

Colorado CTE Course – Scope and Sequence

Course Name	Business and Marketing Essentials		Course Details	Credits = .5 (Semester) or 1.0 (Year)	
			Course = 0.50 Carnegie Unit Credit		
Course Description	Business and Marketing Essentials (Standard), an introductory business and marketing course, enables students to acquire a realistic understanding of business processes and activities. Students examine fundamental economic concepts, the business environment, and primary business activities. They develop an understanding of and skills in such areas as customer relations, economics, emotional intelligence, financial analysis, human resources management, information management, marketing, operations, professional development, and strategic management. Throughout the course, students are presented ethical dilemmas and problem-solving situations for which they must apply academic and critical-thinking skills.				
Note	This is a suggested scope and sequence for the course content. If locally adapted, make sure all competency/performance indicators are covered. (This course has been adapted from the MBA research course guide- Bus_Mktg Essentials 2017)				
SCED Identification # 12055		Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.			
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at https://www.cde.state.co.us/standardsandinstruction/essentialskills					
Instructional Unit Topic	Suggested Length of Instruction	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration
Understanding Ethics					
What is Ethics?	3 days	Apply ethics to demonstrate trustworthiness.	Describe the nature of ethics	a. Define the following terms: ethics, ethical principles, ethical situation, integrity, trust, accountability, transparency, fairness, respect, rule of law, and viability. b. Discuss the value of following ethical principles consistently. c. Describe the role of ethical principles in decision	FBLA: Business Ethics, Accounting I, Accounting II, Banking & Financial Systems, Global Business, Insurance & Risk Management, Introduction to

				making. d. Discuss ethical principles that aid in making wise choices and ethical decisions (i.e., integrity, trust, accountability, transparency, fairness, respect, rule of law, and viability). e. Describe consequences of acting unethically.	Business, Introduction to Business Procedures, Journalism, Management Decision Making, Sports & Entertainment Management DECA: Business Law and Ethics
How can you behave ethically?	5 days		Explain reasons for ethical dilemmas	a. Define the following terms: dilemma and ethical dilemma. b. Distinguish between ordinary dilemmas and ethical dilemmas. c. Identify common causes of ethical dilemmas (e.g., pressure from others, desire to prove yourself, conflicting values, greed, bad role models, lack of consequences).	FBLA: Business Ethics, Accounting I, Accounting II, Banking & Financial Systems, Global Business, Insurance & Risk Management, Introduction to Business, Introduction to Business DECA: Business Law and Ethics
How can you behave ethically?	5 days		Explain reasons for ethical dilemmas	a. Define the following terms: dilemma and ethical dilemma. b. Distinguish between ordinary dilemmas and ethical dilemmas. c. Identify common causes of	FBLA: Business Ethics, Accounting I, Accounting II, Banking & Financial Systems, Global

				ethical dilemmas (e.g., pressure from others, desire to prove yourself, conflicting values, greed, bad role models, lack of consequences).	Business, Insurance & Risk Management, Introduction to Business, Introduction to Business DECA: Business Law and Ethics
The Business Environment					
What is business's role in Society?	3 days	Understand the nature of business to show its contributions to society.	Explain the role of business in society	a. Define the following terms: social responsibility, producers, raw-goods producers, manufacturers, builders, trade industries, retailers, wholesalers, and service businesses. b. Identify two categories of social responsibility. c. Identify ways in which businesses demonstrate social responsibility by maximizing their profits. d. Identify ways in which businesses contribute to public interests. e. List individuals, groups, or agencies to which retailers are socially responsible. f. Categorize types of producers in our society. g. Identify examples of retailers. h. Identify examples of wholesalers. i. Distinguish between retailers and wholesalers. j. Describe factors that differ among trade industries. k. Describe classifications of service	FBLA: Introduction to Business, Management Decision Making, Management Information Systems, Organizational Leadership, Economics DECA: Principles of Business Event

				businesses found in our society. l. Explain the importance of service businesses in our society.	
			Describe types of business activities	a. Define the following terms: business, accounting, customer relations, finance, human resources management, information management, management, marketing, operations, and production. b. Identify types of primary business activities. c. Explain the importance of primary business activities. d. Explain the interrelationship of business activities.	FBLA: Introduction to Business, Management Decision Making, Management Information Systems, Organizational Leadership DECA: Principles events
What is economics?	15 days	Understand fundamental economic concepts to obtain a foundation for employment in business.	Distinguish between economic goods and services	a. Define the following terms: want, economic want, noneconomic wants, goods, services, consumer goods, and industrial goods. b. Distinguish between economic and noneconomic wants. c. Identify the characteristics of goods. d. Identify the characteristics of services. e. Distinguish between consumer and industrial goods and services. f. Classify consumer goods. g. Classify industrial goods. h. Explain why consumers cannot have everything that they want. i. Explain how consumers affect the decision of what goods and services will be produced.	FBLA: Economics, Personal Finance, Global Business, Introduction to Business, Introduction to Business Procedures DECA: Principles events
		Understand fundamental economic concepts to obtain a foundation for	Explain the concept of economic resources	a. Define the following terms: economic resources, natural resources, capital goods, human resources, and factors of	FBLA: Economics, Management Decision Making,

		employment in business.		production. b. List reasons that economic resources are important for business. c. Explain why natural resources are limited. d. Describe ways that businesses respond to limited natural resources. e. Explain why human resources are limited. f. Describe ways that businesses respond to limited human resources. g. Explain why capital goods are limited. h. Describe ways that businesses respond to limited capital goods.	Marketing, Sports & Entertainment Management DECA: Principles events
		Understand fundamental Economic concepts to obtain a foundation for employment in business.	Describe the concepts of economics and economic activities	a. Define the following terms: economics, scarcity, economizing, opportunity cost, tradeoffs, consumption, consumer, production, producer, exchange, and distribution. b. Explain why wants are considered unlimited. c. Discuss why scarcity exists. d. Describe the three economic questions that all societies must answer. e. Explain the importance of decision making in economics. f. Describe four economic activities. g. Discuss three factors that affect the value of money payments in a market economy.	FBLA: Economics, Management Decision Making, Marketing, Sports & Entertainment Management, Introduction to Business DECA: Principles events
		Understand fundamental economic	Determine economic utilities created by business activities	a. Define the following terms: utility, form utility, place utility, time	FBLA: Economics,

		concepts to obtain a foundation for employment in business.		utility, and possession utility. b. Identify ways in which a product's utility can vary. c. Cite an example of each type of utility. d. Describe how marketing affects each type of utility.	Management Decision Making, Marketing, Sports & Entertainment Management, Introduction to Business DECA: Principles events
			Explain the principles of supply and demand	a. Define the following terms: demand, law of demand, supply, and law of supply, law of supply and demand, buyer's market, seller's market, elasticity, elastic demand, and inelastic demand. b. List the conditions required for demand to exist. c. Describe how the law of supply and demand affects businesses. d. Identify factors that affect elasticity. e. Explain the importance of understanding elasticity. f. Describe factors that affect demand. g. Describe factors that affect supply.	FBLA: Economics, Advertising, Global Business DECA: Principles events
			Describe the functions of prices in markets	a. Define the following terms: price, relative prices, substitution effect, rationing, equilibrium price, excess supply, excess demand, and market price. b. Explain the importance of price in business. c. Explain the significance of relative prices to businesses and to consumers. d. Identify an example of the change in relative prices of two products. e. Identify an example of the change in prices that does not result in a	FBLA: Economics Any marketing role-play event DECA: Principles events

				change in relative prices. f. Explain how customers react to changes in relative price. g. Discuss the relationship of relative prices to the three economic questions. h. Describe the functions of relative prices. i. Explain the use of relative prices in making purchase decisions. j. Explain how prices are determined. k. Explain how producers respond to excess supply. l. Explain how producers respond to excess demand.	
How do different economies work?	14 days	Understand economic systems to be able to recognize the environments in which businesses function	Explain the types of economic systems	a. Define the following terms: economic system, traditional economic system, command economic system, communism, socialism, and market economic system. b. Explain why economic systems are needed. c. Describe the characteristics of traditional economic systems. d. Describe the characteristics of communism. e. Describe the characteristics of socialism. f. Describe the characteristics of a market economic system. g. Explain how each type of economic system addresses the three economic questions. h. Describe the strengths and weaknesses of traditional economies. i. Describe the strengths and weaknesses of communist command economies.	FBLA: Economics, American Enterprise Project, Business Law, Introduction to Business, Management Decision Making DECA: Principles events

				j. Describe the strengths and weaknesses of socialist command economies. k. Describe the strengths and weaknesses of market economies.	
			Explain the concept of private enterprise	a. Define the term private enterprise. b. Describe the characteristics of a private enterprise system. c. Discuss the advantages and disadvantages of private enterprise. d. Explain the economic freedoms found in a private enterprise system. e. Describe the limits to freedom in a private enterprise system.	FBLA: Economics, American Enterprise Project, Business Financial Plan, Introduction to FBLA DECA: Principles Events
			Identify the impact of small business/entrepreneurship on market economies	a. Define the terms small business and entrepreneurship. b. Explain the relationship between small business and entrepreneurship. c. Describe barriers to small business/entrepreneurial success. d. Discuss reasons for the growth of small business. e. Identify ways that small business has contributed to society.	FBLA: Economics, Entrepreneurship, Global Business, Hospitality Management, Management Decision Making, Business Plan, Business Financial Plan DECA: Any Entrepreneurship event
			Determine factors affecting business risk	a. Define the following terms: business risk, economic risks, natural risks, human risks, pure risks, speculative risks, guarantees, and warranties.	FBLA: Insurance and Risk Management, Advertising, Business Plan,

				b. Classify business risks. c. List types of economic risks. d. Identify examples of natural risks. e. Identify examples of human risks. f. Distinguish between pure and speculative risks. g. Describe ways that businesses can prevent or control risks. h. Describe ways that businesses can transfer risks. i. Describe reasons that businesses retain risks. j. Explain ways that businesses can avoid risks.	Business Financial Plan DECA: Principles Events
			Explain the concept of competition	a. Define the following terms: competition, direct competition, indirect competition, price competition, non-price competition, monopoly, oligopoly, perfect competition, and regulated monopolies. b. Cite examples of direct competition. c. Cite examples of indirect competition. d. List examples of price competition. e. List examples of non-price competition. f. Distinguish among market structures of businesses. g. Describe characteristics of pure competition. h. Explain characteristics of pure monopoly. i. Discuss characteristics of monopolistic competition. j. Describe characteristics of oligopolies.	FBLA: Business Plan, Business Financial Plan, Political Science, Business Law, American Enterprise Project DECA: Competitive Events

				k. Describe government legislation affecting competition. l. Explain ways that competition affects producers. m. Describe how consumers benefit from competition. n. Explain how our society benefits from competition. o. Support the need for competition in a private enterprise economy.	
How do business' function?	27 days		Describe types of business activities	a. Define the following terms: business, accounting, customer relations, finance, human resources management, information management, management, marketing, operations, and production. b. Identify types of primary business activities. c. Explain the importance of primary business activities. d. Explain the interrelationship of business activities.	FBLA: Business Plan, Introduction to Business, Introduction to Business Procedures, Business Financial Plan, Management Decision Making DECA: Principles Events
			Explain the concept of management	a. Define the following terms: management, planning, organizing, staffing, directing, and controlling. b. Explain the role of managers in business organizations. c. Describe the categories of resources managed by businesses. d. Explain the responsibilities of each level of management. e. Identify management functions. f. Describe the purposes of management functions.	FBLA: Advertising, Agribusiness, Banking & Financial Systems, Entrepreneurship, Global Business DECA: Business Management and Administration Events

Human Resources Management		Understand the role and function of human resources management to obtain a foundational knowledge of its nature and scope.	Discuss the nature of human resources management	a. Describe activities included in human resources management (i.e., employee benefits, employee relations, compensation, selection and staffing, and performance management and appraisal). b. Explain the importance of human resources management to business effectiveness. c. Discuss reasons that the human resources management function is changing/evolving. d. Describe the role of human resources management in strategic management	FBLA: Global Business, Hospitality Management, Management Decision Making, Sports & Entertainment Management, Introduction Business DECA: Human Resources Management Series
Marketing		Understand marketing's role and function in business is to facilitate economic exchanges with customers.	Explain marketing and its importance in a global economy	a. Define the following terms: marketing and marketing concept. b. Identify marketing activities. c. Categorize items that are marketed. d. Explain where marketing occurs. e. Explain the elements of the marketing concept. f. Explain the role of marketing in a private enterprise system. g. Describe ways in which consumers and businesses would be affected if marketing did not exist. h. Explain how marketing benefits our society.	FBLA: Advertising, Entrepreneurship, Global Business, Hospitality Management, Management Decision Making, Marketing, Social Media Campaign, Sports & Entertainment Management DECA: Any Marketing event

		Foster positive relationships with customers to enhance company image.	Explain the nature of positive customer relations	a. Explain what it means to have positive customer relations. b. Identify factors that affect customer relations. c. Discuss the importance of positive customer relations. d. Describe techniques for building positive customer relations.	FBLA: Introduction to Business, Help Desk, Hospitality Management, Social Media Campaign, Website Design DECA: Role-Play Events
Financial Analysis		Acquire a foundational knowledge of accounting to understand its nature and scope.	Describe the need for financial information	a. Discuss characteristics of useful financial information (e.g., credible, transparent, timely, understandable, comparable, reliable, etc.). b. Describe the usefulness of financial information in identifying trends. c. Explain how managers use financial information (e.g., in planning strategies, executing strategies, and feedback from execution of the strategy). d. Discuss the usefulness of financial information in contracts. e. Discuss how analysis of financial data aids in understanding accounting treatment. f. Describe how analysis of financial data aids in verifying information. g. Explain how analysis of financial data aids in determining variance. h. Discuss how analysis of financial data guides financial decision-making	FBLA: Accounting I, Accounting II, Agribusiness, Future Business Leader, Business Financial Plan DECA: Finance Category Events

		Acquire a foundational knowledge of accounting to understand its nature and scope.	Explain the concept of accounting	a. Define the following terms: accounting, accounting system, cash accounting method, accrual accounting method, cost accounting, and managerial accounting. b. Identify purposes of accounting. c. Explain who uses accounting data. d. Describe requirements that an accounting system should fulfill. e. Explain the need for accounting standards. f. Differentiate between cash accounting method and accrual accounting. g. Explain the nature of managerial accounting. h. Discuss the nature of cost accounting. i. Explain the flow of financial data from customer transaction to financial information users.	FBLA: Accounting I & II, Agribusiness, Future Business Leader, Business Financial Plan DECA: Accounting Applications Series
		Acquire a foundational knowledge of finance to understand its nature and scope.	Explain the role of finance in business	a. Distinguish between accounting and finance. b. Discuss the primary finance activities. c. Explain the contributions of finance to business operations. d. Discuss the relationship of finance with other business functions. e. Distinguish between capital investment decisions and working capital management. f. Describe the decisions that make up capital investment decisions. g. Explain the use of cash conversion cycles in managing working capital.	FBLA: Global Business, Introduction to Business Procedures, Introduction to Financial Math, Business Financial Plan DECA: Principles of Finance Event

				h. Discuss the use of return on capital	
Operations		Understand operation's role and function in business to value its contribution to a company.	Explain the nature of operations	a. Explain activities that make up the operations function (i.e., purchasing, inventory control, quality control, storage, logistics and evaluations). b. Discuss the impact of a business's product on operations. c. Describe how operations principles apply to service businesses. d. Explain the impact of operations on other business functions. e. Discuss the impact of technology on operations	FBLA: Introduction to Business Procedures, Banking & Financial Systems, Business Plan, Hospitality Management, Introduction to Business, Management Decision Making DECA: Buying and Merchandising Operations Research
			Identify ways that technology impacts business	a. Identify types of technology affecting business. b. Describe ways that businesses use technology. c. Explain ways that business has changed due to technological innovation. d. Explain ways that information obtained from technology can be used by business.	FBLA: Introduction to Business Procedures
			Discuss the nature of information management	a. Explain the scope of the information management function. b. Discuss the importance of information management to business success. c. Identify challenges to information management.	FBLA: Introduction to Information Technology, Management Decision Making, Management

				d. Explain principles that can be used to ensure effectiveness of information management activities. e. Describe factors driving industry-wide change in information management practices. f. Discuss risks associated with information management. g. Explain elements of an information management program.	Information Systems
Doing Research					
What is the research process?	11 days	Use information literacy skills to increase workplace efficiency and effectiveness.	Assess information needs	a. Distinguish among factual information, criticism, and opinions. b. Explain how information needs evolve through discussion and research. c. Discuss how existing information can be combined to create new information. d. Describe a variety of types and formats of information sources (e.g., formality of information, disciplines, current vs. historical, primary vs. secondary, etc.) e. Discuss the nature of criteria that can be used to make information decisions and choices. f. Explain the need to evaluate the cost and benefits associated with obtaining information. g. Demonstrate procedures for assessing the nature and extent of needed information.	FBLA: Introduction to Business Procedures, Introduction to Information Technology, Management Decision Making, Management Information Systems, Sports & Entertainment Management DECA: Operations Research events

			Obtain needed information efficiently	a. Explain investigative methods/techniques that can be used to obtain or retrieve information. b. Discuss the advantages/disadvantages of each investigative method/technique. c. Describe the use of search strategies that are applied to obtain information. d. Implement a search strategy to obtain needed information. e. Retrieve needed information from online sources. f. Identify the main idea/point in a document. g. Demonstrate procedures for obtaining information.	FBLA: Introduction to Business Procedures, Introduction to Information Technology, Management Decision Making, Management Information Systems, Sports & Entertainment Management, DECA: Operations Research events
			Evaluate quality and source of information	a. Identify factors that should be evaluated when assessing information's quality (e.g., validity, reliability, accuracy, timeliness, and bias). b. Explain how to detect bias or prejudice in information sources. c. Discuss how context impacts the interpretation of information. d. Describe how to detect contradictory information. e. Demonstrate procedures for evaluating the quality and source of information.	FBLA: Journalism, Management Decision Making, Organizational Leadership, Business Ethics, Entrepreneurship, Advertising DECA: Operations Research events
			Apply information to accomplish a task	a. Explain ways to organize information to support the purpose and format needed for a task (e.g., outlines, drafts, storyboards, proposals, summaries, etc.).	FBLA: 3-D Animation, Journalism, Introduction to Business,

				b. Discuss ways to integrate existing information, data, or images into a new product or performance (e.g., quoting, summarizing, copying, manipulating, etc.). c. Describe the need to modify the information-development process in order to use the information in a new product or process. d. Identify communications media that can be used to inform others about a product or process. e. Explain the need to consider the intended audience for a product before communicating information to them. f. Determine appropriate information technology to apply to a task. g. Demonstrate procedures for applying information to accomplish a task.	Introduction to Business Procedures, Social Media Campaign, Advertising, Introduction to Information Technology, DECA: Operations Research events
Business Technology					
What technology do businesses use?	28 days	Utilize information-technology tools to manage and perform work responsibilities.	Explain the role of information systems	a. Define the term information system. b. Discuss purposes of information systems (e.g., store, retrieve, manage, etc.). c. Differentiate between information systems and information technology. d. Explain types of information systems (e.g., intranets, databases, etc.).	FBLA: Introduction to Information Technology, Management Information Systems, Database Design & Application, Spreadsheet Applications, Network Design

			Discuss principles of computer systems	a. Define the term computer system. b. Describe components of computer systems (e.g., monitor, keyboard, mouse, motherboard, central processing unit, etc.). c. Identify types of computer systems (e.g., desktop computers, laptop computers, smart phones, etc.). d. Explain the advantages and drawbacks of different computer systems.	FBLA: Computer Problem Solving, Introduction to Information Technology, Management Information Systems, Network Design
		Utilize information-technology tools to manage and perform work responsibilities	Use basic operating systems	a. Explain purposes of operating systems. b. Describe the relationship between computer systems and operating systems. c. Identify types of operating systems. d. Discuss the advantages and drawbacks of different operating systems. e. Demonstrate procedures for using basic operating systems.	FBLA: Computer Problem Solving, Introduction to Information Technology, Management Information Systems, Network Design
		Utilize information-technology tools to manage and perform work responsibilities.	Describe the scope of the Internet	a. Explain the hierarchical structure of domain names. b. Discuss the role of organizations in administration of Internet activities. c. Explain the role of Internet Service Providers (ISPs). d. Describe types of resources that can be accessed through the Internet (e.g., web pages, USENET Newsgroups, list serves, files and programs, email, etc.). e. Discuss the use of bookmarks. f. Explain how to organize bookmarks. g. Describe tools useful in navigating the Internet.	FBLA: Advertising, Introduction to Information Technology, Management Information Systems, Network Design, Website Design

		Utilize information-technology tools to manage and perform work responsibilities.	Demonstrate basic web-search skills	a. Define the following terms: world wide web (WWW), uniform resource locators (URL), browsers, and gophers, search engines, file transfer protocol (FTP), newsgroups, and list serves. b. Identify the components in a URL. c. Explain the importance of search engines in locating information. d. Locate specified topics on the web. e. Access specified topics through links on a web page. f. Download information to a disk.	FBLA: Advertising, Introduction to Information Technology, Management Information Systems, Network Design, Business Communication
			Demonstrate basic email functions	a. Explain the features (capabilities) of email. b. Discuss email etiquette (netiquette). c. Write and send an email message. d. Reply to an email message. e. Forward an email message. f. Add signature file. g. Open attachments. h. Save attachments to hard drive. i. Append attachments. j. Label messages. k. Add names to address book. l. Set up distribution list. m. Put message in outbox. n. Sort mail. o. Search for messages. p. Use email shortcuts (i.e., cut, copy, paste). q. Use auto-responder (mailbox). r. Post a message on a listserv. s. Create new email folder. t. Store email messages in folders.	FBLA: Business Communication, Introduction to Business Communication, Computer Problem Solving, Cyber Security, Introduction to Information Technology, Word Processing DECA: Principles Events
			Demonstrate personal information management/productivity applications	a. Discuss the capabilities of personal information management/productivity applications.	FBLA: Business Communication, Introduction to

				b. Use the address book application. c. Use the calculator. d. Use the notes application. e. Use the scheduler application. f. Use the to-do application. g. Use the global search application.	Business Communication, Computer Problem Solving, Introduction to Information Technology, Word Processing, Computer Applications
			Demonstrate basic word processing skills	a. Identify capabilities of word-processing software. b. Enter and store text in a word-processing software program. c. Search for and replace text in a document stored in a word-processing software program. d. Retrieve, edit, and print a document stored in a word-processing software program. e. Cut and paste information from one text document into another in a word-processing software program. f. Create a text document containing columns in a word-processing software program. g. Insert and print a graph in a word-processing document. h. Utilize the page numbering feature.	FBLA: Business Communication, Introduction to Business Communication, Computer Problem Solving, Introduction to Information Technology, Word Processing, Computer Applications
			Demonstrate basic presentation applications	a. Identify capabilities of presentation software programs. b. Describe characteristics of effective presentation software documents. c. Enter and store text into a presentation software document.	FBLA: Business Communication, Introduction to Business Communication, Computer Problem Solving,

				d. Import graphics into a presentation software document. e. Develop builds and transitions for screens in a presentation software document. f. Retrieve and edit presentation software screens. g. Add/Delete screens from a presentation software package.	Introduction to Information Technology, Word Processing, Computer Applications
			Demonstrate basic spreadsheet applications	a. Define the following terms: rows, columns, and cells. b. Describe components of a spreadsheet. c. Identify capabilities of spreadsheet software. d. Format spreadsheets. e. Enter and store data in a spreadsheet software file. f. Retrieve, edit, and print data in a spreadsheet. g. Create charts and graphs using information in a spreadsheet.	FBLA: Computer Application, Spreadsheet Applications
			Demonstrate basic database applications	a. Identify capabilities of database software. b. Create a database structure. c. Construct queries. d. Enter and store data in a database software program. e. Retrieve and modify data in a database software program. f. Delete database records. g. Sort data in a database given predetermined criteria. h. Output data in a report format. i. Create a chart or graph using information in database files j. Print labels from a database. k. Print database list/report.	FBLA: Database Design & Applications, Computer Applications

				l. Ensure data integrity. m. Validate data. n. Eliminate data redundancy (i.e., normalize data).	
Finding and Getting a Job					
What do employers want?	10 days	Participate in career planning to enhance job-success potential	Assess personal interests and skills needed for success in business	a. Define the following personal characteristics: realistic, investigative, artistic, social, enterprising, and conventional. b. Identify aspects of an individual that should be examined in order to determine strengths and weaknesses. c. Explain reasons for assessing personal interests and skills. d. Discuss the importance of objectivity in personal assessments. e. Describe steps for assessing personal interests and skills.	FBLA: Job Interview, Electronic Career Portfolio DECA: All Role-Play events
			Analyze employer expectations in the business environment	a. Describe characteristics and actions employers expect of employees. b. Explain ways of maintaining positive working relationships with others. c. Determine employer's expectations.	FBLA: Organizational Leadership, Management Decision Making, Introduction to Business Procedures
		Understand and follow company rules and regulations to maintain employment.	Adhere to company protocols and policies	a. Define the following terms: protocol, policy, procedure. b. Discuss types of company protocols, policies, and procedures (e.g., employee conduct, discipline, ethics, health and safety, etc.). c. Explain purposes of company	FBLA: Organizational Leadership, Management Decision Making, Introduction to Business Procedures

				protocols, policies, and procedures. d. Describe benefits of company protocols, policies, and procedures. e. Discuss the importance of adhering to company protocols and policies. f. Demonstrate techniques for adhering to company protocols and policies.	
			Follow chain of command	a. Discuss the importance of following the chain of command. b. Discuss the use of the chain of command to resolve issues or problems. c. Explain possible consequences of failing to follow the chain of command. d. Describe situations in which bypassing the chain of command is appropriate. e. Explain techniques used to work through the chain of command. f. Demonstrate techniques used to follow a chain of command	FBLA: Organizational Leadership, Management Decision Making, Introduction to Business Procedures
What rights do you have?	3 days	Participate in career planning to enhance job-success potential	Explain the rights of workers	a. Describe the employee right to a safe working environment. b. Discuss the employee right to form unions. c. Explain the employee right to fair treatment. d. Describe the employee's right to expect criticism. e. Explain the employee right to expect recognition.	FBLA: Introduction to Business Procedures
What job do you want?		Participate in career planning to enhance job-success potential	Identify sources of career information	a. Identify information that can be obtained at libraries about careers. b. Identify non print sources of career	FBLA: Job Interview, Electronic Career

				information. c. Identify career-information guides provided by the U.S. Department of Labor. d. Identify databases that provide career information. e. Identify career information that can be obtained on the Internet. f. Describe how school counselors can assist in providing career information. g. Explain the importance of discussing career opportunities with workers who are employed in jobs in which you are interested.	Portfolio
			Identify tentative occupational interest	a. Define the terms interests and aptitudes. b. Explain reasons for selecting occupations that match one's interests and aptitudes. c. Describe the importance of comparing and evaluating information about occupations. d. Explain the reasons for narrowing the choice of occupations when e. developing a career path.	FBLA: Job Interview, Electronic Career Portfolio
			Explain employment opportunities in business	a. Identify types of careers in business. b. Describe traits and skills needed for success in business careers. c. Explain educational requirements for business careers.	FBLA: Job Interview, Electronic Career Portfolio DECA: Principles of Business

How do you get a job?	20 days	Participate in career planning to enhance job-success potential	Utilize job-search strategies	a. Identify procedures for conducting a self-analysis. b. Identify sources of job information. c. Describe the steps in conducting a job search. d. Implement job-search strategies.	FBLA: Job Interview, Electronic Career Portfolio DECA: Principles of Business
Professional Development		Implement job-seeking skills to obtain employment.	Prepare a résumé	a. Identify information needed to prepare a résumé. b. Explain the uses of résumés. c. Explain the importance of keeping a specific personal file of work, education history and references. d. Discuss the value of neat appearance for résumés. e. Discuss the value of accurate information, spelling, punctuation, and grammar in résumés. f. Describe procedures for preparing résumés. g. Prepare a résumé.	FBLA: Job Interview, Electronic Career Portfolio DECA: Principles of Business
			Write a letter of application	a. Identify the purpose of the letter of application. b. Explain when a letter of application is to be used. c. Explain the importance of the letter's appearance. d. Describe procedures for writing letters of application. e. Write an application letter for a job of interest	FBLA: Job Interview, Electronic Career Portfolio DECA: Principles of Business
		Participate in career planning to enhance job-success potential	Complete a job application	a. List factors that employers consider when evaluating job application forms. b. Identify the information required on	FBLA: Job Interview, Electronic Career

				the application. c. Describe procedures for completing job application forms. d. Complete a job application form.	Portfolio DECA: Principles of Business
		Acquire self-development skills to enhance relationships and improve efficiency in the work environment.	Maintain appropriate personal appearance	a. Define the following terms: personal appearance, nutrition, and posture. b. Describe the relationship between personal appearance and self-image. c. Discuss the importance of first impressions. d. Explain why employers are concerned about the appearance of job applicants. e. Describe the importance of personal appearance in the workplace. f. Discuss factors which affect overall personal appearance. g. Describe guidelines for personal grooming. h. Explain procedures for dressing appropriately for work.	FBLA: Job Interview, Electronic Career Portfolio, Introduction to Business Procedures DECA: Principles of Business
		Participate in career planning to enhance job-success potential	Interview for a job	a. Identify appropriate attire for job interviews. b. Describe the use of questions in job interviews. c. Identify appropriate questions to ask during job interviews. d. Describe appropriate behavior during job interviews. e. Explain procedures for interviewing for a job. f. Interview for a job of interest.	FBLA: Job Interview DECA: Principles of Business
			Write a follow-up letter after job interviews	a. Describe reasons for writing follow-up letters after job interviews.	

				b. Explain content that should be included in follow-up letters after job interviews. c. Demonstrate procedures for writing a follow-up letter after a job interview.	
		Utilize career-advancement activities to enhance professional development.	Describe techniques for obtaining work experience (e.g., volunteer activities, internships)	a. Define the term internship. b. Identify reasons that employers often choose to hire experienced workers. c. Identify activities that can be valued as work experience. d. Explain ways to obtain experiences that can substitute for workplace skills.	FBLA: Job Interview, Electronic Career Portfolio
How do you advance in a job?	5 days	Implement job-seeking skills to obtain employment.	Explain the need for ongoing education as a worker	a. Explain the benefits associated with the ongoing education of employees. b. Identify training provided by companies for their employees. c. Identify external sources of employee training. d. Explain the types of external training available to employees. e. Describe occasions when employees need training.	FBLA: Electronic Career Portfolio DECA: Principles of Business
			Explain possible advancement patterns for jobs	a. Define the following terms: job, career, occupation, job promotion, and seniority. b. Distinguish among occupations, jobs, and careers. c. Explain the value of entry-level job positions for beginning workers. d. Identify reasons promotion opportunities arise. e. Explain why a job change may be necessary for workers to advance.	FBLA: Job Interview, Electronic Career Portfolio

				f. Describe the role of seniority in job advancement. g. Compare and contrast promotion opportunities among occupations and industries.	
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Academic Standards Alignment

Colorado CTE courses are required to integrate academic and essential skills into course content. The following academic standards have been identified as aligned to this course and should be integrated throughout instruction.

[CO CTE Academic Standards Resources](#) (Rubrics, integration strategies, etc)

[CDE Colorado Academic Standards Online](#) (Online standards lookup tool)

Reading, Writing, & Communicating

Standard 1: Oral Expression and Listening

- **Prepared Graduate 1:** Collaborate effectively as group members or leaders who listen actively and respectfully; pose thoughtful questions, acknowledge the ideas of others; and contribute ideas to further the group's attainment of an objective.
- **Prepared Graduate 2:** Deliver effective oral presentations for varied audiences and varied purposes.

Standard 2: Reading for All Purposes

- **Prepared Graduate 4:** Read a wide range of informational texts to build knowledge and to better understand the human experience.
- **Prepared Graduate 5:** Understand how language functions in different contexts, command a variety of word-learning strategies to assist comprehension, and make effective choices for meaning or style when writing and speaking.

Standard 3: Writing and Composition

- **Prepared Graduate 6:** Craft arguments using techniques specific to the genre.

- **Prepared Graduate 7:** Craft informational/explanatory texts using techniques specific to the genre.
- **Prepared Graduate 9:** Demonstrate mastery of their own writing process with clear, coherent, and error-free polished products.

Standard 4: Research Inquiry and Design

- **Prepared Graduate 10:** Gather information from a variety of sources; analyze and evaluate its quality and relevance; and use it ethically to answer complex questions.

Note: Mathematics and Science standards will be added in the future. Visit the [Colorado Academic Standards](#) page for the most current version.