

1	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities								
1									
1	Acquire a foundational knowledge of selling to understand its nature and scope .								
1	Explain the nature and scope of the selling function	SE:017			SE LAP 117	CS		Introducing DECA Competitive Event Activity	
1	Explain the role of customer service as a component of selling relationships	SE:076			SE LAP 130	CS		DECA Scavenger Hunt	
1	Explain company selling policies	SE:932			SE LAP 121	CS			
1									
1	Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.								
1	4 Acquire product information for use in selling	SE:062				CS		Stock Market Game	
1	Analyze product information to identify product features and benefits	SE:109			SE LAP 113	SP			
1									
1	Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.								
1	Explain the selling process (SE:048, SE LAP 126)	SE:048			SE LAP 126	CS			
1	Discuss motivational theories that impact buying behavior	SE:359				SP			
1	Establish relationship with client/customer	SE:110				CS		STOCK MARKET GAME	
1	Determine prospect's buying motives for use in selling	SE:883			SE LAP 109	SP			
1	Facilitate prospect's buying decisions	SE:811			SE LAP 108	SP			
1	Demonstrate product solution for prospect's needs	SE:893			SE LAP 103	SP			
1	Convert customer/client objections into selling points	SE:874			SE LAP 100	SP			
1									
1	5 Close the sale	SE:895			SE LAP 107	SP			
1	Process sales documentation	SE:117							
1	Plan follow-up strategies for use in selling	SE:057			SE LAP 119	SP			
1	Sell Good/Services/idea to individuals	SE:046				SP			
1	Sell Goods/service/idea to groups	SE:073				SP			
1	ECONOMICS								Segment 12
1	6 Understands the economic principles and concepts fundamental to business operations								
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1									

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1	<i>Understand fundamental economic concepts to obtain a foundation for employment in business.</i>								
1	Distinguish between economic goods and services	EC:002			EC Lap 10	CS			
1	Explain the concept of economic resources	EC:003			EC LAP 14	CS			
1	7 Describe the concepts of economics and economic activities	EC:001	1.1.1 2.1.2		EC LAP 6	CS		Stock Market Game	
1	Determine economic utilities created by business activities	EC:004			EC LAP 13	CS			
1	Explain the principles of supply and demand	EC:005	1.3.1 1.3.2		EC LAP 11	CS			
1	8 Describe the functions of prices in markets	EC:006	1.2.2 1.3.3		EC LAP 12	CS			
1									
1	<i>Understand the nature of business to understand its contributions to society</i>								
1	Explain the role of business in society	EC:070	1.2.1		EC LAP 20	CS			
1	Describe types of business activities	EC:071	2.1.2 2.1.8		EC LAP 19	CS			
1	BUSINESS LAW								Segment 2
1	Understands business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions								
1	<i>Apply knowledge of business ownership to establish and continue business operations.</i>								
1	Explain types of business ownership	BL:003			BL LAP 1	CS			
2	9 PRICING								Segment 4
2	Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value								
2									
2	<i>Develop a foundational knowledge of pricing to understand its role in marketing .</i>								
2	Explain the nature and scope of the pricing function	PI:001			PI LAP 2	SP			
2	Explain legal considerations for pricing	PI:017				SP			
2	Explain factors affecting pricing decisions	PI:002			PI LAP 3	SP			
2									
1									
1	10 ECONOMICS								Segment 12
1									
1	<i>Understand economic systems to be able to recognize the environments in which businesses function.</i>								

1	Explain the types of economic systems	EC:007	3.1.1 3.1.2 3.1.3 3.1.5 3.1.6		EC LAP 17	CS		Free Enterprise Country Comparison Activity	
1	Identify the impact of small business/entrepreneurship on market economies	EC:065	1.1.2			CS			
1	Explain the concept of private enterprise	EC:009			EC LAP 15	CS			
1	Identify factors affecting a business's profit	EC: 010	2.1.1		EC LAP 2	CS		Free Enterprise Essay	
1	Determine factors affecting business risk	EC:011			EC LAP 3	CS			
1	Explain the concept of competition	EC:012			EC LAP 8	CS			
1									
1	11 <i>Acquire knowledge of the impact of government on business activities to make informed economic decisions</i>								
1									
1	Determine the relationship between government and business	EC:008	1.4.1 1.4.2 2.2.1 2.2.2 2.2.3		EC LAP 16	CS			
12	OPERATIONS								Segment 7
	Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning								
	<i>Understand operation's role and function in business to value its contribution to a company</i>								
	Explain the nature of operations	OP: 189			OP LAP 3	CS			
	Implement security policies/procedures to minimize chance for loss.								
	Explain routine security precautions	OP:013				CS			
	Follow established security procedures/policies	OP:152				CS			
	Protect company information and intangibles	OP:153				CS			
	Describe health and safety regulations in business	OP:004				PQ			
	Report noncompliance with business health and safety regulations	OP:005				PQ			
	Implement safety procedures to minimize loss.								
	Follow instructions for use of equipment, tools, and machinery	OP:006				PQ			
	Follow safety precautions	OP:007				PQ			
	Maintain a safe work environment	OP:008				CS			
	Explain procedures for handling accidents	OP:009				CS			
	Handle and report emergency situations	OP:010				CS			

20	<i>Understand the use of an advertisement's components to communicate with targeted audiences.</i>								
2	Explain components of advertisements	PR:014					SP		
2	Explain the importance of coordinating elements in advertising	PR:251					SP		
2									
2	<i>SOCIAL MEDIA</i>								
2	Understanding Social Media and Influence								
2	Describe the Social Media Ecosystem								
2	Understanding Social Media Strategies								
2	Understand the Social Media Conversation								
2	Recognize Business-to-Consumer (B2C) Social Media								
2	Recognize Business-to-Business (B2B) Social Media								
2	Understanding the Types of Social Media								
2	Describe how to leverage video embedding within Marketing sites								
2	Understanding Geo Location goals and how they differ from other types of marketing goals								
2	Understand how to Manage Social Media in Your Department								
21	ECONOMICS								Segment 12
	Acquire knowledge of the impact of government on business activities to make informed economic decisions								
	Determine the relationship between government and business	EC:008				EC LAP 16	CS		
	Describe the nature of taxes	EC:072	1.4.3 2.2.5				SP		
	Discuss the nature of monetary policy	EC:073	1.4.4				MN		
22	Discuss the supply and demand for money	EC:096	2.1.4				MN		
	Explain the role of the Federal Reserve System	EC:097	2.1.3				MN		
	Explain the concept of fiscal policies	EC:074	2.2.4				MN		
	Describe the effects of fiscal and monetary policies	EC:098	1.4.5				MN		
23	<i>Analyze cost/profit relationships to guide business decision-making</i>								
	Explain the concept of productivity	EC:013	1.2.3			EC LAP 18	CS		
	Analyze impact of specialization/division of labor	EC:014				EC LAP 7	SP		
	Explain the concept of organized labor and business	EC:015				EC LAP 5	SP		
	Explain the impact of the law of diminishing returns	EC:023					SP		
	Describe the concept of economies of scale	EC:077					MN		
24	<i>Understand economic indicators to recognize economic trends and conditions</i>								
	Discuss the measure of consumer spending as an economic indicator	EC:081	3.1.4				SP		
	Describe the economic impact of inflation on business	EC:083	2.1.7				SP		

	Determine the impact of business cycles on business activities	EC:18	2.1.7		EC LAP 9	SP	SP		
	Explain the concept of Gross Domestic Product (GDP)	EC:017			EC LAP 1	SP			
	Discuss the impact of a nation's unemployment rates	EC:082	2.1.6			SP			
	Explain the economic impact of interest-rate fluctuations	EC:084	2.1.5			SP			
25	<i>Determine global trade's impact on business decision making</i>								
	Explain the nature of global trade	EC:016	3.2.5 3.2.1 3.2.2		EC LAP 4	SP			
	Describe determinant's of exchange rates and their effects on the domestic economy	EC:100	3.2.3 3.2.4			SP			
	Discuss the impact of cultural and social environments on global trade	EC:045	4.1.1 4.1.2		EC LAP 24	SP			
	Explain labor issues associated with global trade	EC:101	2.1.9			SU			
26	COMMUNICATIONS								Segment 1
	Understands the concepts, strategies, and systems used to obtain and convey ideas and information								
	<i>Write internal and external business correspondence to convey and obtain information effectively.</i>								
	Explain the nature of effective written communications	CO:016				CS			
	Select and utilize appropriate formats for professional writing	CO:088				CS			
27	Edit and revise written work consistent with professional standards	CO:089				CS			
	Write professional e-mails	CO:090				CS			
	Write business letters	CO:133				CS			
	Write informational messages	CO:039				CS			
	Write inquiries	CO:040				CS			
	<i>Communicate with staff to clarify workplace objectives.</i>								
	Explain the nature of staff communication	CO:014				CS			
	Choose appropriate channel for workplace communication	CO:092				CS			
	Participate in a staff meeting	CO:063				CS			
	<i>Read to acquire meaning from written material and apply the information to a task.</i>								
	Analyze company resources to ascertain policies and procedures	CO:057				CS			
2									
2	28 MARKETING INFORMATION MANAGEMENT								Segment 8
2								Identify research project	
2	Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions								

2									
2		Acquire foundational knowledge of marketing-information management to understand its nature and scope.							
2		Describe the need for marketing data	IM:012			IM LAP 12	CS		
2		Explain the nature and scope of the marketing-information management function	IM:001			IM LAP 2	SP		
2									
2		Understand marketing-research activities to show command of their nature and scope.							
2		Explain the nature of marketing research	IM:010			IM LAP 5	SP		
2		Discuss the nature of market research problems/issues	IM:282			IM LAP 13	SP		
2									
2		Understand data-collection methods to evaluate their appropriateness for the research problem/issue							
2		Describe methods used to design marketing research studies (i.e. descriptive, exploratory, and causal)	IM: 284			IM LAP 14	SP		
2		Describe options businesses use to obtain marketing research data (i.e. primary and secondary research)	IM:281			IM LAP 15	SP		
2		Discuss the nature of sampling plans (i.e. who, how many, how chosen)	IM:285			IM LAP 16	SP		
2	29	Understand data-collection methods to evaluate their appropriateness for the research problem/issue .							
2		Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners)	IM: 289				SP		
2		Explain characteristics of effective data-collection instruments	IM:418				SP		
2		Describe types of rating scales (including Likert scales, semantic differential scales, behavior intention scales, etc.)	IM:286				SP		
2		Explain the use of diaries (e.g. product, media-use, contact)	IM:287				SP		
2									
2		Interpret marketing information to test hypotheses and/or to resolve issues							
2		Explain techniques for processing data	IM:062				SP		
2		Explain the use of descriptive statistics in marketing decision making	IM:191				SP		
2									
2	30	PRODUCT SERVICE MANAGEMENT							Segment 10
2									
2		Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities							
2									
2		Acquire a foundational knowledge of product/service management to understand its nature and scope.							
2		Explain the nature and scope of the product/service management function	PM:001			PM LAP 17	SP		

2		Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources							
2									
2		Analyze financial needs and goals to determine financial requirements.							
2		Explain the nature of financial needs (e.g., college, retirement, wills, insurance, etc.)	FI:064	4.1.3			CS		Bring in a speaker to discuss these 3 performance indicators
2		Set financial goals	FI:065	4.1.3			CS		
2		Develop personal budget	FI:066	4.1.3			CS		
2									
2		Manage personal finances to achieve financial goals.							
2		Explain the nature of tax liabilities	FI:067				PQ		Pre-test students
2		Interpret a pay stub	FI:068				PQ		
2		Read and reconcile bank statements	FI:070				CS		
2		Maintain financial records	FI:069				CS		
2		Demonstrate the wise use of credit	FI:071	4.1.3			CS		
2		Validate credit history	FI:072	4.1.3			CS		
2		Protect against identity theft	FI:073	4.1.3			CS		
2		Prepare personal income tax forms	FI:074				CS		Have students bring in a copy of their tax forms as proof that they know how to fill one out or give as homework
2									
2	35	Understand the use of financial-services providers to aid in financial-goal achievement.							
2		Describe types of financial-services providers	FI:075	4.1.4			CS		
2		Discuss considerations in selecting a financial-services provider	FI:076	4.1.5			CS		
2									
2		Use investment strategies to ensure financial well-being.							
2		Explain types of investments	FI:077	4.1.5			CS		
2		Explain the nature of capital investment	FI:078	4.1.5			MN		
2		Establish investment goals and objectives	FI:079	4.1.5			MN		
2									
2		Identify potential business threats and opportunities to protect a business's financial well-being.							
2		Describe the concept of insurance	FI:081	4.1.6			CS		
2		Explain the nature of risk management	FI:084	4.1.6			SP		
2									
2		Acquire a foundational knowledge of accounting to understand its nature and scope.							
2		Describe the need for financial information	FI:579				CS		
2	36	Explain the concept of accounting	FI:085			MB LAP 9	CS		
2		Explain the need for accounting standards (GAAP)	FI:086				CS		
2									
2		Understand the fundamental principles of money needed to make financial exchanges.							
2		Explain the time value of money	FI:062)				CS		

	Explain the purposes and importance of credit	FI:002			FI LAP 2	CS		
	Explain legal responsibilities associated with financial exchanges	FI:063)				CS		
	<i>Acquire a foundational knowledge of finance to understand its nature and scope.</i>							
	Explain the role of finance in business	FI: 354			FI LAP 7	CS		
2	37 STRATEGIC MANAGEMENT							Segment 9
2	Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department							
2	<i>Recognize management's role to understand its contribution to business success .</i>							
2	Explain the concept of management	SM:001			SM LAP 3	CS		
2								

ONGOING STANDARDS

Embedded in Projects

	EMOTIONAL INTELLIGENCE							
	Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others							
*	<i>Identify with others' feelings, needs, and concerns to enhance interpersonal relations.</i>							
*	Exhibit cultural sensitivity (EI:033, EI LAP 11) (CS)	EI:033			EI LAP 11	CS		
*	Manage stressful situations to minimize negative workplace interactions.							
*	Use conflict resolution skills	EI:015			EI LAP 7	CS		
*	<i>Implement teamwork techniques to accomplish goals.</i>							
*	Explain the concept of leadership (EI:009,	EI:009			EI LAP 16	CS		
*	Determine personal vision	EI:063				CS		
*	Demonstrate adaptability	EI:006				CS		
*	Develop an achievement orientation	EI:027			EI LAP 10	CS		
*	Lead change	EI:005				CS		
*	Enlist others in working toward a shared vision	EI:060			EI LAP 13	CS		
*	Coach others	EI:041				CS		
*	<i>Manage internal; and external business relationships to foster positive interactions.</i>							
*	Foster positive working relationships	EI:037				CS		

	INFORMATION MANAGEMENT								
	Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making								
	<i>Use information literacy skills to increase workplace efficiency and effectiveness</i>								
	Assess information needs	NF:077)				CS			
	Obtain needed information efficiently	NF:078)				CS			
	Evaluate quality and source of information	NF:079)				CS			
	Apply information to accomplish a task	NF:080)				CS			
	Store information for future use	NF:081)				CS			
	<i>Acquire a foundational knowledge of information management to understand its nature and scope.</i>								
	Discuss the nature of information management	NF:110,			NF LAP 3				
	<i>Utilize information-technology tools to manage and perform work responsibilities.</i>								
	Use an integrated business software application package	NF:088)				CS			
	Demonstrate collaborative/groupware applications	NF:011)				CS			
	Create and post basic web page	NF:042				CS			
	PROFESSIONAL DEVELOPMENT								
	<i>Acquire self-development skills to enhance relationships and improve efficiency in the work environment.</i>								
1	Maintain appropriate personal appearance	PD:002			PD LAP 5	PQ			
1	Set personal goals	PD:018			HR LAP 6	CS			
1									
1	<i>Utilize critical-thinking skills to determine best options/outcomes.</i>								
1									
1	Explain the need for innovation skills	PD:126				CS			
1	Make decisions	PD:017			PD LAP 10	CS			
1	Demonstrate problem-solving skills	PD:077			PD LAP 17	PQ			
1	Demonstrate appropriate creativity	PD:012				SP			
1	Use time management skills	PD:019			PD LAP 1	SP			
	COMMUNICATIONS								
	<i>Record information to maintain and present a report of business activity</i>								
	Utilize note taking strategies	CO:085				CS		Observe throughout the year	
	Organize information	CO:086				CS		Observe throughout the year	
	Select and use appropriate graphic aids (CO:087) (CS)	CO:087				CS		Observe throughout the year	

	<i>Apply verbal skills to obtain and convey information</i>								
	Employ communication styles appropriate to target audience	CO:084				CS			
	Defend ideas objectively	CO:061				CS			
	Handle telephone calls in a businesslike manner	CO:114				CS			
	Participate in group discussions	CO:053				CS			