career clusters
- List and describe various types of occupations in the community (e.g., banker, realtor, etc.)
- Identify community, regional, national, and international business people and learn about career opportunities
- Research several occupational interests using a variety of research tools and technological resources
- Explain advantages of early career planning
- Select and use resources to project career opportunities and trends
- Investigate educational opportunities (e.g., resources for training/retraining, career transition)
- Design a questionnaire to be used for a career exploration interview (e.g., educational requirements, starting salaries, career ladder opportunities)
- Identify a network of business people to assist in securing a job
Career Readiness Expectations

Achievement Standard:
Relate the importance of career readiness skills to career development and application in the workplace.

Objectives—Work Ethic
- Adhere to policies, rules, and regulations of the organization
- Follow oral and written instructions
- Explain the importance of becoming involved in company activities
- Be prompt and establish a good attendance record
- Complete tasks within given time frames
- Respect and adhere to the chain of command when a conflict or problem occurs
- Discuss the necessity of assuming responsibility for quality of work performed
- Explain the value of seeking additional tasks and responsibilities
- Discuss the importance of displaying loyalty to the organization

Objectives—Workplace Relationships
- Demonstrate the importance of cooperation among people to accomplish a task
- Describe work-related activities in the home, community, and school
- Explain the importance of dress code, attendance, and other expectations in the workplace
- Explain the importance of respect for the feelings and beliefs of others
- Demonstrate appropriate social skills for the workplace
- Demonstrate problem-solving skills
- Describe how the workplace environment influences behavior
- Show how behavior influences the actions of co-workers
- Practice appropriate interpersonal skills for working with and for others
- Role-play appropriate and inappropriate employer and employee interactions in workplace situations
- Use teamwork and cooperation to solve a variety of business problems
- Discuss the importance of positive attitudes in creating a positive working atmosphere

Objectives—Workplace Diversity
- Discuss the importance of being able to work productively with people who are different from oneself
- Describe ways in which work may be affected by social and economic problems
- Provide an example of how personal beliefs and attitudes affect decision-making
- Show how behavior towards diversity influences the actions of co-workers
- Describe different cultural behaviors and expectations
- Discuss advantages and disadvantages of entering non-traditional occupations
• Identify the changing roles of men and women in business and family
• Identify stereotypes, biases, and discriminatory behaviors that may impact opportunities for women and men in certain occupations
• Discuss social and economic factors that have resulted in changing career patterns for women and men
• Specify techniques for eliminating gender bias and stereotyping
• Formulate strategies for working effectively with co-workers of varying age groups

Objectives–Workplace Communication Skills
• Practice effective interpersonal skills in a work relationship
• Express thoughts and ideas succinctly using various forms of communication (e.g., verbal, written, body language, etc.)
• Explain the importance of tolerance and flexibility in interpersonal and group situations
• Illustrate strategies for responding to and working with individuals under stress
• Develop skills to give and receive constructive criticism
• Model workplace communication competencies such as reading and comprehending written communications and information; using correct grammar, job-related terminology, telephone etiquette, and proper listening techniques; writing legibly; following written and oral directions; using questioning techniques for understanding; and locating information to accomplish tasks

Objectives–Workplace Safety and Environment
• Comply with safety and health rules
• Select correct tools and equipment for the task
• Utilize equipment correctly
• Check to make sure work area is ergonomically correct
• Use appropriate action during emergencies
• Maintain clean and orderly work area
School-to-Career Transitions and Lifelong Learning
Achievement Standards:
1. Apply knowledge gained from individual assessment to a comprehensive set of goals and an individual career path.
2. Develop strategies to successfully make the transition from school to work.
3. Understand the importance of continuing education and professional development in the workplace and for personal growth and professional success.

Objectives–Career Development and Employment Portfolio
- Identify likes and dislikes of home and school responsibilities
- Relate information derived from self-assessment to career areas involving data, people, and/or things
- Relate the importance of career, family, and leisure activities to social and economic well-being
- Describe the relationship of assessed interests, aptitudes, and abilities to academic and occupational skills
- Apply career goals, skills, and interests to selection of high school courses
- Explain how decisions regarding education and work impact major life decisions
- Identify considerations for making responsible educational and occupational choices
- Identify sources of financial assistance for education and training past high school
- Complete the steps required to apply for financial assistance for postsecondary education
- Develop an action plan to transition from postsecondary education and training to work
- Identify problems that interfere with obtaining career goals
- Apply steps in the decision-making process; evaluate consequences of decisions
- Describe how career development is a continuous process with a series of choices
- Determine how the expectations of others affect career goals
- Identify personal goals that may be satisfied through a combination of work, community, social, and family roles
- Analyze personal leisure choices in relation to lifestyle and the attainment of career goals
- Compare advantages and disadvantages of various secondary and post-secondary programs to the attainment of career goals
- Relate skills developed in academic and technical programs to career goals
- Determine how educational achievement impacts one’s choice of a college major, further training, and/or entry into the job market
- Relate the necessity of lifelong learning to one's ability to achieve goals
- Develop a career plan that includes the investigation of career clusters
- Design a career plan that includes self-assessment, research, career alternatives, and high school course options

NATIONAL STANDARDS FOR BUSINESS EDUCATION
Accounting
I. The Accounting Profession
Career Development
I. Strategic Career Planning
II. Career Exploration & Research
III. Career Readiness Expectations
IV. School-to-Career Transition
V. Lifelong Learning
Communication
V. Employment Communication
Economics & Personal Finance - Personal Finance
I. Personal Decision Making
II. Earning and Reporting Income
Information Technology
I. Impact on Society
III. Digital Citizenship
VI. Input Technologies
VII. Applications
VIII. Digital Media
IX. Web Development and Design
X. Database Management Systems
XI. Project Management and Systems Analysis
XII. Programming and Application Development
XIII. Data and Network Infrastructures
XVI. End-User Support and Training
XVIII. Information Technology Careers
International Business
I. Foundations of International Business
Management
IV. Personal Management Skills
• Create and implement a career plan that includes the required steps to transition from high school to postsecondary education, further training or entry into the workplace
• Continue to revise and update one's career plan

Objectives–School-To-Career Transition
• Experience paid/unpaid work opportunities (e.g., shadowing, mentoring, cooperative work experiences, or community service) in one or more career clusters
• Maintain a journal of career-oriented experiences (e.g., speakers and field trips)
• Conduct a job search
• Identify examples of work to be included in a portfolio
• Prepare resumes and cover letters
• Develop, edit and update a portfolio (e.g. career plan, resume, sample cover letter and applications, awards, extracurricular activities, and community service)
• Demonstrate portfolio presentation skills
• Use portfolio in job search process
• Demonstrate proper etiquette for greeting and meeting people
• Identify steps to prepare for an interview
• Demonstrate appropriate interviewing techniques (e.g., portfolio presentation, questioning, dress, and etiquette)
• Explain the importance of interview follow-up
• Develop criteria for selecting prospective employers
• Explore test requirements and forms needed to complete the job application process
• Evaluate a job offer
• Evaluate a job rejection

Objectives–Lifelong Learning
• Relate various levels of education to careers
• Demonstrate the importance of effective study habits, test-taking skills, and learning skills
• Develop good health, nutrition, motivation and physical fitness habits; discuss how they enhance performance
• Analyze school and work evaluations to assess strengths, weaknesses, and areas for improvement
• Relate the importance of education to meeting identified goals
• Describe the benefits of participating in school and community activities
• Identify skills and knowledge required to upgrade and improve performance
• Identify trends in the changing workplace
• Discuss the need for flexible career planning
• Identify career opportunities resulting from new and emerging technologies
• Develop strategies to that accommodate changes in the workplace
• Demonstrate appropriate techniques for resigning from a position
• Identify strategies for coping with loss of employment
• Describe career pathways in career development (upward and cross mobile)
Financial Literacy

Financial literacy instruction provides students with the knowledge and skills to manage their financial resources effectively for lifetime financial security.

Achievement Standard:
Analyze income sources and steps to protect personal and financial information.

Objectives
- Understand various sources of income
- Differentiation between total earnings and net pay.
- Understand the importance of safeguarding your personal financial information.
- Identify steps to restore personal and financial security

Achievement Standard:
Evaluate services provided by financial deposit institutions.

Objective
- Identify the difference between debit cards, credit cards, and other banking services

Achievement Standard:
Analyze factors that affect the choice of credit, the cost of credit, and the legal aspects of using credit.

Objectives
- Understand the risks and consequences of borrowing money
- Compare installment and non-installment credit
- Identify the advantages and disadvantages of using credit

Achievement Standard:
Evaluate savings and investment options to meet short-term and long-term goals.

Objectives
- Describe the importance of saving, and list the advantages and disadvantages of different savings and investment options
- Differentiate between savings and investing
- Identify reasons to develop a savings plan
- Define the 70-20-10 rule associated with savings and investing

Achievement Standard:
Develop and evaluate a spending/savings plan.

Objectives
- Use financial concepts and tools to make personal decisions regarding spending.
- Define financial planning
- Describe the benefits of financial planning
- Understand the components of a spending plan
- Review how financial goals can be met by using a spending plan
- Analyze the spending plan process
- Create a spending plan
Framework for Business Education in Montana

The Clusters of Business Education

In addition to the subjects within the Business Education Foundations, coursework within the Business Education Curriculum focuses on preparing students to be college and career ready as they prepare for careers within the Business Management and Administration, Finance, Information Technology, and Marketing Career Clusters.

The following sections detail coursework for each cluster which may be included within each of the four different Career Clusters to provide students with the knowledge and skills to be successful within their chose career pathway as well as to give exposure to their role within a global marketplace. The coursework may be taught in a stand-alone course or integrated as a unit of instruction within a boarder course.

Coursework within a Montana business education program also provides students with knowledge and skills which may be applied to programs of study and careers within other Career Clusters including, but not limited to,

- Arts, A/V Technology & Communication
- Education and Training
- Government and Public Administration
- Health Science
- Hospitality and Tourism
- Law, Public Safety, Corrections & Security
- Science, Technology, Engineering and Mathematics
Business Management and Administration Cluster

Coursework within the Business Management and Administration Cluster should be designed to provide students a curriculum to meet the following standards.

- Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.
- Describe laws, rules and regulations as they apply to effective business operations.
- Explore, develop and apply strategies for ensuring a successful business career.
- Identify, demonstrate and implement solutions in managing effective business customer relationships.
- Explore uses of appropriate social media and networking in a business environment.
- Implement systems, strategies and techniques used to manage information in a business.
- Implement, monitor and evaluate business processes to ensure efficiency and quality results.


Business Management and Administration Cluster Suggested Courses

Business Communication

**Objectives**

- Prepare clear, complete, concise, correct, and courteous written correspondence for personal and professional uses
- Understand how to communicate within global and cultural business environments
- Develop technical writing skills
- Demonstrate professional speaking techniques and strategies
- Communicate effectively for employment success
- Use professional terminology and processes appropriate for particular career clusters. (i.e. legal, medical, finance, etc.)
- Explore public relations concepts and develop community involvement

NATIONAL STANDARDS FOR BUSINESS EDUCATION

**Accounting**

I. The Accounting Profession
II. Financial Reports
VI. Interpretation and Use of Data

**Career Development**

I. Strategic Career Planning
III. Career Readiness Expectations
IV. School-to-Career Transitions

**Communication**

I. Foundations of Communication
II. Interpersonal Skills
III. Written Communication
IV. Spoken Communication
V. Employment Communication

**Entrepreneurship**

VI. Accounting
IX. Business Plans

**Information Technology**

VI. Input Technologies
XVI. End-User Support and Training

**International Business**

I. Foundations of International Business
III. International Business Communication

**Management**

I. Management Functions
IV. Personal Management Skills
VI. Human Resource Management
XII. Global Perspective

**Marketing**

IV. The Marketing Mix
V. The Marketing Plan
Business Law

Objectives

- Analyze the relationship between ethics and the law and describe sources of the law, the structure of the court system, different classifications of procedural law, and different classifications of substantive law
- Analyze the relationships between contract law, law of sales, and consumer law
- Analyze the role and importance of agency law, and employment law as they relate to the conduct of business in the national and international marketplace
- Describe the major types of business organizations, including sole proprietorships, partnerships, corporations, and limited liability companies, operating within the socioeconomic arena of the national and international marketplace
- Explain the legal rules that apply to personal property, real property, and intellectual property
- Analyze the functions of negotiable instruments, insurance, secured transactions, and bankruptcy
- Explain how advances in computer technology impact such areas as intellectual property, contract law, criminal law, tort law, and international law
- Explain the legal rules that apply to environmental law and energy regulations
- Explain the legal rules that apply to marriage, divorce, and child custody
- Determine the appropriateness of wills and trusts in estate planning

NATIONAL STANDARDS FOR BUSINESS EDUCATION

Accounting
II. Financial Reports
IV. Accounting Principles
VII. Compliance

Business Law
I. Basics of the Law
II. Contract Law, Law of Sales, and Consumer Law
III. Agency and Employment
IV. Business Organizations
V. Property Law
VI. Negotiable Instruments, Insurance, Secured Transactions, Bankruptcy
VII. Computer Law
VIII. Environmental Law and Energy Regulation
IX. Family Law
X. Wills and Trusts

Economics & Personal Finance - Economics
III. Economic Institutions and Incentives
V. Market Structures
VII. The Role of Government
VIII. Global Economic Concepts

Economics & Personal Finance - Personal Finance
IV. Saving and Investing
VII. Using Credit
VIII. Protecting Against Risk

Entrepreneurship
III. Economics
VIII. Legal

Information Technology
I. Impact on Society
III. Digital Citizenship
IX. Web Development and Design
XIII. Data and Network Infrastructures
XV. Security and Risk Management

International Business
II. The Global Business Environment
IV. Global Business Ethics and Social Responsibility
V. Organizational Structures for International Business Activities
VI. International Trade
VII. International Management
VIII. International Marketing
IX. International Finance

Management
III. Business Organizations
V. Ethics and Social Responsibility
VI. Human Resource Management
VII. Organized Labor
IX. Industry Analysis
XII. Global Perspective

Marketing
I. Foundations of Marketing
III. External Factors
IV. The Marketing Mix
Business Management

Objectives

• Analyze the management functions and their implementation and integration within the business environment
• Analyze management theories and their application within the business environment
• Analyze the organization of a business
• Develop personal management skills to function effectively and efficiently in a business environment
• Examine the role of ethics and social responsibility in decision making
• Describe human resource functions and their importance to an organization’s successful operation
• Describe the role of organized labor and its influence on government and business
• Utilize information and technology tools to conduct business effectively and efficiently
• Analyze a business organization’s competitive position within the industry
• Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions
• Apply operations management principles and procedures to the design of an operations plan
• Examine the issues of business culture and its impact on managing in the global environment

NATIONAL STANDARDS FOR BUSINESS EDUCATION

Accounting
II. Financial Reports
III. Financial Analysis
VI. Interpretation and Use of Data

Business Law
I. Basics of the Law
II. Contract Law, Law of Sales, and Consumer Law
III. Agency and Employment
IV. Business Organizations
V. Property Law
VI. Negotiable Instruments, Insurance, Secured Transactions, Bankruptcy
VII. Computer Law
VIII. Environmental Law and Energy Regulation

Career Development
III. Career Readiness Expectations

Communication
II. Interpersonal Skills

Entrepreneurship
II. Entrepreneurial Trends
VII. Management
VIII. Legal

Information Technology
I. Impact on Society
II. Information Literacy
III. Digital Citizenship
VI. Input Technologies
XI. Project Management and Systems Analysis
XVII. Information Technology and Business Functions

International Business
II. The Global Business Environment
III. International Business Communication
IV. Global Business Ethics and Social Responsibility
V. Organizational Structures for International Business Activities
VII. International Management
IX. International Finance

Management
I. Management Functions
II. Management Theories
III. Business Organizations
IV. Personal Management Skills
V. Ethics and Responsibility
VI. Human Resource Management
VII. Organized Labor
VIII. Technology and Information Management
IX. Industry Analysis
X. Financial Decision Making
XI. Operations Management
XII. Global Perspective
Entrepreneurship

Objectives

- Recognize that entrepreneurs possess unique characteristics and examine the role of innovation in entrepreneurial opportunities
- Recognize trends and social responsibilities can lead to entrepreneurial opportunities
- Apply economic concepts when making decisions for an entrepreneurial venture
- Develop a marketing vision to introduce a product or service
- Use the financial concepts and tools needed by the entrepreneur in making business decisions
- Recognize that entrepreneurs must establish, maintain, and analyze appropriate records to make business decisions
- Develop a management plan for an entrepreneurial venture
- Analyze how forms of business ownership, government regulations, and legal regulations affect entrepreneurial ventures
- Develop a business plan

NATIONAL STANDARDS FOR BUSINESS EDUCATION

Accounting

II. Financial Reports
III. Financial Analysis
IV. Accounting Principles
V. Accounting Process
VI. Interpretation and Use of Data
VII. Compliance

Business Law

I. Basics of the Law
II. Contract Law, Law of Sales, and Consumer Law
III. Agency and Employment
IV. Business Organizations
V. Property Law
VI. Negotiable Instruments, Insurance, Secured Transactions, Bankruptcy
VII. Computer Law
VIII. Environmental Law and Energy Regulation

Career Development

III. Career Readiness Expectations
V. Lifelong Learning

Communication

I. Foundations of Communication
II. Interpersonal Skills
III. Written Communication
IV. Spoken Communication

Economics & Personal Finance - Economics

II. Economic Systems
III. Economic Institutions and Incentives
IV. Markets and Prices
V. Market Structures
VI. Productivity
VII. The Role of Government
VIII. Global Economic Concepts

Entrepreneurship

I. Entrepreneurs and Entrepreneurial Opportunities
II. Entrepreneurial Trends
III. Economics
IV. Marketing
V. Finance
VI. Accounting
VII. Management
VIII. Legal
IX. Business Plans

Information Technology

III. Digital Citizenship
XVII. Information Technology and Business Functions

International Business

II. The Global Business Environment
III. International Business Communication
IV. Global Business Ethics and Social Responsibility

Management

I. Management Functions
II. Management Theories
III. Business Organizations
IV. Personal Management Skills
V. Ethics and Responsibility
VI. Human Resource Management
VII. Organized Labor
VIII. Technology and Information Management
IX. Industry Analysis
X. Financial Decision Making
XI. Operations Management
XII. Global Perspective

Marketing

I. Foundations of Marketing
II. Consumers and Their Behavior
III. External Factors
IV. The Marketing Mix
V. The Marketing Plan
VI. Marketing Research
International Business

Objectives

- Explain the role of international business and identify its benefits and costs; analyze how it impacts business at all levels, including the local, state, national, and international levels
- Describe the interrelatedness of the social, cultural, political, legal, economic, and technological factors that shape and impact the global business environment
- Apply communication strategies necessary and appropriate for effective and mutually-beneficial international business relations
- Describe the factors that define what is considered ethical and socially responsible business behavior in a global business environment
- Identify forms of business ownership and entrepreneurial opportunities available in international business
- Relate balance of trade concepts to the import/export process
- Analyze special challenges in operations, human resources, and strategic management in international business
- Apply marketing concepts to international business situations
- Explain the concepts, role, and importance of international finance and risk management

NATIONAL STANDARDS FOR BUSINESS EDUCATION

Accounting

II. Financial Reports
III. Financial Analysis
IV. Accounting Principles
V. Accounting Process
VI. Interpretation and Use of Data
VII. Compliance

Business Law

I. Basics of the Law
II. Contract Law, Law of Sales, and Consumer Law
III. Agency and Employment
IV. Business Organizations
V. Property Law
VI. Negotiable Instruments, Insurance, Secured Transactions, Bankruptcy
VII. Computer Law

Career Development

I. Career Exploration & Research
III. Career Readiness Expectations
V. Lifelong Learning

Communication

I. Foundations of Communication
II. Interpersonal Skills
III. Written Communication
IV. Spoken Communication

Economics & Personal Finance - Economics

II. Economic Systems
III. Economic Institutions and Incentives
VIII. Global Economic Concepts

Entrepreneurship

I. Entrepreneurs and Entrepreneurial Opportunities
IX. Business Plans

Information Technology

III. Digital Citizenship
XVII. Information Technology and Business Functions

International Business

I. Foundations of International Business
II. The Global Business Environment
III. International Business Communication
IV. Global Business Ethics and Social Responsibility
V. Organizational Structures for International Business Activities
VI. International Trade
VII. International Management
IX. International Finance

Management

I. Management Functions
III. Business Organizations
V. Ethics and Responsibility
VI. Human Resource Management
XII. Global Perspective

Marketing

I. Foundations of Marketing
II. Consumers and Their Behavior
III. External Factors
IV. The Marketing Mix
V. The Marketing Plan
VI. Marketing Research
**Finance Cluster**

Coursework within the Finance Cluster should be designed to provide students a curriculum to meet the following standards.

- Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision making in the finance industry.
- Utilize tools, strategies and systems to plan, monitor, manage and maintain the use of financial resources.
- Plan, staff, lead and organize human resources in finance to enhance employee productivity and job satisfaction.
- Determine effective tools, techniques and systems to communicate and deliver value to finance customers.
- Create and maintain positive, ongoing relationships with finance customers.
- Plan, monitor and manage day-to-day activities to ensure effective and efficient finance operations.
- Implement safety, health and environmental controls to ensure a safe and productive finance work workplace.
- Describe and follow laws regulations and ethical standards that affect finance operations and transactions.
- Plan, manage and maintain the use of financial resources to protect solvency.
- Plan, organize and manage a finance organization/department.
- Plan, monitor and manage day-to-day activities required to sustain continued business functioning.
- Access, evaluate and disseminate financial information to enhance financial decision-making processes.
- Manage a financial product or service mix in order to respond to market opportunities.
- Employ financial risk-management strategies and techniques used to minimize business loss.

Finance Cluster Suggested Courses

Accounting

Objectives

• Explain the role that accountants play in business and society
• Describe career opportunities in the accounting profession
• Demonstrate the skills and competencies required to be successful in the accounting profession and/or in an accounting-related career
• Use an annual report and financial statements to make informed business decisions
• Assess the financial condition and operating results of a company and analyze and interpret financial statements and information to make informed business decisions
• Identify and describe generally accepted accounting principles (GAAP), explain how the application of GAAP impacts the recording of financial transactions and the preparation of financial statements
• Complete the steps in the accounting cycle in order to prepare the financial statements
Business Economics

Objectives

- Assess opportunity costs and trade-offs involved in making choices about how to use scarce economic resources
- Explain why societies develop economic systems, identify the basic features of different economic systems, and analyze the major features of the U.S. economic systems
- Analyze the role of core economic institutions and incentives in the U.S. economy
- Analyze the role of markets and prices in the U.S. Economy
- Analyze the different types of market structures and the effect they have on the price and the quality of the goods and services produced
- Explain the importance of productivity and analyze how specialization, division of labor, investment in physical and human capital, and technological change affect productivity and global trade
- Analyze the role of government in economic systems especially the role of government in the U.S. economy
- Examine the role of trade, protectionism, and monetary markets in the global economy
- Analyze how the U.S. economy functions as a whole and describe selected macroeconomic measures of economic activity
**Personal Finance**

Objectives

- Use a rational decision-making process as it applies to the roles of citizens, workers, and consumers
- Identify various forms of income and analyze factors that affect income as a part of the career decision-making process
- Develop and evaluate a spending/savings plan
- Evaluate savings and investment options to meet short- and long-term goals
- Apply a decision-making model to maximize consumer satisfaction when buying goods and services
- Evaluate services provided by financial deposit institutions to transfer funds
- Analyze factors that affect the choice of credit, the cost of credit, and the legal aspects of using credit
- Analyze choices available to consumers for protection against risk and financial loss

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**Finance Cluster Certification Options**

- Microsoft Office Specialist (Excel)
- QuickBooks Certified User
Information Technology Cluster

Coursework in the Information Technology Cluster should provide student with the following knowledge and skills to ensure they are both college and career ready:

- Demonstrate effective professional communication skills and practices that enable positive customer relationships.
- Use product or service design processes and guidelines to produce a quality information technology (IT) product or service.
- Demonstrate the use of cross-functional teams in achieving IT project goals.
- Demonstrate positive cyber citizenry by applying industry accepted ethical practices and behaviors.
- Explain the implications of IT on business development.
- Describe trends in emerging and evolving computer technologies and their influence on IT practices.
- Perform standard computer backup and restore procedures to protect IT information.
- Recognize and analyze potential IT security threats to develop and maintain security requirements.
- Describe quality assurance practices and methods employed in producing and providing quality IT products and services.
- Describe the use of computer forensics to prevent and solve information technology crimes and security breaches.
- Demonstrate knowledge of the hardware components associated with information systems.
- Compare key functions and applications of software and determine maintenance strategies for computer systems.

Information Technology Cluster Suggested Courses

Computer Maintenance and Management

Objectives
- Remove, upgrade, store, and install computer hardware and supportive applications
- Troubleshoot and repair computer hardware and resolve related application problems
- Install and customize operating system and utilities
- Connect needed external components
- Maintain operating system security
- Troubleshoot and repair network operating system connectivity
- Analyze security, privacy, and risk management issues
- Perform system maintenance and evaluate problem-solving processes
- Prepare students to obtain software industry certification(s) needed for a chosen career path

Database Management

Objectives
- Plan, develop, and implement an enterprise level (large-scale) database management system.
- Analyze, assess, and troubleshoot enterprise level (large-scale) database management systems.
- Explain the options for converting legacy records to electronic database management systems.
- Prepare students to obtain software industry certification(s) needed for a chosen career path.

NATIONAL STANDARDS FOR BUSINESS EDUCATION

Career Development
- I. Strategic Career Planning
- IV. School-to-Career Transitions
- V. Lifelong Learning

Information Technology
- II. Information Literacy
- III. Digital Citizenship
- IV. Devices and Components
- V. Operating Systems
- VI. Input Technologies
- VII. Applications
- XI. Project Management and Systems Analysis
- XIII. Data and Network Infrastructures
- XIV. Information Technology Planning and Acquisition
- XV. Security and Risk Management
- XVI. End-User Support and Training
- XVIII. Information Technology Careers

Management
- VIII. Technology and Information Management
Integrated Computer Applications

Objectives

- Use the collaborative features of applications (office productivity software) to accomplish organizational tasks
- Apply advanced features of applications (office productivity software) for productivity
- Demonstrate the transferability of skills between applications
- Prepare students to obtain software industry certification(s) needed for a chosen career path

NATIONAL STANDARDS FOR BUSINESS EDUCATION

Career Development
I. Strategic Career Planning
II. Career Exploration & Research
IV. School-to-Career Transitions
V. Lifelong Learning

Communication
I. Foundations of Communication
II. Written Communication
IV. Spoken Communication
V. Employment Communication

Entrepreneurship
VI. Accounting
VII. Management

Information Technology
I. Impact on Society
II. Information Literacy
III. Digital Citizenship
IV. Devices and Components
VI. Input Technologies
VII. Applications
IX. Web Development and Design
X. Database Management Systems
XIV. Information Technology Planning and Acquisition
XV. Security and Risk Management
XVI. End-User Support and Training
XVII. Information Technology and Business Functions
XVIII. Information Technology Careers

International Business
III. International Business Communication
VII. International Management

Management
VIII. Technology and Information Management

Marketing
III. External Factors
Multimedia Development

Multimedia encompasses: video and audio production, graphic design, web design, digital publishing, any presentation software, and animation.

Objectives

- Demonstrate knowledge and communication through the various multimedia programs
- Create and edit an original digital media production
- Design, develop, and deliver advanced web content and applications using authoring tools
- Analyze and develop multimedia delivery solutions for the appropriate audience
- Prepare students to obtain software industry certification(s) needed for a chosen career path

NATIONAL STANDARDS FOR BUSINESS EDUCATION

Career Development
- I. Strategic Career Planning
- IV. School-to-Career Transitions
- V. Lifelong Learning

Communication
- I. Foundations of Communication
- III. Written Communication
- IV. Spoken Communication

Entrepreneurship
- III. Economics
- IV. Marketing

Information Technology
- I. Impact on Society
- II. Information Literacy
- III. Digital Citizenship
- IV. Devices and Components
- VI. Input Technologies
- VII. Applications
- VIII. Digital Media
- IX. Web Development and Design
- X. Database Management Systems
- XIV. Information Technology Planning and Acquisition
- XV. Security and Risk Management
- XVI. End-User Support and Training
- XVII. Information Technology and Business Functions
- XVIII. Information Technology Careers

International Business
- III. International Business Communication

Management
- ECONOMICS & PERSONAL FINANCE - Personal Management Skills
- VIII. Technology and Information Management

Marketing
- III. External Factors
Network Systems

Objectives
- Identify network architecture and topologies
- Design and develop network infrastructure
- Apply virtualization technology to servers, networks, storage and related infrastructure
- Students will use troubleshooting strategies to solve technical problems
- Prepare students to obtain software industry certification(s) needed for a chosen career path

Programming and Application Development

Objectives
- Identify and define object-oriented programming terminology.
- Demonstrate the ability to code using object-oriented programming
- Identify and explain programming structures
- Choose the appropriate language or applications development tool for specific tasks
- Apply design principles to programming tasks
- Develop programs and applications for a variety of platforms
- Prepare students to obtain software industry certification(s) needed for a chosen career path

Information Technology Cluster Certification Options
- Adobe Certified Associate
- Apple
- Autodesk
- Cisco
- CompTIA
- Google
- Internet and Computing Core Certification (IC³)
- Microsoft Technology Associate
- Oracle

NATIONAL STANDARDS FOR BUSINESS EDUCATION
Career Development
I. Strategic Career Planning
IV. School-to-Career Transitions
V. Lifelong Learning

Information Technology
I. Impact on Society
II. Information Literacy
III. Digital Citizenship
IV. Devices and Components
V. Operating Systems
VI. Input Technologies
VII. Applications
XI. Project Management and Systems Analysis
XIII. Data and Network Infrastructures
XIV. Information Technology Planning and Acquisition
XV. Security and Risk Management
XVI. End-User Support and Training
XVII. Information Technology and Business Functions
XVIII. Information Technology Careers

Management
VIII. Technology and Information Management
Marketing Cluster

Coursework in the Marketing Cluster should provide students with the following knowledge and skills to ensure they are both college and career ready:

- Describe the impact of economics, economics systems and entrepreneurship on marketing.
- Implement marketing research to obtain and evaluate information for the creation of a marketing plan.
- Plan, monitor, manage and maintain the use of financial resources for marketing activities.
- Plan, monitor and manage the day-to-day activities required for continued marketing business operations.
- Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.
- Select, monitor and manage sales and distribution channels.
- Determine and adjust prices to maximize return while maintaining customer perception of value.
- Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
- Communicate information about products, services, images and/or ideas to achieve a desired outcome.
- Use marketing strategies and processes to determine and meet client needs and wants.

Marketing Cluster Suggested Courses

Cooperative Work Experience

Objectives

- Acquire and apply self-knowledge to understand one’s abilities, strengths, interests, skills and talents, as seen by others, to develop personal, learning and career goals
- Use career clusters and pathways in order to understand their relationship to educational achievement and life-long learning
- Demonstrate the ability to apply self-knowledge for successful career planning and management using career clusters
- Understand how academic, technical, cross-cluster and employability skills are needed to obtain or create, maintain and advance in one’s career
- Demonstrate how the ongoing attainment of knowledge and skills enhance one’s ability to function and transition effectively in a diverse and changing economy
- Communicate effectively for employment success
- Demonstrate and understanding of the ethics, skills, values expected in the workplace
- Demonstrate the cooperative qualities necessary for working with others

NATIONAL STANDARDS FOR BUSINESS EDUCATION

Accounting
I. The Accounting Profession

Business Law
I. The Law, Ethics, and Social Responsibility

Career Development
I. Strategic Career Planning
II. Career Exploration & Research
III. Career Readiness Expectations
IV. School-to-Career Transitions
V. Lifelong Learning

Communication
I. Foundations of Communication
II. Interpersonal Skills
III. Written Communication
IV. Spoken Communication
V. Employment Communication

Economics & Personal Finance
I. Personal Decision Making

Entrepreneurship
I. Entrepreneurs and Entrepreneurial Opportunities

Information Technology
I. Impact on Society
II. Information Literacy
III. Digital Citizenship

International Business
I. Foundations of International Business
II. The Global Business Environment
III. International Business Communication
IV. Global Business Ethics and Social Responsibility

Management
I. Management Functions
IV. Personal Management Skills
V. Ethics and Social Responsibility
XII. Global Perspective

Marketing
I. Foundations of Marketing
II. Consumers and Their Behavior
III. External Factors
Hospitality and Tourism

Objectives

• Describe the key components of marketing and promoting hospitality and tourism products and services
• Evaluate the nature and scope of the Hospitality & Tourism Career Cluster™ and the role of hospitality and tourism in society and the economy
• Demonstrate hospitality and tourism customer service skills that meet customers’ needs
• Describe employee rights and responsibilities and employers’ obligations concerning occupational health and safety in the hospitality and tourism workplace
• Identify potential, real and perceived hazards and emergency situations and determine the appropriate safety and security measures in the hospitality and tourism workplace
• Describe career opportunities and means to attain those opportunities in each of the Hospitality & Tourism Career Pathways
• Explain the roles, responsibilities, policies and procedures of the lodging industry
• Explore the fundamental elements associated with recreation, amusement and attraction venues
• Explain the roles, responsibilities, policies and procedures of the restaurant & food/beverage services
• Explore the fundamental elements associated with travel and tourism

National Standards for Business Education

Business Law
I. The Law, Ethics, and Social Responsibility
III. Agency and Employment

Career Development
I. Strategic Career Planning
II. Career Exploration & Research
III. Career Readiness Expectations
IV. School-to-Career Transitions
V. Lifelong Learning

Communication
I. Foundations of Communication
II. Interpersonal Skills
III. Written Communication
IV. Spoken Communication

Economics & Personal Finance-Economics
I. Allocation of Resources
IV. Markets and Prices

Entrepreneurship
III. Economics
IV. Marketing
VII. Management

Information Technology
I. Impact on Society
II. Information Literacy
III. Digital Citizenship
VII. Applications

International Business
I. Foundations of International Business
II. The Global Business Environment
III. International Business Communication
IV. Global Business Ethics and Social Responsibility
V. Organizational Structures for International Business Activities
VI. International Trade
VII. International Management
VIII. International Marketing
IX. International Finance

Management
I. Management Functions
II. Management Theories
III. Business Organizations
V. Ethics and Social Responsibility
VI. Human Resource Management
VII. Organized Labor
VIII. Technology and Information Management
IX. Industry Analysis
X. Financial Decision Making
XII. Global Perspective

Marketing
I. Foundations of Marketing
II. Consumers and Their Behavior
III. External Factors
IV. The Marketing Mix
V. The Marketing Plan
VI. Marketing Research
Marketing
Objectives

- Examine the roles of marketing and analyze the impact of marketing on the individual, business, and society
- Determine how external factors influence/dictate marketing decisions
- Describe the characteristics of a product and stages of product development, including pricing
- Apply distribution processes and methods to develop distribution plans
- Demonstrate the four general forms of promotion and determine how each contributes to successful marketing
- Identify the characteristics, motivation and behaviors of consumers
- Develop a marketing plan encompassing all of the necessary components
- Demonstrate an understanding of the principles of social marketing and the global marketplace
- Understand the role of marketing research in decision making
- Apply techniques and strategies to convey ideas and information through marketing communications
- Create and manage merchandising activities to respond to market opportunities that provide for client needs and wants
- Apply sales technique to meet client needs and wants
- Explore career opportunities and means to attain those opportunities within the Marketing Cluster®

NATIONAL STANDARDS FOR BUSINESS EDUCATION

Accounting
II. Financial Reports
III. Financial Analysis
VI. Interpretation of Data

Business Law
I. Basic of Law
II. Contract Law, Law of Sales, and Consumer Law

Career Development
I. Strategic Career Planning
II. Career Exploration & Research
III. Career Readiness Expectations
IV. School-to-Career Transitions
V. Lifelong Learning

Communication
I. Foundations of Communication
II. Interpersonal Skills
III. Written Communication
IV. Spoken Communication

Economics & Personal Finance—Economics
I. Allocation of Resources
IV. Markets and Prices
V. Market Structures
VII. Global Economic Concepts

Economics & Personal Finance—Personal Finance
I. Personal Decision Making
V. Buying Goods and Services

Entrepreneurship
II. Entrepreneurial Trends
III. Economics
IV. Marketing
IX. Business Plans

Information Technology
I. Impact on Society
II. Information Literacy
III. Digital Citizenship
VII. Applications

International Business
I. Foundations of International Business
II. The Global Business Environment
III. International Business Communication
IV. Global Business Ethics and Social Responsibility
V. Organizational Structures for International Business Activities
VI. International Trade
VII. International Management
VIII. International Marketing
IX. International Finance

Management
I. Management Functions
II. Management Theories
III. Business Organizations
V. Ethics and Social Responsibility
VI. Human Resource Management
VII. Organized Labor
VIII. Technology and Information Management
IX. Industry Analysis
X. Financial Decision Making
XI. Operations Management
XII. Global Perspective

Marketing
I. Foundations of Marketing
II. Consumers and Their Behavior
III. External Factors
IV. The Marketing Mix
V. The Marketing Plan
VI. Marketing Research
School-Based Enterprises

Objectives

- Create and analysis financial statements
- Apply security, safety and health processes
- Conduct market research
- Identify market, target market and market segments
- Apply inventory management principles
- Apply pricing strategies
- Identify distribution channels
- Implement promotional strategies
- Develop effective sales strategies
- Establish positive workplace environment

NATIONAL STANDARDS FOR BUSINESS EDUCATION

Accounting
II. Financial Reports
III. Financial Analysis
IV. Accounting Principles
V. Accounting Process
VI. Interpretation of Data
VII. Compliance

Business Law
I. Basic of Law
II. Contract Law, Law of Sales, and Consumer Law

Communication
I. Foundations of Communication
II. Interpersonal Skills
III. Written Communication
IV. Spoken Communication

Economics & Personal Finance—Economics
IV. Markets and Prices
V. Market Structures

Economics & Personal Finance—Personal Finance
I. Personal Decision Making
V. Buying Goods and Services

Entrepreneurship
III. Economics
IV. Marketing
IX. Business Plans

Information Technology
I. Impact on Society
II. Information Literacy
III. Digital Citizenship

Management
I. Management Functions
II. Management Theories
III. Business Organizations
IV. Personal Management Skills
V. Ethics and Social Responsibility
VI. Human Resource Management
VIII. Technology and Information Management
X. Financial Decision Making

Marketing
I. Foundations of Marketing
II. Consumers and Their Behavior
III. External Factors
IV. The Marketing Mix
V. The Marketing Plan
VI. Marketing Research
Sports and Entertainment

Objectives

• Examine the history and evolution of sports and entertainment and analyze the impact on individual business and society
• Demonstrate promotional competencies and other competencies needed by management
• Examine the purpose of branding and the process of licensing
• Develop a marketing plan encompassing all the necessary components
• Examine the impact of sponsorship and endorsement
• Identify factors influencing operations
• Develop positioning strategies
• Demonstrate skills needed in planning, organizing, implementing and evaluating a public relations campaign
• Explore the advances and impact of social media
• Explore careers within Sports & Entertainment

NATIONAL STANDARDS FOR BUSINESS EDUCATION

Accounting
I. Financial Reports
II. Financial Analysis
III. Accounting Principles
IV. Accounting Process
V. Interpretation of Data
VI. Compliance

Business Law
I. Basic of Law
II. Contract Law, Law of Sales, and Consumer Law
III. Agency and Employment
IV. Negotiable Instruments, Insurance, Secured Transactions, Bankruptcy

Career Development
I. Strategic Career Planning
II. Career Exploration & Research
III. Career Readiness Expectations
IV. School-to-Career Transitions
V. Lifelong Learning

Communication
I. Foundations of Communication
II. Interpersonal Skills
III. Written Communication
IV. Spoken Communication

Economics & Personal Finance–Economics
IV. Markets and Prices
V. Market Structures

Economics & Personal Finance–Personal Finance
I. Personal Decision Making
V. Buying Goods and Services

Entrepreneurship
II. Entrepreneurial Trends
III. Economics
IV. Marketing
V. Finance
VI. Accounting
VII. Management
IX. Business Plans

Information Technology
I. Impact on Society
II. Information Literacy
III. Digital Citizenship
VII. Applications

International Business
II. The Global Business Environment
III. International Business Communication
VII. International Management
VIII. International Marketing
IX. International Finance

Management
I. Management Functions
III. Business Organizations
V. Ethics and Social Responsibility
VI. Human Resource Management
VIII. Technology and Information Management
IX. Industry Analysis
X. Financial Decision Making
XII. Global Perspective

Marketing
I. Foundations of Marketing
II. Consumers and Their Behavior
III. External Factors
IV. The Marketing Mix
V. The Marketing Plan
VI. Marketing Research
Framework for Business Education in Montana

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## Framework for Business Education in Montana

### Crosswalk with Business Professionals of America

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## Framework for Business Education in Montana

### Crosswalk to the Business Professionals of America Workplace Skills Assessment Program (Secondary and Post-Secondary 2018-2019)

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Framework for Business Education in Montana

Crosswalk to the DECA Competitive Events Program (2018-2019)

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An Association of Marketing Students

DECA is the leading PBL organization dedicated to serving and advocating for students interested in pursuing careers in business, marketing, finance, and economics. DECA’s mission is to prepare high school students for success in today’s workforce and ensure tomorrow’s workforce is skilled in the employability skills employers seek. DECA accomplishes this mission by providing a platform for competition, career development, and collaboration between students, educators, and business partners. DECA promotes the development of teamwork, collaboration, and leadership skills that are critical to the success of our students in today’s global economy.
Framework for Business Education in Montana

The Framework Committee

The Framework for Business Education in Montana would not be possible without the expertise, leadership, and talents of Montana’s Business and Marketing Education professionals. The Framework for Business Education in Montana Committee provided the insight and validation of this revision of the Framework. The Career, Technical, and Adult Education Division of the Montana Office of Public Instruction acknowledges and their contributions and with appreciation and recognition of their dedication to both the field and students of Business Education.

Business Education Foundations

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<tr>
<td>Mitzi Richards, Chair</td>
<td>Shields Valley High School</td>
<td>Clyde Park, MT</td>
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<tr>
<td>Becky DePuydt</td>
<td>Business Professional of America</td>
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<td>Deani Goyette</td>
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<td>Denise Holland</td>
<td>University of Montana-Western</td>
<td>Dillon, MT</td>
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<tr>
<td>Lisa Parker</td>
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Business Management and Administration Cluster

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<td>Doug Andersen</td>
<td>Billings Career Center/Senior School</td>
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<td>Julie Hanson</td>
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Finance Cluster

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<td>Missoula, MT</td>
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<td>Janie McFarland</td>
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<td>Kerri Cobb</td>
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Marketing Cluster

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<td>Krista Bergstrom</td>
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Keith Hoyer

<table>
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Ex-Officio Members

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<td>Eric Swenson</td>
<td>Business Education Specialist</td>
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<tr>
<td>Cheryl Graham*</td>
<td>Bainville High School</td>
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<tr>
<td>Char Lawrence*</td>
<td>Capital High School (Retired)</td>
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*Cheryl Graham served as the Business Education Foundations representative and Char Lawrence as the Cooperative Work Experience representative on the Secondary Business Education Program Guidelines Committee whose work set the foundation for updating the Framework for Business Education in Montana.