

IKM-Manning Curriculum
Business Standards / Benchmarks / Indicators
April 2008

Standards:

1. Demonstrate interpersonal, teamwork, and leadership skills.
2. Select and apply the tools of business technology as they relate to personal and business life.
3. Communicate effectively as writers, listeners, and speakers in social and business settings.
4. Understand each business area and the interrelationship between the areas.
5. Function as an economically literate citizen through the development of personal consumer skills.
6. Understand the nature of laws effecting business and personal life.
7. Develop an awareness of career opportunities and life-long learning skills to enable employability in a variety of business careers.

Course Benchmarks:

1. Develop and use general managerial knowledge. (*V, MCGF, L*)
2. Integrate all forms of communication in the successful pursuit of a career. (*V, MCGF, L, C*)
3. Relate the importance of lifelong learning to career success. (*H, V, MCGF, C, T*)
4. Apply appropriate leadership and supervision techniques. (*V, MCGF, L, C*)
5. Understand unique characteristics of an entrepreneur. (*H, V*)
6. Develop a market plan for an entrepreneurial venture. (*H, V, G, MCGF, L, C*)
7. Develop a management plan for an entrepreneurial venture. (*H, V, MCGF*)

Marketing/Management

- 1. Demonstrate interpersonal, teamwork, and leadership skills.**
 - 4: Apply appropriate leadership and supervision techniques. (V, MCGF, L, C)*
 - A. Define and discuss office policies.
 - B. Use effective leadership qualities.
 - C. Discuss the positive and negative aspects of the “grapevine”.
 - D. Explain the types of power and identify appropriate uses of each.
 - E. Plan, organize, and conduct meetings to achieve identified purpose.

- 3. Communicate effectively as writers, listeners, and speakers in social and business settings.**
 - 2: Integrate all forms of communication in the successful pursuit of a career. (V, MCGF, L, C)*
 - A. Organize and lead informal groups.
 - B. Exchange ideas in a formal/informal setting.
 - C. Use corporate vocabulary appropriate for the business world.
 - D. Identify and overcome major barriers in listening.
 - E. Give examples of how nonverbal messages have different meanings in various cultures.

4. Understand each business area and the interrelationship between the areas.

1: Develop and use general managerial knowledge. (V, MCGF, L)

- A. Describe when promoters, directors, and officers are liable to the corporation, shareholders, and third persons.
- B. Describe the characteristics of a franchise and analyze where it fits in the economic and legal framework.
- C. Define Total Quality Management and its evolution.

5: Understand unique characteristics of an entrepreneur. (H, V)

- A. Identify the characteristics of a successful entrepreneur.
- B. Understand the costs and benefits of choosing to become an entrepreneur.
- C. Assess qualifications to start a new business.
- D. Contrast the pros and cons of buying an existing business.
- E. Given a business dilemma, apply the problem-solving process and analyze possible solutions.

6: Develop a market plan for an entrepreneurial venture. (H, V, G, MCGF, L, C)

- A. Establish components of marketing (e.g., product, place, price, promotion, and people.)
- B. Plan the layout and facilities needed for a planned business.
- C. Select appropriate methods to respond to customer concerns and target market.
- D. Identify new product/service opportunities.

7: Develop a management plan for an entrepreneurial venture. (H, V, MCGF)

- A. Develop the strategies for reaching the vision for a specific business.
- B. Establish goals and objectives for a planned business.
- C. Discuss examples of honest and dishonest business practices.
- D. Explain how government regulations affect a business.

7. Develop an awareness of career opportunities and life-long learning skills to enable employability in a variety of business careers.

3: Relate the importance of lifelong learning to career success. (H, V, MCGF, C, T)

- A. Use appropriate etiquette and manners when relating to business people of various cultures.
- B. Model the process for conflict resolution.
- C. Explain the importance of following chains of command.
- D. Use computer networks (e.g., communicating systems, Internet, or on-line databases) to facilitate collaborative or individual learning and communicating.

*Coding for Infusion Topics covered in curriculum:

Higher Order Thinking Skills (H), Vocational/Career Education (V), Global Education (G), Multi-Cultural/Gender Fair (MCGF), Learning Skills (L), Communication Skills (C), Technology (T)