NEBRASKA CAREER AND TECHNICAL EDUCATION

CTE®
Learning that works for Nebraska

NEBRASKA DEPARTMENT OF EDUCATION

BUSINESS, MARKETING, AND MANAGEMENT

PROGRAM OF STUDY STANDARDS

2023–2024

HOSPITALITY & TOURISM

BUSINESS MANAGEMENT & ADMINISTRATION

MARKETING

FINANCE

NEBRASKA CAREER AND TECHNICAL EDUCATION STATE MODEL PROGRAMS OF STUDY

CAREER FIELD OVERVIEW

The Business, Marketing, and Management Career Field Area provides opportunities for students to deepen their understanding of topics in areas such as financial literacy, business technologies, communication, business and consumer law, entrepreneurship, accounting, economics, personal finance, financial services marketing, retailing, fashion marketing/merchandising, international marketing, sports and entertainment marketing, global business, and hospitality and tourism.

PROGRAMS OF STUDY

Programs of Study are the primary delivery model for Career and Technical Education (CTE) in Nebraska. They include a sequence of courses which progresses in specificity and rigor and are updated regularly to align with Nebraska's workforce needs and economic development priorities. This document includes the programs of study and course-based standards for the Business, Marketing, and Management career field. These state model programs of study were developed to:

- Assist secondary schools in creating meaningful sequences of courses that adequately prepare individuals for seamless transitions to postsecondary education and careers eliminating duplication of coursework;
- Assist students in identifying appropriate courses for high school and postsecondary education that lead to their chosen career;
- Encourage collaboration between secondary and postsecondary education through curricular alignment;
- Offer opportunities for high-quality workplace experiences aligned to students' career interests;
- Promote the advancement of early postsecondary opportunities (including dual-credit courses) for all students; and
- Support postsecondary education options for students to further prepare them for successful transitions to their future careers.

Nebraska's programs of study are organized around Nebraska's CTE Model, which provides a way for students to explore the diversity of career options available to them.

NEBRASKA CAREER AND TECHNICAL EDUCATION MODEL

1 CORE ACADEMICS AND CAREER READINESS

At the center of the NCE Model is the expectation for all students to develop a solid academic core. The next ring identifies specific career readiness standards and practices that prepare students for success in postsecondary education as well as entrepreneurship/employment.

2 CAREER FIELDS

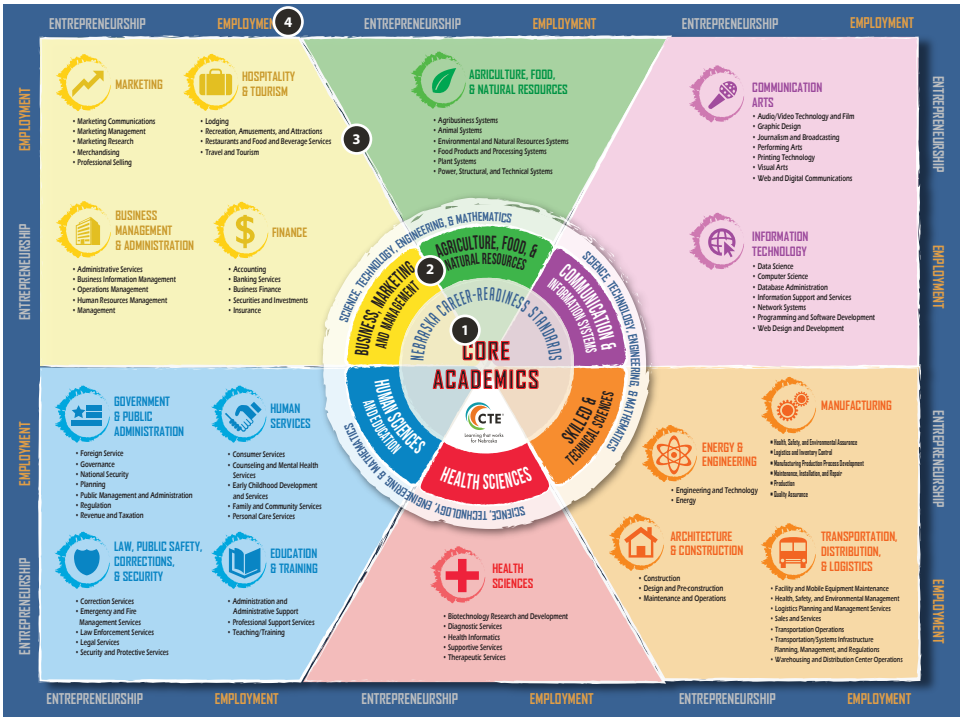
The six career fields represent broad sectors of the job market on which students may choose to focus.

3 CAREER CLUSTERS

Each career field is composed of career clusters radiating out from it. The clusters are more specific segments of the labor market. Each cluster is a grouping of careers that focus on similar subjects or similar skills. A basic understanding and exploration of each of the clusters will provide students with a solid foundation for career decision-making to conceptualize the entire world of work.

4 EMPLOYABILITY AND ENTREPRENEURSHIP

Career education provides the opportunity to gain the knowledge and skills for both employment and entrepreneurship. The reality for Nebraska and the United States is that entrepreneurship will help ensure economic growth and vitality. By infusing entrepreneurship competencies, career education is helping create the next generation of America's innovators and entrepreneurs.



The model is a visual map of "career fields" and "career clusters/pathways" and organizes the 16 National Career Clusters into six broad sectors of entrepreneurship and employment:

- Agriculture, Food and Natural Resources
- Business, Marketing and Management
- Communication and Information Systems
- Health Sciences
- Human Sciences and Education
- Skilled and Technical Sciences

These fields break down into more specific Career Clusters, Pathways and Occupational Specialties. The model provides a way for:

- Students to explore the diversity of career options available to them.
- Students to begin to prepare for their career with plans for secondary and post-secondary education.
- Schools to organize curriculum into Programs of Study that prepare students for opportunities in Nebraska's economy.

COURSE SEQUENCING

The courses within the State Model Program of Study are intended to be offered sequentially, to allow learners to build upon foundational knowledge and skills learned in introductory and intermediate courses and applied in more advanced capstone coursework. Non-duplicative sequences of courses ensure students transition to postsecondary education without duplication of classes and content. CTE enrollment data is collected at the course level. Students who participate and concentrate in CTE generally have more positive outcomes such as higher graduation rates along with postsecondary success.

Introductory Courses

Introductory courses set the foundation for a program of study by introducing students to broad foundational knowledge relative to an occupational area and career field.

Intermediate Courses

Intermediate courses build on the foundational knowledge of Introductory courses to further develop the academic, technical, and career readiness skills within a particular career field and occupational area.

Capstone Courses

Capstone courses are occupationally specific and further develop the necessary and required academic, technical, and career readiness skills needed for seamless transitions to postsecondary education and employment. Capstone courses often provide opportunities for students to earn postsecondary credit.

Levels of Participation

CTE Participant

A student who has earned one or more credits in any career and technical education program area.

CTE Concentrator

A secondary student who, in grades 9 through 12, has earned credit in at least two courses in a single career cluster program at the intermediate or capstone level.

State Model Programs of Study are coordinated, nonduplicative sequences of academic and technical content at the secondary and postsecondary levels that incorporate challenging State academic standards, address both academic and technical knowledge and skills, including Nebraska's Career Readiness Skills, are aligned with the needs of industries in Nebraska's economy, progress in specificity, have multiple entry and exit points that incorporate credentialing, and culminate in the attainment of a recognized postsecondary credential.

COURSE-BASED STANDARDS

Individual CTE courses, which make up the sequence of courses for Programs of Study, include content area standards and indicators to provide a framework for quality teaching and learning. While not required by state law, districts are encouraged to adopt these State Model Programs of Study and their related course-based standards. CTE State Model Programs of Study and course-based standards are revised on a five-year cycle to remain responsive to the rapid advances and needs of business and industry, help students explore a variety of postsecondary options and corresponding entrance requirements to help identify their next steps, and to align to changes in postsecondary programs.

Standards

At the highest level of generality, content area standards include a set of broad, overarching content-based statements that describe the basic cognitive, affective, or psychomotor expectations of students. They reflect long-term goals for learning.

Indicators

Under each standard are indicators, which further describe what a student must know and be able to do to meet the standard. Indicators are performance-based statements that provide educators with a clear understanding of the expected level of student learning and guidance. Indicators provide guidance for an assessment of student learning.

EXPANDED LEARNING OPPORTUNITIES

Expanded learning opportunities build on, support, and enhance learning within and outside of regular school programming. They are a critical component of Nebraska's educational landscape and should be intentionally supported to further develop students' college and career readiness. To signal aligned expanded learning opportunities, each Program of Study identifies additional areas where students may desire to personalize their program and take additional coursework or work-based learning that aligns with their interests. These expanded learning opportunities are not considered part of a Program of Study nor are they required, but rather a meaningful opportunity for students to continue to learn after completing the Program of Study sequence of courses within the context of their career interests. Along with aligned coursework, two prominent expanded learning opportunities include participating in Work-Based Learning or a Career and Technical Student Organization.

Work-Based Learning

Work-Based Learning (WBL) connects learners with employers to prepare them for success in an ever-changing workplace. WBL is a planned program of meaningful experiences related to the career interests of learners that enables them to acquire knowledge and skills in a real or simulated work setting. It requires strong partnerships between schools, colleges, and local employers. WBL is learning through work, not simply learning about work. Expanding high-quality WBL opportunities for students is one of Nebraska's CTE strategic priorities and is a program quality accountability indicator. Nebraska CTE affirms WBL as a critical component of career development. Throughout the State Model Programs of Study, courses where WBL is embedded into the class is noted in the course title (e.g., "Business Management Work-Based Learning Experience"). It is also signaled as an expanded learning opportunity across all programs of study.

Career And Technical Student Organizations

Career and Technical Student Organizations (CTSOs) are an extension of classroom instruction—applying classroom learning to real-world experiences. CTSOs provide opportunities for all students to develop career readiness skills through activities, competitions, and community service. Nebraska recognizes seven CTSOs aligned with the state's Programs of Study and career field areas. These include:

NEBRASKA DECA

NEBRASKA FBLA·ΦBA

BUSINESS, MARKETING, AND MANAGEMENT

FFA

AGRICULTURE, FOOD, AND NATURAL RESOURCES

NEBRASKA FBLA·ΦBA

COMMUNICATION AND INFORMATION SYSTEMS

hosa future health professionals NEBRASKA

HEALTH SCIENCES

EDUCATORS RISING NEBRASKA

FCCLA NEBRASKA STATE ASSOCIATION

HUMAN SCIENCES AND EDUCATION

SkillsUSA NEBRASKA

SKILLED AND TECHNICAL SCIENCES

CAREER READINESS STANDARDS

Embedded into the State Model Programs of Study and courses are the Nebraska Career Readiness standards. These standards rest on important "practices and proficiencies" with long-standing importance in career education. These standards and related practices are not limited to formal CTE programs nor to the middle school or high school level. Rather, these standards and practices should be used over and over again with increasing complexity and relevance by students as they progress through their educational pathway. The standards themselves do not dictate curriculum, pedagogy or delivery of content. Schools and colleges may handle the teaching and assessing of these standards in many different ways.

THE CAREER READY INDIVIDUAL...

1. Applies appropriate academic and technical skills
2. Communicates effectively and appropriately
3. Contributes to employer and community success
4. Makes sense of problems and perseveres in solving them
5. Uses critical thinking
6. Demonstrates innovation and creativity
7. Models ethical leadership and effective management
8. Works productively in teams and demonstrates cultural competency
9. Utilizes technology
10. Manages personal career development
11. Attends to personal and financial well-being

BUSINESS MANAGEMENT
& ADMINISTRATION CLUSTER

Program of Study Name	Introductory Course	Intermediate Course	Capstone Course	Expanded Learning Opportunity
ACCOUNTING (Pages 11–28)	032300 - Introduction to Business, OR 032400 - College Introduction to Business, OR 033000 - Personal Finance, OR 033002 - Wealth Building Fundamentals	030501 - Accounting 1, AND 030502 - Accounting 2	030503 - Accounting 3, AND 030504 - Accounting 4, OR 030302 - College Principles of Accounting	320705 - Business Management Work-Based Learning Experience
ENTREPRENEURSHIP (Pages 29–39)	032300 - Introduction to Business, OR 032400 - College Introduction to Business, OR 038100 - Marketing	030501 - Accounting 1, OR 038101 - Marketing Management	032370 - Entrepreneurship, OR 032600 - College Introduction to Entrepreneurship	320705 - Business Management Work-Based Learning Experience
MANAGEMENT (Pages 40–49)	032300 - Introduction to Business, OR 032400 - College Introduction to Business	038101 - Marketing Management, OR 030900 - Business Law	032802 - Management & Leadership	320705 - Business Management Work-Based Learning Experience

FINANCE CLUSTER

Program of Study Name	Introductory Course	Intermediate Course	Capstone Course	Expanded Learning Opportunity
FINANCE (Pages 50–63)	032300 - Introduction to Business, OR 032400 - College Introduction to Business, OR 033000 - Personal Finance, OR 033002 - Wealth Building Fundamentals	030501 - Accounting 1	038501 - AP Microeconomics, OR 038503 - College Microeconomics, OR 038500 - AP Macroeconomics, OR 038502 - College Macroeconomics, OR 111700 - Statistics/ Probability, OR 031800 - Economics, OR 151000 - High School Economics	320708 - Finance Work-Based Learning Experience

MARKETING CLUSTER

Program of Study Name	Introductory Course	Intermediate Course	Capstone Course	Expanded Learning Opportunity
MARKETING (Pages 64–69)	038100 - Marketing	038101 - Marketing Management	038200 - Advanced Marketing, OR 038201 - College Principles of Marketing	320716 - Marketing Work-Based Learning Experience

HOSPITALITY &
TOURISM CLUSTER

Program of Study Name	Introductory Course	Intermediate Course	Capstone Course	Expanded Learning Opportunity
CULINARY ARTS & EVENT PLANNING **(Pages 70–81)**	Fundamentals of Nutrition & Culinary Essentials (HSE)	370021 - Culinary Skills 1, OR 370030 - ProStart 1	370022 - Culinary Skills 2, OR 370031 - ProStart 2, OR Baking & Pastry, OR Event Management with Work-Based Learning Experience	320711- Hospitality & Tourism Work-Based Learning Experience, OR 032370 - Entrepreneurship, OR 032600 - College Introduction to Entrepreneurship, OR
HOSPITALITY & EVENT PLANNING **(Pages 82–92)**	Introduction to Hospitality & Event Planning	038101- Marketing Management, OR 370010 - Travel & Tourism	032370 - Entrepreneurship, OR Event Management with Work-Based Learning Experience	320711 - Hospitality & Tourism Work-Based Learning Experience

INTRODUCTION TO BUSINESS

COURSE DESCRIPTION

This course is designed to introduce students to the Business, Marketing, and Management Career Field, which focuses on formation and structure, economics, management, marketing, financial management, and operations. Career opportunities and technology will also be used and discussed.

STANDARDS AND INDICATORS:

BMM.HS.16.1 Analyze the formation and structure of a business.

BMM.HS.16.1.a Explain the role of business in society.

BMM.HS.16.1.b Explain types of business ownership.

BMM.HS.16.1.c Describe the two basic types of business profit structures (i.e. profit and not for profit).

BMM.HS.16.1.d Examine the opportunities and risks of entrepreneurship.

BMM.HS.16.2 Differentiate economic systems in order to recognize the environments in which businesses function.

BMM.HS.16.2.a Compare and contrast economic goods and services.

BMM.HS.16.2.b Analyze economic indicators and how they affect the business cycle.

BMM.HS.16.2.c Explain the principles of supply and demand and pricing.

BMM.HS.16.2.d Compare and contrast the basic features of economic systems.

BMM.HS.16.2.e Identify factors that impact a business' profit and risk.

INTRODUCTION TO BUSINESS (cont.)

BMM.HS.16.3 Interpret business profitability, sustainability, and the necessary dependencies upon leadership, management, staff, and community.

BMM.HS.16.3.a Analyze the management functions within the business environment (e.g. planning, organizing, leading, controlling).

BMM.HS.16.3.b Differentiate between leading and managing.

BMM.HS.16.3.c Identify the structural and economic impact of human resource management within a business.

BMM.HS.16.3.d Evaluate how organizational culture impacts business and retaining quality employees.

BMM.HS.16.3.e Identify and apply the use of software, tools, and techniques that impact business productivity.

BMM.HS.16.3.f Assess the ethical dilemmas that arise between business decisions and social responsibility.

BMM.HS.16.4 Identify the fundamental strategies of marketing and its role within an organization.

BMM.HS.16.4.a Describe marketing and its relevance in a global economy.

BMM.HS.16.4.b Analyze and explain the elements of the marketing mix and their impact on business.

BMM.HS.16.5 Demonstrate finance management and decision making through the use of accounting principles in business.

BMM.HS.16.5.a Explain and provide examples of accounting concepts and financial records used by businesses.

BMM.HS.16.5.b Explain the role of finance in business and how it affects decision-making.

INTRODUCTION TO BUSINESS (cont.)

BMM.HS.16.6 Evaluate and describe the functions of business operations.

BMM.HS.16.6.a Identify and analyze the key business processes and functions needed to bring products and services to market.

BMM.HS.16.6.b Explain the business implications of proprietary information, technology, and forms of security on profitability and sustainability.

BMM.HS.16.7 Evaluate and explore careers in the areas of business, marketing, and management.

BMM.HS.16.7.a Identify careers and organizations within a business career field.

BMM.HS.16.7.b Compare and contrast personal interests, aptitudes, information, and skills necessary for each career pathway.

BMM.HS.16.7.c Research and discuss specific verbal and nonverbal techniques for effective business communication to include cultural respect and meaning.

BMM.HS.16.7.d Conduct a job market search and devise a career plan that reflects business career interests, pathways, and postsecondary options.

PERSONAL FINANCE

COURSE DESCRIPTION

The goal of Personal Finance is to help students become financially responsible, conscientious members of society. To reach that end, this course develops student understanding and decision-making skills in such areas as income, money management, budgeting, financial goal attainment, the wise use of credit, insurance, and investments.

STANDARDS AND INDICATORS:

BMM.HS.22.1 Develop and evaluate a plan to earn an income and manage finances to achieve personal goals.

BMM.HS.22.1.a Identify various forms of income and analyze the career clusters to explore how career choice, level of education, geographical location, type of industry, skill level, and work ethic affect income and personal goal attainment.

BMM.HS.22.1.b Analyze the impact of sociological, economic, and technological changes on the future job outlook and potential to earn income.

BMM.HS.22.1.c Interpret a pay stub to calculate gross and net pay.

BMM.HS.22.1.d Evaluate the impact of taxes on personal financial planning.

BMM.HS.22.1.e Describe information needed and required forms relevant to the completion of state and federal income tax forms (e.g., W-4, W-2, 1040).

BMM.HS.22.1.f Develop and evaluate a personal budget based on income, employee benefits and incentives, savings and investment goals, and retirement contributions and analyze the life cycle of net worth.

BMM.HS.22.2 Examine budgeting, savings, and investment strategies based on individual preferences and circumstances to achieve financial goals.

BMM.HS.22.2.a Compare and contrast saving and investing strategies that consider risk, return, and building wealth.

BMM.HS.22.2.b Determine factors that influence decisions to save.

BMM.HS.22.2.c Create short- and long-term financial goals for a personal budget.

PERSONAL FINANCE (cont.)

BMM.HS.22.2.d Analyze the power of compound interest and the importance of starting early in implementing a plan of saving.

BMM.HS.22.2.e Examine the concept of time, value of money, and rates of return that impact monetary decisions.

BMM.HS.22.2.f Investigate opportunities to participate in employer-sponsored retirement plans (e.g., IRA, 401K, Roth IRA).

BMM.HS.22.3 Compare and evaluate the products and services financial institutions provide.

BMM.HS.22.3.a Describe and explain the use of different forms of financial exchange (e.g., cash, credit, debit, electronic funds transfer, and other emerging payment forms, etc.) from a local, national, and global consumer perspective.

BMM.HS.22.3.b Explain legal and ethical responsibilities associated with financial exchanges.

BMM.HS.22.3.c Identify the structure and functions of the Federal Reserve System and how it facilitates the functions of money.

BMM.HS.22.3.d Distinguish between the various types of financial institutions and the basic products and services provided and evaluate each for related costs and fees.

BMM.HS.22.3.e Compare and contrast types of checking and savings accounts and the forms of financial exchange.

BMM.HS.22.3.f Analyze privacy and security issues associated with financial exchanges (e.g. cash transfers, electronic payments, mobile payments, online and traditional banking, etc.)

BMM.HS.22.4 Analyze factors that affect the choice of credit, the cost of credit, maintaining credit, and the legal aspects of using credit for personal goals

BMM.HS.22.4.a Identify the C's of creditworthiness (e.g., collateral, character, capacity, conditions).

BMM.HS.22.4.b Evaluate the opportunity cost for each financial decision involving credit (e.g., credit cards, auto loans, college loans).

BMM.HS.22.4.c Compare and contrast the various aspects of a decision to use credit (e.g., APR, grace period, incentive buying, methods of calculating interest, and fees).

PERSONAL FINANCE (cont.)

BMM.HS.22.4.d Research the rights and responsibilities of consumers according to credit legislation (e.g., truth-in-lending, fair credit reporting, equal credit opportunity, fair debt collection).

BMM.HS.22.4.e Explain the importance of credit ratings and credit scores and the effect on an individual's credit report, cost of credit, and future use of credit.

BMM.HS.22.4.f Investigate methods to resolve credit discrepancies and minimize the danger and ramifications of identity theft.

BMM.HS.22.5 Apply a decision-making model to maximize consumer satisfaction when buying goods and services.

BMM.HS.22.5.a Identify and use reliable consumer resources to collect information for making buying decisions about durable and nondurable goods.

BMM.HS.22.5.b Identify consumer rights laws and explain how they protect consumer rights.

BMM.HS.22.5.c Develop comparison shopping practices and apply them to purchasing decisions.

BMM.HS.22.5.d Compare the costs and benefits of purchasing, leasing, and renting (e.g., vehicle, tools, furniture, and housing).

BMM.HS.22.5.e Research the types and use of consumer assistance services and advocacy groups provided to address consumer rights and responsibilities (e.g., government, the Better Business Bureau, and manufacturers).

BMM.HS.22.5.f Describe the role of supply and demand on the availability and price of goods and services in the regional, national, and international marketplace.

BMM.HS.22.5.g Examine the impact of advertising and marketing on consumer demand and decision making in the regional, national, and international marketplace.

BMM.HS.22.6 Analyze choices available to consumers for protection against risk and financial loss.

BMM.HS.22.6.a Define and utilize the terms, concepts, and practices instrumental to varied forms of insurance (e.g. deductible, premium, peril, risk, etc.).

BMM.HS.22.6.b Compare risk management strategies (e.g., retention, avoidance, reduction, transfer).

PERSONAL FINANCE (cont.)

BMM.HS.22.6.c	Explain how one's mindset, habits, behaviors, and choices affect the cost of insurance and identify ways consumers can reduce this cost (e.g. smokers are charged more for health insurance and quitting smoking could reduce that cost).
BMM.HS.22.6.d	Compare and contrast types of insurance associated with different risks (e.g., auto mobile, personal and professional liability, home, renters, health, life, long-term care, disability).
BMM.HS.22.6.e	Develop a plan for insurance coverage taking into account coverage, premium costs, willingness to take risks, income, age, and socioeconomic status.
BMM.HS.22.6.f	Explain how retirement planning and estate planning are risk-management strategies.

BMM.HS.22.7 Analyze choices and resources available for financing postsecondary education.

BMM.HS.22.7.a	Describe the multiple pathways to postsecondary education and career preparedness and analyze the costs and benefits associated with each choice.
BMM.HS.22.7.b	Identify the purpose of the Free Application for Federal Student Aid (FAFSA) to determine eligibility for grants, scholarships, and loans and the essential information.
BMM.HS.22.7.c	Evaluate the costs and benefits of postsecondary education funding and any repayment requirements (e.g. NEST 529 college saving plan, scholarships, grants, federal and private loans, work-study, etc.).
BMM.HS.22.7.d	Explore the options for borrowers struggling to make payments and the consequences of failure to repay student loans.
BMM.HS.22.7.e	Correlate salary potential to the education requirements of different careers by identifying strategies to reduce student loan debt.

WEALTH BUILDING FUNDAMENTALS

COURSE DESCRIPTION

This course is designed to provide knowledge of personal financial management. Students learn to manage their resources to make sound personal financial decisions, interpret data to develop short- and long-term budgetary plans, and develop product knowledge related to financial planning. Students will develop a financial plan that includes savings, investing, credit management, risk management, and retirement.

STANDARDS AND INDICATORS:

BMM.HS.24.1 Identify and develop essential financial and personal attributes that contribute to a successful income-producing career.

BMM.HS.24.1.a Distinguish between various forms of income and explain how it can be obtained and accumulated.

BMM.HS.24.1.b Connect factors that affect income as part of the career decision-making process and potential outcomes.

BMM.HS.24.2 Compare strategies used to maintain, monitor, control, and accurately plan the use of financial resources.

BMM.HS.24.2.a Prioritize financial needs and goals to determine strategic financial strategy decisions.

BMM.HS.24.2.b Create a plan for financial management based upon personal goals.

BMM.HS.24.3 Evaluate strategies used to establish, build, maintain, monitor, control, and use credit for personal and financial goals.

BMM.HS.24.3.a Estimate and evaluate the opportunity cost for each financial decision involving credit.

BMM.HS.24.3.b Identify applicable strategies to establish and maintain a good credit rating for beneficial credit use at all stages of life and financial capacity.

BMM.HS.24.3.c Summarize the loan application process and explain how each part is used to determine the creditworthiness of the applicant.

BMM.HS.24.3.d Evaluate credit laws and regulations.

WEALTH BUILDING FUNDAMENTALS (cont.)

BMM.HS.24.4 Apply a decision-making model to maximize consumer satisfaction when buying goods and services.

BMM.HS.24.4.a Distinguish between income and wealth.

BMM.HS.24.4.b Evaluate the need for saving and investing to ensure financial well-being and wealth building.

BMM.HS.24.4.c Evaluate saving and investment options and criteria.

BMM.HS.24.5 Compare and contrast the economic advantages and disadvantages of real estate as an investment tool.

BMM.HS.24.5.a Identify the advantages and disadvantages of buying versus renting a home.

BMM.HS.24.5.b Identify potential barriers to purchasing real estate and describe how to mitigate or avoid them.

BMM.HS.24.5.c Explain the risks and rewards of investing in income-producing real estate (e.g., residential, agricultural, commercial).

BMM.HS.24.6 Assess risks in life and how to protect against the consequences of risk.

BMM.HS.24.6.a Identify common types of risks and basic risk management strategies.

BMM.HS.24.6.b Evaluate insurance as a risk management strategy.

BMM.HS.24.7 Investigate appropriate technology solutions to interpret, analyze, and utilize emerging trends in business finance

BMM.HS.24.7.a Apply technology or software tools as they relate to financial activities.

BMM.HS.24.7.b Understand the use of information technology in business and industry.

BMM.HS.24.7.c Analyze financial data to make decisions.

BMM.HS.24.7.d Predict potential barriers to the availability of financial technology and how to overcome them.

ACCOUNTING 1

COURSE DESCRIPTION

This one-semester course covers a service business organized as a sole proprietorship which will include accounting principles involved in the preparation and maintenance of financial records concerned with business management and operations. It is a comprehensive introduction to basic accounting including recording, summarizing, and reporting and accounting systems and controls. Students are exposed to careers in the accounting field and are given the opportunity to perform accounting applications using technology.

STANDARDS AND INDICATORS:

BMM.HS.1.1 Explain the purpose of and demonstrate the steps of the accounting cycle using generally accepted accounting principles (GAAP).

BMM.HS.1.1.a Define accounting and related concepts to explain the purpose of the accounting system and its relationship to business.

BMM.HS.1.1.b Analyze business transactions using a journal and describe the effect on the accounting equation.

BMM.HS.1.1.c Apply the concepts of debits and credits through the use of T-accounts, normal account balances, and the chart of accounts.

BMM.HS.1.1.d Evaluate changes in a fiscal period using financial statements and worksheets.

BMM.HS.1.1.e Analyze and record transactions including adjusting, closing, and correcting entries.

BMM.HS.1.1.f Post to the ledger and compare the relationship between journals, ledgers, and financial statements.

BMM.HS.1.2 Demonstrate the importance of cash control procedures and ethics in business.

BMM.HS.1.2.a Define and apply cash control procedures by using documents to verify balances.

BMM.HS.1.2.b Apply appropriate techniques to account for investments and withdrawals by owners.

BMM.HS.1.2.c Explain a need for a code of ethics in accounting and the ethical responsibilities required of accountants.

BMM.HS.1.2.d Demonstrate ethical decision-making skills through business scenarios.

ACCOUNTING 1 (cont.)

BMM.HS.1.3 Prepare, interpret, and analyze financial statements for a sole proprietorship.

BMM.HS.1.3.a Evaluate the impact of data used in the development of financial statements.

BMM.HS.1.3.b Prepare an income statement and balance sheet.

BMM.HS.1.3.c Assess financial statements to summarize business performance.

BMM.HS.1.4 Investigate career opportunities, career readiness skills, and technology in the field of accounting.

BMM.HS.1.4.a Research the educational requirements, certifications, and skills needed to be successful in an accounting-related career.

BMM.HS.1.4.b Describe various careers and opportunities related to accounting.

BMM.HS.1.4.c Demonstrate both verbal and nonverbal communication skills related to the workplace.

BMM.HS.1.4.d Apply analytical, critical thinking, and leadership skills to the workplace.

BMM.HS.1.4.e Demonstrate the ability to work as a team by setting goals and accomplishing individual and team tasks on time.

BMM.HS.1.4.f Understand the use of information technology in the accounting industry

ACCOUNTING 2

COURSE DESCRIPTION

This one-semester course will develop accounting skills that build upon those acquired in Accounting I. Students will continue to apply concepts of double-entry accounting systems related to a merchandising business organized as a corporation. Additional accounting skills will be developed, including preparing and journalizing payroll records, calculating, recording, and adjusting entries, and interpreting financial information. Students are given the opportunity to explore career-related skills and perform accounting applications using technology. Accounting 1 is a prerequisite to this course.

STANDARDS AND INDICATORS:

BMM.HS.2.1 Explain the purpose and demonstrate the steps of the accounting cycle for a corporation using generally accepted accounting principles (GAAP)

BMM.HS.2.1.a Define accounting and related concepts to explain the purpose of the accounting system and its relationship to business.

BMM.HS.2.1.b Analyze business transactions using special journals and describe the effect on the accounting equation.

BMM.HS.2.1.c Prepare a worksheet and financial statements to evaluate changes in a fiscal period.

BMM.HS.2.1.d Analyze and record transactions including adjusting, closing, and correcting entries.

BMM.HS.2.1.e Prepare posts to the ledger and compare the relationship between journals, ledgers, and financial statements.

BMM.HS.2.1.f Compare the different forms of business ownership and the advantages and disadvantages of each form.

BMM.HS.2.2 Prepare and maintain payroll records and business-tax-related records.

BMM.HS.2.2.a Prepare and maintain payroll records and tax forms.

BMM.HS.2.2.b Calculate various forms of earning (e.g., hourly, salary, commission).

BMM.HS.2.2.c Calculate employee and employer tax deductions (e.g., Social Security, Medicare, state income tax, federal income tax, unemployment).

BMM.HS.2.2.d Differentiate between taxation at the personal and business levels.

ACCOUNTING 2 (cont.)

BMM.HS.2.3 Prepare, interpret, and analyze financial statements for a corporation.

BMM.HS.2.3.a	Prepare an income statement, statement of stockholders' equity, and balance sheet.
BMM.HS.2.3.b	Prepare and understand specialized financial statements for controlling and subsidiary accounts.
BMM.HS.2.3.c	Analyze the effect of the capital stock, retained earnings, and dividend accounts for a corporation.
BMM.HS.2.3.d	Evaluate the impact of data and assess financial statements including ratios to summarize business performance.

BMM.HS.2.4 Prepare and maintain payroll records and business-tax-related records.

BMM.HS.2.4.a	Demonstrate both verbal and nonverbal communication skills related to the workplace.
BMM.HS.2.4.b	Apply analytical, critical thinking, and leadership skills to the workplace.
BMM.HS.2.4.c	Demonstrate the ability to work in a team by setting goals and accomplishing individual and team tasks on time.
BMM.HS.2.4.d	Explain a need for a code of ethics in accounting and the ethical responsibilities required of accountants.
BMM.HS.2.4.e	Demonstrate ethical decision-making skills through business scenarios.
BMM.HS.2.4.f	Understand the use of information technology in the accounting industry.

ACCOUNTING 3

COURSE DESCRIPTION

This is a one-semester course that includes accounting for a merchandising business, adjustments in inventory control systems, and other general accounting adjustments. Accounting 1 and Accounting 2 are prerequisites to this course.

STANDARDS AND INDICATORS:

BMM.HS.3.1 Explain the purpose of and demonstrate the steps of the accounting cycle of a merchandising business using generally accepted accounting principles (GAAP). This may be completed with a departmentalized business.

BMM.HS.3.1.a Define and identify accounting terms, concepts, and practices related to financial reporting for a merchandising business.

BMM.HS.3.1.b Demonstrate journaling and post business transactions related to cash receipts, cash payments, sales, and purchases.

BMM.HS.3.1.c Calculate and record employee and employer payroll taxes.

BMM.HS.3.1.d Prepare and analyze financial statements for a merchandising business.

BMM.HS.3.1.e Complete end-of-period work for a merchandising business.

BMM.HS.3.1.f Perform ratio analysis of financial statements.

BMM.HS.3.2 Apply accounting principles to plan, count, and cost inventory.

BMM.HS.3.2.a Describe the differences between the periodic and perpetual inventory systems and record business transactions using both methods.

BMM.HS.3.2.b Define and calculate cost of goods sold and ending inventory using the LIFO, FIFO, and weighted average inventory costing methods.

BMM.HS.3.2.c Calculate inventory turnover ratio.

ACCOUNTING 3(cont.)

BMM.HS.3.3 Plan, record, and apply general accounting adjustments.

BMM.HS.3.3.a Define and identify accounting terms, concepts, and practices related to the adjusting entry process.

BMM.HS.3.3.b Calculate and record adjustments for estimated uncollectible accounts using appropriate methods.

BMM.HS.3.3.c Journalize the purchase and disposal of plant assets.

BMM.HS.3.3.d Calculate and record depreciation using various methods.

BMM.HS.3.3.e Demonstrate journaling transactions and adjustments for notes payable, prepaid expenses, and accrued expenses..

BMM.HS.3.3.f Demonstrate journaling transactions and adjustments for notes receivable, unearned revenue, and accrued revenue.

BMM.HS.3.4 Explain and demonstrate the skills and competencies needed to be successful and ethical in an accounting-related career.

BMM.HS.3.4.a Research various careers and opportunities related to accounting.

BMM.HS.3.4.b Demonstrate both verbal and nonverbal communication skills related to the workplace.

BMM.HS.3.4.c Apply analytical, critical thinking, and leadership skills to the workplace.

BMM.HS.3.4.d Demonstrate the ability to work in a team by setting goals and accomplishing individual and team tasks on time.

BMM.HS.3.4.e Demonstrate ethical decision-making skills through business scenarios.

BMM.HS.3.4.f Assess the use of information technology in the accounting industry.

ACCOUNTING 4

COURSE DESCRIPTION

This is a one-semester course that evaluates financial planning and decision-making for corporate and managerial accounting and other types of business. Accounting 1, Accounting 2, and Accounting 3 are prerequisites to this course.

STANDARDS AND INDICATORS:

BMM.HS.4.1 Apply accounting concepts and demonstrate the steps of the accounting cycle for a corporation using generally accepted accounting principles (GAAP).

BMM.HS.4.1.a Define and identify accounting terms, concepts, and practices related to corporate accounting including acquiring additional capital and financial analysis.

BMM.HS.4.1.b Interpret transactions related to a corporation and its stocks and dividends and how to journalize.

BMM.HS.4.1.c Calculate and journalize transactions related to acquiring additional capital (e.g., stock, treasury stock, and bonds payable).

BMM.HS.4.1.d Prepare, analyze, and interpret corporate financial statements.

BMM.HS.4.1.e Complete end-of-period procedures for a corporation.

BMM.HS.4.1.f Perform ratio analysis of financial statements.

BMM.HS.4.2 Apply management accounting concepts.

BMM.HS.4.2.a Define and identify accounting terms, concepts, and practices related to budgetary planning and control, cost-volume-profit analysis, present-value analysis, and financial statement analysis.

BMM.HS.4.2.b Prepare a budget, budgeted income statement, and performance report.

BMM.HS.4.2.c Determine break-even point.

BMM.HS.4.2.d Perform calculations related to cost-volume-profit and present-value analysis.

BMM.HS.4.2.e Analyze the long-term financial strength of a business through ratio analysis of financial statements.

ACCOUNTING 4 (cont.)

BMM.HS.4.3 Identify accounting principles for other types of businesses.

BMM.HS.4.3.a Define and identify accounting terms, concepts, and practices related to cost accounting and financial reporting for a manufacturing business.

BMM.HS.4.3.b Define and identify accounting terms, concepts, and practices related to accounting for a partnership and not-for-profit organizations.

BMM.HS.4.3.c Differentiate between the types, purposes, and characteristics of not-for-profit organizations (e.g., governmental, religious, charitable, educational).

BMM.HS.4.4 Assess the financial strength of a business.

BMM.HS.4.4.a Define and identify accounting terms, concepts, and practices related to financial statements and analysis

BMM.HS.4.4.b Explain how financial statements are used to analyze a business.

BMM.HS.4.4.c Perform a horizontal and vertical analysis of financial statements.

BMM.HS.4.4.d Compute the financial ratios to evaluate a business (e.g., profitability, liquidity, solvency, financial condition, and operating results).

BMM.HS.4.5 Apply accounting practices related to a statement of cash flows.

BMM.HS.4.5.a Define and identify accounting terms, concepts, and practices related to a statement of cash flow.

BMM.HS.4.5.b Distinguish among operating, investing, and financing cash flows..

BMM.HS.4.5.c Differentiate between the indirect and direct method of the Statement of Cash Flows.

BMM.HS.4.5.d Prepare the statement of cash flows by the indirect method.

BMM.HS.4.5.e Use the cash flow to evaluate business performance.

ACCOUNTING 4 (cont.)

BMM.HS.4.6 Explain and demonstrate the career readiness skills and competencies needed to be successful and ethical in an accounting-related career

BMM.HS.4.6.a	Demonstrate both verbal and nonverbal communication skills related to the workplace.
BMM.HS.4.6.b	Apply analytical, critical thinking, and leadership skills to the workplace.
BMM.HS.4.6.c	Demonstrate the ability to work in a team by setting goals and accomplishing individual and team tasks on time.
BMM.HS.4.6.d	Demonstrate ethical decision-making skills through business scenarios.
BMM.HS.4.6.e	Understand the use of information technology in the accounting industry.

INTRODUCTION TO BUSINESS

COURSE DESCRIPTION

This course is designed to introduce students to the Business, Marketing, and Management Career Field, which focuses on formation and structure, economics, management, marketing, financial management, and operations. Career opportunities and technology will also be used and discussed.

STANDARDS AND INDICATORS:

BMM.HS.16.1 Analyze the formation and structure of a business.

BMM.HS.16.1.a Explain the role of business in society.

BMM.HS.16.1.b Explain types of business ownership.

BMM.HS.16.1.c Describe the two basic types of business profit structures (i.e. profit and not for profit).

BMM.HS.16.1.d Examine the opportunities and risks of entrepreneurship.

BMM.HS.16.2 Differentiate economic systems in order to recognize the environments in which businesses function.

BMM.HS.16.2.a Compare and contrast economic goods and services.

BMM.HS.16.2.b Analyze economic indicators and how they affect the business cycle.

BMM.HS.16.2.c Explain the principles of supply and demand and pricing.

BMM.HS.16.2.d Compare and contrast the basic features of economic systems.

BMM.HS.16.2.e Identify factors that impact a business' profit and risk.

INTRODUCTION TO BUSINESS (cont.)

BMM.HS.16.3 Interpret business profitability, sustainability, and the necessary dependencies upon leadership, management, staff, and community.

BMM.HS.16.3.a Analyze the management functions within the business environment (e.g. planning, organizing, leading, controlling).

BMM.HS.16.3.b Differentiate between leading and managing.

BMM.HS.16.3.c Identify the structural and economic impact of human resource management within a business.

BMM.HS.16.3.d Evaluate how organizational culture impacts business and retaining quality employees.

BMM.HS.16.3.e Identify and apply the use of software, tools, and techniques that impact business productivity.

BMM.HS.16.3.f Assess the ethical dilemmas that arise between business decisions and social responsibility.

BMM.HS.16.4 Identify the fundamental strategies of marketing and its role within an organization.

BMM.HS.16.4.a Describe marketing and its relevance in a global economy.

BMM.HS.16.4.b Analyze and explain the elements of the marketing mix and their impact on business.

BMM.HS.16.5 Demonstrate finance management and decision making through the use of accounting principles in business.

BMM.HS.16.5.a Explain and provide examples of accounting concepts and financial records used by businesses.

BMM.HS.16.5.b Explain the role of finance in business and how it affects decision-making.

INTRODUCTION TO BUSINESS (cont.)

BMM.HS.16.6 Evaluate and describe the functions of business operations.

BMM.HS.16.6.a Identify and analyze the key business processes and functions needed to bring products and services to market.

BMM.HS.16.6.b Explain the business implications of proprietary information, technology, and forms of security on profitability and sustainability.

BMM.HS.16.7 Evaluate and explore careers in the areas of business, marketing, and management.

BMM.HS.16.7.a Identify careers and organizations within a business career field.

BMM.HS.16.7.b Compare and contrast personal interests, aptitudes, information, and skills necessary for each career pathway.

BMM.HS.16.7.c Research and discuss specific verbal and nonverbal techniques for effective business communication to include cultural respect and meaning.

BMM.HS.16.7.d Conduct a job market search and devise a career plan that reflects business career interests, pathways, and postsecondary options.

MARKETING

COURSE DESCRIPTION

This course develops basic student understanding and skills in the functions of marketing. Emphasis is placed on the impact of marketing activities on the individual, business, and society. Topics include market analysis, marketing information management, target customer identification, the development of marketing-mix strategies, and an in-depth look at the selling process.

STANDARDS AND INDICATORS:

BMM.HS.19.1 Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

BMM.HS.19.1.a Describe marketing functions and related activities.

BMM.HS.19.1.b Distinguish between economic goods and services.

BMM.HS.19.1.c Explain the principles of supply and demand.

BMM.HS.19.1.d Determine economic utilities created by business activities.

BMM.HS.19.1.e Explain the concept of competition.

BMM.HS.19.1.f Identify employment opportunities in marketing.

BMM.HS.19.2 Identify marketing-information management strategies to understand its nature and scope.

BMM.HS.19.2.a Identify the need for marketing data used to monitor marketing decision making.

BMM.HS.19.2.b Explain the role of ethics in marketing information management.

BMM.HS.19.2.c Discuss the nature of data mining (NF:148) (CS)

BMM.HS.19.2.d Describe the use of technology in the marketing-information management function (IM:183) (SP)

BMM.HS.19.2.e Describe the regulation of marketing-information management (IM:419) (SP)

MARKETING (cont.)

BMM.HS.19.3 Apply the concepts and marketing strategies utilized to determine and target a select market.

BMM.HS.19.3.a Analyze and describe the importance of each of the components of the marketing mix.

BMM.HS.19.3.b Explain factors that influence customer/client/business buying behavior.

BMM.HS.19.3.c Analyze customer's rational and emotional buying motives and decisions.

BMM.HS.19.3.d Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

BMM.HS.19.3.e Explain the concept of market and market identification.

BMM.HS.19.3.f Identify strategies utilized in the elements of market segmentation.

BMM.HS.19.4 Identify 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.

BMM.HS.19.4.a Explain the nature and scope of the selling function.

BMM.HS.19.4.b Explain the role of customer service as a component of selling relationships for building a clientele.

BMM.HS.19.4.c Utilize sales processes and techniques to determine and satisfy customer needs.

BMM.HS.19.4.d Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

BMM.HS.19.4.e Explain legal and ethical considerations in selling.

ACCOUNTING 1

COURSE DESCRIPTION

This one-semester course covers a service business organized as a sole proprietorship which will include accounting principles involved in the preparation and maintenance of financial records concerned with business management and operations. It is a comprehensive introduction to basic accounting including recording, summarizing, and reporting and accounting systems and controls. Students are exposed to careers in the accounting field and are given the opportunity to perform accounting applications using technology.

STANDARDS AND INDICATORS:

BMM.HS.1.1 Explain the purpose of and demonstrate the steps of the accounting cycle using generally accepted accounting principles (GAAP).

BMM.HS.1.1.a Define accounting and related concepts to explain the purpose of the accounting system and its relationship to business.

BMM.HS.1.1.b Analyze business transactions using a journal and describe the effect on the accounting equation.

BMM.HS.1.1.c Apply the concepts of debits and credits through the use of T-accounts, normal account balances, and the chart of accounts.

BMM.HS.1.1.d Evaluate changes in a fiscal period using financial statements and worksheets.

BMM.HS.1.1.e Analyze and record transactions including adjusting, closing, and correcting entries.

BMM.HS.1.1.f Post to the ledger and compare the relationship between journals, ledgers, and financial statements.

BMM.HS.1.2 Demonstrate the importance of cash control procedures and ethics in business.

BMM.HS.1.2.a Define and apply cash control procedures by using documents to verify balances.

BMM.HS.1.2.b Apply appropriate techniques to account for investments and withdrawals by owners.

BMM.HS.1.2.c Explain a need for a code of ethics in accounting and the ethical responsibilities required of accountants.

BMM.HS.1.2.d Demonstrate ethical decision-making skills through business scenarios.

ACCOUNTING 1 (cont.)

BMM.HS.1.3 Prepare, interpret, and analyze financial statements for a sole proprietorship.

BMM.HS.1.3.a Evaluate the impact of data used in the development of financial statements.

BMM.HS.1.3.b Prepare an income statement and balance sheet.

BMM.HS.1.3.c Assess financial statements to summarize business performance.

BMM.HS.1.4 Investigate career opportunities, career readiness skills, and technology in the field of accounting.

BMM.HS.1.4.a Research the educational requirements, certifications, and skills needed to be successful in an accounting-related career.

BMM.HS.1.4.b Describe various careers and opportunities related to accounting.

BMM.HS.1.4.c Demonstrate both verbal and nonverbal communication skills related to the workplace.

BMM.HS.1.4.d Apply analytical, critical thinking, and leadership skills to the workplace.

BMM.HS.1.4.e Demonstrate the ability to work as a team by setting goals and accomplishing individual and team tasks on time.

BMM.HS.1.4.f Understand the use of information technology in the accounting industry

MARKETING MANAGEMENT

Course Description

Marketing Management furthers student understanding and skills of the marketing functions and strategies including pricing, product/service management, channel management, promotion, and marketing-information management.

Standards and Indicators:

BMM.HS.20.1 Analyze the concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.

BMM.HS.20.1.a Explain the nature and scope of the pricing function.

BMM.HS.20.1.b Explain factors affecting pricing decisions.

BMM.HS.20.1.c Describe the ethical and legal considerations for pricing.

BMM.HS.20.1.d Explain the use of technology in the pricing function.

BMM.HS.20.2 AIdentify and assess the concepts and processes needed to obtain, develop, maintain, and/or improve a product or service mix in response to market opportunities and to build the brand for the organization.

BMM.HS.20.2.a Identify product/service management concepts to understand its nature and scope.

BMM.HS.20.2.b Generate product ideas to contribute to ongoing business success.

BMM.HS.20.2.c Apply quality assurances to enhance product/service offerings (i.e. customer service, warranties, guarantees, etc).

BMM.HS.20.2.d Employ product-mix strategies to meet customer expectations.

BMM.HS.20.2.e Determine ways to position a company to acquire a desired business image.

BMM.HS.20.2.f Determine ways to position products/services to acquire desired business image.

MARKETING MANAGEMENT (cont.)

BMM.HS.20.3 Assess channel management strategies and its role in marketing.

BMM.HS.20.3.a Explain the nature and scope of channel management.

BMM.HS.20.3.b Explain the nature of channels of distribution.

BMM.HS.20.3.c Describe the use of technology in the channel management function.

BMM.HS.20.3.d Describe the ethical and legal considerations for channel management.

BMM.HS.20.4 Investigate the nature and scope of promotion.

BMM.HS.20.4.a Explain the role of promotion as a marketing function.

BMM.HS.20.4.b Examine the types of promotion (i.e., institutional, product).

BMM.HS.20.4.c Identify the elements of the promotional mix.

BMM.HS.20.4.d Demonstrate an understanding of promotional channels used to communicate with targeted audiences.

BMM.HS.20.4.e Identify and describe the types of advertising media.

BMM.HS.20.5 Identify marketing-information management strategies and analyze the role of marketing research in decision-making.

BMM.HS.20.5.a Describe the need for marketing data.

BMM.HS.20.5.b Describe options businesses use to obtain marketing research data (i.e., primary and secondary research).

BMM.HS.20.5.c Describe data-collection methods (e.g., observations, mail, diaries, telephone, Internet, discussion groups, interviews, scanners, tracking tools).

BMM.HS.20.5.d Analyze data monitored for marketing decision making.

BMM.HS.20.5.e Describe the regulations and ethical implications of marketing-information management.

ENTREPRENEURSHIP

COURSE DESCRIPTION

Entrepreneurship is a course with emphasis on the evaluation of the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. The role of entrepreneurial businesses in the United States and the impact on the national and global economy will be explored.

STANDARDS AND INDICATORS:

BMM.HS.13.1 Identify characteristics and skills of entrepreneurs.

BMM.HS.13.1.a	Analyze personal strengths, skills, and talents necessary to be an entrepreneur.
BMM.HS.13.1.b	Identify responsible behavior, attitude, and leadership ability.
BMM.HS.13.1.c	Demonstrate problem-solving skills.
BMM.HS.13.1.d	Describe the history and development of successful and non-successful entrepreneurial ventures.
BMM.HS.13.1.e	Explore career opportunities in entrepreneurship.

BMM.HS.13.2 Evaluate business ownership as related to entrepreneurship.

BMM.HS.13.2.a	Identify and compare advantages and disadvantages of various forms of business ownership.
BMM.HS.13.2.b	Explain the legal and ethical issues affecting businesses.
BMM.HS.13.2.c	Analyze the advantages and disadvantages of methods of entering an entrepreneurial venture.

ENTREPRENEURSHIP (cont.)

BMM.HS.13.3 Analyze the management, financial, marketing, and legal skills necessary to successfully operate and grow an entrepreneurial venture.

BMM.HS.13.3.a Describe the importance of strategic management to a small entrepreneurial business.

BMM.HS.13.3.b Develop vision, mission, goals, objectives, and policies for an entrepreneurial venture.

BMM.HS.13.3.c Explain the importance of effective financial management in developing, growing, and sustaining an entrepreneurial venture.

BMM.HS.13.3.d Develop a marketing plan and strategies to position the product and/or service in the target market.

BMM.HS.13.3.e Identify the legal documents and financial records for business operations.

BMM.HS.13.3.f Evaluate the venture idea utilizing the components of a business plan.

BMM.HS.13.4 Analyze the role of entrepreneurship in the global economy.

BMM.HS.13.4.a Identify entrepreneurial venture opportunities in international trade.

BMM.HS.13.4.b Analyze global issues and trends for entrepreneurial ventures.

BMM.HS.13.4.c Determine the impact of cultural and social requirements on international trade.

INTRODUCTION TO BUSINESS

COURSE DESCRIPTION

This course is designed to introduce students to the Business, Marketing, and Management Career Field, which focuses on formation and structure, economics, management, marketing, financial management, and operations. Career opportunities and technology will also be used and discussed.

STANDARDS AND INDICATORS:

BMM.HS.16.1 Analyze the formation and structure of a business.

BMM.HS.16.1.a Explain the role of business in society.

BMM.HS.16.1.b Explain types of business ownership.

BMM.HS.16.1.c Describe the two basic types of business profit structures (i.e. profit and not for profit).

BMM.HS.16.1.d Examine the opportunities and risks of entrepreneurship.

BMM.HS.16.2 Differentiate economic systems in order to recognize the environments in which businesses function.

BMM.HS.16.2.a Compare and contrast economic goods and services.

BMM.HS.16.2.b Analyze economic indicators and how they affect the business cycle.

BMM.HS.16.2.c Explain the principles of supply and demand and pricing.

BMM.HS.16.2.d Compare and contrast the basic features of economic systems.

BMM.HS.16.2.e Identify factors that impact a business' profit and risk.

INTRODUCTION TO BUSINESS (cont.)

BMM.HS.16.3 Interpret business profitability, sustainability, and the necessary dependencies upon leadership, management, staff, and community.

BMM.HS.16.3.a Analyze the management functions within the business environment (e.g. planning, organizing, leading, controlling).

BMM.HS.16.3.b Differentiate between leading and managing.

BMM.HS.16.3.c Identify the structural and economic impact of human resource management within a business.

BMM.HS.16.3.d Evaluate how organizational culture impacts business and retaining quality employees.

BMM.HS.16.3.e Identify and apply the use of software, tools, and techniques that impact business productivity.

BMM.HS.16.3.f Assess the ethical dilemmas that arise between business decisions and social responsibility.

BMM.HS.16.4 Identify the fundamental strategies of marketing and its role within an organization.

BMM.HS.16.4.a Describe marketing and its relevance in a global economy.

BMM.HS.16.4.b Analyze and explain the elements of the marketing mix and their impact on business.

BMM.HS.16.5 Demonstrate finance management and decision making through the use of accounting principles in business.

BMM.HS.16.5.a Explain and provide examples of accounting concepts and financial records used by businesses.

BMM.HS.16.5.b Explain the role of finance in business and how it affects decision-making.

INTRODUCTION TO BUSINESS (cont.)

BMM.HS.16.6 Evaluate and describe the functions of business operations.

BMM.HS.16.6.a Identify and analyze the key business processes and functions needed to bring products and services to market.

BMM.HS.16.6.b Explain the business implications of proprietary information, technology, and forms of security on profitability and sustainability.

BMM.HS.16.7 Evaluate and explore careers in the areas of business, marketing, and management.

BMM.HS.16.7.a Identify careers and organizations within a business career field.

BMM.HS.16.7.b Compare and contrast personal interests, aptitudes, information, and skills necessary for each career pathway.

BMM.HS.16.7.c Research and discuss specific verbal and nonverbal techniques for effective business communication to include cultural respect and meaning.

BMM.HS.16.7.d Conduct a job market search and devise a career plan that reflects business career interests, pathways, and postsecondary options.

MARKETING MANAGEMENT

Course Description

Marketing Management furthers student understanding and skills of the marketing functions and strategies including pricing, product/service management, channel management, promotion, and marketing-information management.

Standards and Indicators:

BMM.HS.20.1 Analyze the concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.

BMM.HS.20.1.a Explain the nature and scope of the pricing function.

BMM.HS.20.1.b Explain factors affecting pricing decisions.

BMM.HS.20.1.c Describe the ethical and legal considerations for pricing.

BMM.HS.20.1.d Explain the use of technology in the pricing function.

BMM.HS.20.2 AIdentify and assess the concepts and processes needed to obtain, develop, maintain, and/or improve a product or service mix in response to market opportunities and to build the brand for the organization.

BMM.HS.20.2.a Identify product/service management concepts to understand its nature and scope.

BMM.HS.20.2.b Generate product ideas to contribute to ongoing business success.

BMM.HS.20.2.c Apply quality assurances to enhance product/service offerings (i.e. customer service, warranties, guarantees, etc).

BMM.HS.20.2.d Employ product-mix strategies to meet customer expectations.

BMM.HS.20.2.e Determine ways to position a company to acquire a desired business image.

BMM.HS.20.2.f Determine ways to position products/services to acquire desired business image.

MARKETING MANAGEMENT (cont.)

BMM.HS.20.3 Assess channel management strategies and its role in marketing.

BMM.HS.20.3.a Explain the nature and scope of channel management.

BMM.HS.20.3.b Explain the nature of channels of distribution.

BMM.HS.20.3.c Describe the use of technology in the channel management function.

BMM.HS.20.3.d Describe the ethical and legal considerations for channel management.

BMM.HS.20.4 Investigate the nature and scope of promotion.

BMM.HS.20.4.a Explain the role of promotion as a marketing function.

BMM.HS.20.4.b Examine the types of promotion (i.e., institutional, product).

BMM.HS.20.4.c Identify the elements of the promotional mix.

BMM.HS.20.4.d Demonstrate an understanding of promotional channels used to communicate with targeted audiences.

BMM.HS.20.4.e Identify and describe the types of advertising media.

BMM.HS.20.5 Identify marketing-information management strategies and analyze the role of marketing research in decision-making.

BMM.HS.20.5.a Describe the need for marketing data.

BMM.HS.20.5.b Describe options businesses use to obtain marketing research data (i.e., primary and secondary research).

BMM.HS.20.5.c Describe data-collection methods (e.g., observations, mail, diaries, telephone, Internet, discussion groups, interviews, scanners, tracking tools).

BMM.HS.20.5.d Analyze data monitored for marketing decision making.

BMM.HS.20.5.e Describe the regulations and ethical implications of marketing-information management.

BUSINESS LAW

COURSE DESCRIPTION

In this course, students develop an understanding of laws and regulations that impact business. Topics included are contracts, employment law, sources of law, and the United States judicial system and legal procedures.

STANDARDS AND INDICATORS:

BMM.HS.9.1 Analyze the relationship between ethics and the law and describe sources of the law, structure of the court system, and classifications of laws.

BMM.HS.9.1.a Describe the structure of federal and state court systems.

BMM.HS.9.1.b Differentiate between procedural and substantive law.

BMM.HS.9.1.c Compare and contrast civil and criminal law and their respective trial processes.

BMM.HS.9.1.d Explain the advantages and disadvantages of negotiation, arbitration, mediation, and litigation.

BMM.HS.9.1.e Distinguish between a tort and crime including burden of proof, penalties, and remedies.

BMM.HS.9.1.f Describe the role of values in constructing an ethical code and a legal system.

BMM.HS.9.2 Identify the legal environment of businesses, domestic and international.

BMM.HS.9.2.a Describe the major types of business organizations, including sole proprietorships, partnerships, corporations, and limited liability companies.

BMM.HS.9.2.b Identify legislation and entities that regulate employment rights, working conditions and benefits, and equal opportunity in the workplace.

BMM.HS.9.2.c Demonstrate knowledge of agency law, fiduciary duty, and responsibilities.

BMM.HS.9.2.d Explain the relationship between national and international law.

BUSINESS LAW (cont.)

BMM.HS.9.3 Analyze the elements, concepts, and principles of contract law.

BMM.HS.9.3.a Explain the contractual relationship and identify the elements of a legally binding contract (offer, acceptance, mutual assent, consideration, capacity).

BMM.HS.9.3.b Identify the classifications of contracts (valid, void, voidable, unenforceable, express, implied, bilateral, unilateral, oral, and written).

BMM.HS.9.3.c Describe breach of contract and remedies available (e.g., monetary, specific performance, liquidation) when a contract is breached.

BMM.HS.9.3.d Identify types of contracts that must be in writing under the statute of frauds.

BMM.HS.9.3.e Compare ways a contract can be discharged or terminated.

BMM.HS.9.4 Analyze the protections afforded consumers through consumer laws.

BMM.HS.9.4.a Describe consumer protection and product liability laws and warranties.

BMM.HS.9.4.b Define common, unfair, and deceptive practices.

BMM.HS.9.4.c Identify and state the purpose of legislation that regulates consumer credit.

BMM.HS.9.4.d Explain the legal rules that apply to personal property, real property, and intellectual property.

BMM.HS.9.4.e Explain both the landlord and tenants rights and responsibilities.

BMM.HS.9.5 Analyze the role and importance of employment law related to the conduct of business.

BMM.HS.9.5.a Explain the nature of the employee-employer relationship.

BMM.HS.9.5.b Describe an employer's right to free speech in the workplace.

BMM.HS.9.5.c Describe the elements needed in a social media policy.

BMM.HS.9.5.d Explain the powers and operation of the Equal Employment Opportunity Commission (EEOC).

MANAGEMENT AND LEADERSHIP

Course Description

This course emphasizes the basic concepts of management and leadership within a business or organization. It addresses characteristics, organization, and operation of business as major sectors of the economy. Students will investigate management issues involved in planning, organizing, leading, and controlling an organization.

Standards and Indicators:

BMM.HS.18.1 Assess the importance of business management and the role of managers as it relates to the success of business.

BMM.HS.18.1.a Define management and the manager's role.

BMM.HS.18.1.b Analyze management theories and their application within a business environment.

BMM.HS.18.1.c Compare and contrast the basic forms of business ownership.

BMM.HS.18.1.d Analyze the organizational structure of a business.

BMM.HS.18.1.e Explain the relationship between and among management levels.

BMM.HS.18.1.f Explore employment opportunities in business management and administration.

BMM.HS.18.2 Analyze management functions and their implementation and integration within the business environment.

BMM.HS.18.2.a Describe the major types of business organizations, including sole proprietorships, partnerships, corporations, and limited liability companies.

BMM.HS.18.2.b Identify legislation and entities that regulate employment rights, working conditions and benefits, and equal opportunity in the workplace.

BMM.HS.18.2.c Demonstrate knowledge of agency law, fiduciary duty, and responsibilities.

BMM.HS.18.2.d Explain the relationship between national and international law.

BMM.HS.18.2.e Analyze management's role when implementing change including planning and unforeseen issues

BMM.HS.18.2.f Discuss the importance of the controlling function in the business environment.

BMM.HS.18.2.g Determine alternative actions when goals are not being met.

MANAGEMENT AND LEADERSHIP (cont.)

BMM.HS.18.3 Describe human resource functions and their importance to an organization's successful operation.

BMM.HS.18.3.a Analyze the role of ethics in human resource management.

BMM.HS.18.3.b Explain the hiring process.

BMM.HS.18.3.c Identify the impact of orientation, training, and performance appraisals on employees and the organization.

BMM.HS.18.3.d Examine compensation, promotion, benefits, and incentives of employees.

BMM.HS.18.3.e Discuss and identify the legal implications and processes relating to separation, termination, and transition.

BMM.HS.18.3.f Evaluate alternative options to employment (e.g., outsourcing, freelancers, contract labor).

BMM.HS.18.4 Analyze financial data influenced by internal and external factors in order to make short and long term decisions.

BMM.HS.18.4.a Interpret the data shown on financial statements (e.g., income statement, balance sheet, cash flow statement, statement of net worth).

BMM.HS.18.4.b Explain ways to minimize and manage risk.

BMM.HS.18.4.c Assess the short-term and long-term financial needs of an organization.

BMM.HS.18.5 Investigate the strategic role of a manager and the contributions made to the success of a business.

BMM.HS.18.5.a Describe the process and systems implemented to monitor, plan, and control the daily operational activities.

BMM.HS.18.5.b Identify internal/external factors that influence management decisions.

BMM.HS.18.5.c Explain the strategic planning process within an organization.

BMM.HS.18.5.d Understand the role and function of innovation management.

MANAGEMENT AND LEADERSHIP (cont.)

BMM.HS.18.6 Develop personal management skills (emotional intelligence) to function effectively and efficiently in a business environment.

BMM.HS.18.6.a Analyze how managers at various levels manage their time differently.

BMM.HS.18.6.b Identify how an effective stress reduction plan affects the efficiency of business.

BMM.HS.18.6.c Demonstrate effective communication skills (e.g., reading, listening, writing, technology, verbal, nonverbal).

BMM.HS.18.6.d Examine internal and external business interactions and networking to build positive relationships.

BMM.HS.18.7 Explain the concept of leadership.

BMM.HS.18.7.a Identify and discuss characteristics of effective and ineffective leaders.

BMM.HS.18.7.b Differentiate between leading and managing.

BMM.HS.18.7.c Differentiate between power, authority, and leadership.

BMM.HS.18.7.d Identify various leadership styles.

BMM.HS.18.7.e Explain the importance of motivation in leadership.

BMM.HS.18.8 Employ leadership skills to achieve workplace objectives.

BMM.HS.18.8.a Determine personal leadership style and the appropriate style for varying situations.

BMM.HS.18.8.b Identify ways in which a leader demonstrates social responsibility and ethics (e.g., initiative, honesty, integrity, cultural sensitivity, empathy).

BMM.HS.18.8.c Demonstrate conflict resolution and negotiation skills.

BMM.HS.18.8.d Examine team building techniques to accomplish goals (e.g., consensus building, negotiation, motivation to encourage teamwork).

INTRODUCTION TO BUSINESS

COURSE DESCRIPTION

This course is designed to introduce students to the Business, Marketing, and Management Career Field, which focuses on formation and structure, economics, management, marketing, financial management, and operations. Career opportunities and technology will also be used and discussed.

STANDARDS AND INDICATORS:

BMM.HS.16.1 Analyze the formation and structure of a business.

BMM.HS.16.1.a Explain the role of business in society.

BMM.HS.16.1.b Explain types of business ownership.

BMM.HS.16.1.c Describe the two basic types of business profit structures (i.e. profit and not for profit).

BMM.HS.16.1.d Examine the opportunities and risks of entrepreneurship.

BMM.HS.16.2 Differentiate economic systems in order to recognize the environments in which businesses function.

BMM.HS.16.2.a Compare and contrast economic goods and services.

BMM.HS.16.2.b Analyze economic indicators and how they affect the business cycle.

BMM.HS.16.2.c Explain the principles of supply and demand and pricing.

BMM.HS.16.2.d Compare and contrast the basic features of economic systems.

BMM.HS.16.2.e Identify factors that impact a business' profit and risk.

INTRODUCTION TO BUSINESS (cont.)

BMM.HS.16.3 Interpret business profitability, sustainability, and the necessary dependencies upon leadership, management, staff, and community.

BMM.HS.16.3.a Analyze the management functions within the business environment (e.g. planning, organizing, leading, controlling).

BMM.HS.16.3.b Differentiate between leading and managing.

BMM.HS.16.3.c Identify the structural and economic impact of human resource management within a business.

BMM.HS.16.3.d Evaluate how organizational culture impacts business and retaining quality employees.

BMM.HS.16.3.e Identify and apply the use of software, tools, and techniques that impact business productivity.

BMM.HS.16.3.f Assess the ethical dilemmas that arise between business decisions and social responsibility.

BMM.HS.16.4 Identify the fundamental strategies of marketing and its role within an organization.

BMM.HS.16.4.a Describe marketing and its relevance in a global economy.

BMM.HS.16.4.b Analyze and explain the elements of the marketing mix and their impact on business.

BMM.HS.16.5 Demonstrate finance management and decision making through the use of accounting principles in business.

BMM.HS.16.5.a Explain and provide examples of accounting concepts and financial records used by businesses.

BMM.HS.16.5.b Explain the role of finance in business and how it affects decision-making.

INTRODUCTION TO BUSINESS (cont.)

BMM.HS.16.6 Evaluate and describe the functions of business operations.

BMM.HS.16.6.a Identify and analyze the key business processes and functions needed to bring products and services to market.

BMM.HS.16.6.b Explain the business implications of proprietary information, technology, and forms of security on profitability and sustainability.

BMM.HS.16.7 Evaluate and explore careers in the areas of business, marketing, and management.

BMM.HS.16.7.a Identify careers and organizations within a business career field.

BMM.HS.16.7.b Compare and contrast personal interests, aptitudes, information, and skills necessary for each career pathway.

BMM.HS.16.7.c Research and discuss specific verbal and nonverbal techniques for effective business communication to include cultural respect and meaning.

BMM.HS.16.7.d Conduct a job market search and devise a career plan that reflects business career interests, pathways, and postsecondary options.

PERSONAL FINANCE

COURSE DESCRIPTION

The goal of Personal Finance is to help students become financially responsible, conscientious members of society. To reach that end, this course develops student understanding and decision-making skills in such areas as income, money management, budgeting, financial goal attainment, the wise use of credit, insurance, and investments.

STANDARDS AND INDICATORS:

BMM.HS.22.1 Develop and evaluate a plan to earn an income and manage finances to achieve personal goals.

BMM.HS.22.1.a Identify various forms of income and analyze the career clusters to explore how career choice, level of education, geographical location, type of industry, skill level, and work ethic affect income and personal goal attainment.

BMM.HS.22.1.b Analyze the impact of sociological, economic, and technological changes on the future job outlook and potential to earn income.

BMM.HS.22.1.c Interpret a pay stub to calculate gross and net pay.

BMM.HS.22.1.d Evaluate the impact of taxes on personal financial planning.

BMM.HS.22.1.e Describe information needed and required forms relevant to the completion of state and federal income tax forms (e.g., W-4, W-2, 1040).

BMM.HS.22.1.f Develop and evaluate a personal budget based on income, employee benefits and incentives, savings and investment goals, and retirement contributions and analyze the life cycle of net worth.

BMM.HS.22.2 Examine budgeting, savings, and investment strategies based on individual preferences and circumstances to achieve financial goals.

BMM.HS.22.2.a Compare and contrast saving and investing strategies that consider risk, return, and building wealth.

BMM.HS.22.2.b Determine factors that influence decisions to save.

BMM.HS.22.2.c Create short- and long-term financial goals for a personal budget.

PERSONAL FINANCE (cont.)

BMM.HS.22.2.d Analyze the power of compound interest and the importance of starting early in implementing a plan of saving.

BMM.HS.22.2.e Examine the concept of time, value of money, and rates of return that impact monetary decisions.

BMM.HS.22.2.f Investigate opportunities to participate in employer-sponsored retirement plans (e.g., IRA, 401K, Roth IRA).

BMM.HS.22.3 Compare and evaluate the products and services financial institutions provide.

BMM.HS.22.3.a Describe and explain the use of different forms of financial exchange (e.g., cash, credit, debit, electronic funds transfer, and other emerging payment forms, etc.) from a local, national, and global consumer perspective.

BMM.HS.22.3.b Explain legal and ethical responsibilities associated with financial exchanges.

BMM.HS.22.3.c Identify the structure and functions of the Federal Reserve System and how it facilitates the functions of money.

BMM.HS.22.3.d Distinguish between the various types of financial institutions and the basic products and services provided and evaluate each for related costs and fees.

BMM.HS.22.3.e Compare and contrast types of checking and savings accounts and the forms of financial exchange.

BMM.HS.22.3.f Analyze privacy and security issues associated with financial exchanges (e.g. cash transfers, electronic payments, mobile payments, online and traditional banking, etc.)

BMM.HS.22.4 Analyze factors that affect the choice of credit, the cost of credit, maintaining credit, and the legal aspects of using credit for personal goals

BMM.HS.22.4.a Identify the C's of creditworthiness (e.g., collateral, character, capacity, conditions).

BMM.HS.22.4.b Evaluate the opportunity cost for each financial decision involving credit (e.g., credit cards, auto loans, college loans).

PERSONAL FINANCE (cont.)

BMM.HS.22.4.d Research the rights and responsibilities of consumers according to credit legislation (e.g., truth-in-lending, fair credit reporting, equal credit opportunity, fair debt collection).

BMM.HS.22.4.e Explain the importance of credit ratings and credit scores and the effect on an individual's credit report, cost of credit, and future use of credit.

BMM.HS.22.4.f Investigate methods to resolve credit discrepancies and minimize the danger and ramifications of identity theft.

BMM.HS.22.5 Apply a decision-making model to maximize consumer satisfaction when buying goods and services.

BMM.HS.22.5.a Identify and use reliable consumer resources to collect information for making buying decisions about durable and nondurable goods.

BMM.HS.22.5.b Identify consumer rights laws and explain how they protect consumer rights.

BMM.HS.22.5.c Develop comparison shopping practices and apply them to purchasing decisions.

BMM.HS.22.5.d Compare the costs and benefits of purchasing, leasing, and renting (e.g., vehicle, tools, furniture, and housing).

BMM.HS.22.5.e Research the types and use of consumer assistance services and advocacy groups provided to address consumer rights and responsibilities (e.g., government, the Better Business Bureau, and manufacturers).

BMM.HS.22.5.f Describe the role of supply and demand on the availability and price of goods and services in the regional, national, and international marketplace.

BMM.HS.22.5.g Examine the impact of advertising and marketing on consumer demand and decision making in the regional, national, and international marketplace.

BMM.HS.22.6 Analyze choices available to consumers for protection against risk and financial loss.

BMM.HS.22.6.a Define and utilize the terms, concepts, and practices instrumental to varied forms of insurance (e.g. deductible, premium, peril, risk, etc.).

BMM.HS.22.6.b Compare risk management strategies (e.g., retention, avoidance, reduction, transfer).

PERSONAL FINANCE (cont.)

BMM.HS.22.6.c	Explain how one's mindset, habits, behaviors, and choices affect the cost of insurance and identify ways consumers can reduce this cost (e.g. smokers are charged more for health insurance and quitting smoking could reduce that cost).
BMM.HS.22.6.d	Compare and contrast types of insurance associated with different risks (e.g., auto mobile, personal and professional liability, home, renters, health, life, long-term care, disability).
BMM.HS.22.6.e	Develop a plan for insurance coverage taking into account coverage, premium costs, willingness to take risks, income, age, and socioeconomic status.
BMM.HS.22.6.f	Explain how retirement planning and estate planning are risk-management strategies.

BMM.HS.22.7 Analyze choices and resources available for financing postsecondary education.

BMM.HS.22.7.a	Describe the multiple pathways to postsecondary education and career preparedness and analyze the costs and benefits associated with each choice.
BMM.HS.22.7.b	Identify the purpose of the Free Application for Federal Student Aid (FAFSA) to determine eligibility for grants, scholarships, and loans and the essential information.
BMM.HS.22.7.c	Evaluate the costs and benefits of postsecondary education funding and any repayment requirements (e.g. NEST 529 college saving plan, scholarships, grants, federal and private loans, work-study, etc.).
BMM.HS.22.7.d	Explore the options for borrowers struggling to make payments and the consequences of failure to repay student loans.
BMM.HS.22.7.e	Correlate salary potential to the education requirements of different careers by identifying strategies to reduce student loan debt.

WEALTH BUILDING FUNDAMENTALS

COURSE DESCRIPTION

This course is designed to provide knowledge of personal financial management. Students learn to manage their resources to make sound personal financial decisions, interpret data to develop short- and long-term budgetary plans, and develop product knowledge related to financial planning. Students will develop a financial plan that includes savings, investing, credit management, risk management, and retirement.

STANDARDS AND INDICATORS:

BMM.HS.24.1 Identify and develop essential financial and personal attributes that contribute to a successful income-producing career.

BMM.HS.24.1.a Distinguish between various forms of income and explain how it can be obtained and accumulated.

BMM.HS.24.1.b Connect factors that affect income as part of the career decision-making process and potential outcomes.

BMM.HS.24.2 Compare strategies used to maintain, monitor, control, and accurately plan the use of financial resources.

BMM.HS.24.2.a Prioritize financial needs and goals to determine strategic financial strategy decisions.

BMM.HS.24.2.b Create a plan for financial management based upon personal goals.

BMM.HS.24.3 Evaluate strategies used to establish, build, maintain, monitor, control, and use credit for personal and financial goals.

BMM.HS.24.3.a Estimate and evaluate the opportunity cost for each financial decision involving credit.

BMM.HS.24.3.b Identify applicable strategies to establish and maintain a good credit rating for beneficial credit use at all stages of life and financial capacity.

BMM.HS.24.3.c Summarize the loan application process and explain how each part is used to determine the creditworthiness of the applicant.

BMM.HS.24.3.d Evaluate credit laws and regulations.

WEALTH BUILDING FUNDAMENTALS (cont.)

BMM.HS.24.4 Apply a decision-making model to maximize consumer satisfaction when buying goods and services.

BMM.HS.24.4.a Distinguish between income and wealth.

BMM.HS.24.4.b Evaluate the need for saving and investing to ensure financial well-being and wealth building.

BMM.HS.24.4.c Evaluate saving and investment options and criteria.

BMM.HS.24.5 Compare and contrast the economic advantages and disadvantages of real estate as an investment tool.

BMM.HS.24.5.a Identify the advantages and disadvantages of buying versus renting a home.

BMM.HS.24.5.b Identify potential barriers to purchasing real estate and describe how to mitigate or avoid them.

BMM.HS.24.5.c Explain the risks and rewards of investing in income-producing real estate (e.g., residential, agricultural, commercial).

BMM.HS.24.6 Assess risks in life and how to protect against the consequences of risk.

BMM.HS.24.6.a Identify common types of risks and basic risk management strategies.

BMM.HS.24.6.b Evaluate insurance as a risk management strategy.

BMM.HS.24.7 Investigate appropriate technology solutions to interpret, analyze, and utilize emerging trends in business finance

BMM.HS.24.7.a Apply technology or software tools as they relate to financial activities.

BMM.HS.24.7.b Understand the use of information technology in business and industry.

BMM.HS.24.7.c Analyze financial data to make decisions.

BMM.HS.24.7.d Predict potential barriers to the availability of financial technology and how to overcome them.

ACCOUNTING 1

COURSE DESCRIPTION

This one-semester course covers a service business organized as a sole proprietorship which will include accounting principles involved in the preparation and maintenance of financial records concerned with business management and operations. It is a comprehensive introduction to basic accounting including recording, summarizing, and reporting and accounting systems and controls. Students are exposed to careers in the accounting field and are given the opportunity to perform accounting applications using technology.

STANDARDS AND INDICATORS:

BMM.HS.1.1 Explain the purpose of and demonstrate the steps of the accounting cycle using generally accepted accounting principles (GAAP).

BMM.HS.1.1.a Define accounting and related concepts to explain the purpose of the accounting system and its relationship to business.

BMM.HS.1.1.b Analyze business transactions using a journal and describe the effect on the accounting equation.

BMM.HS.1.1.c Apply the concepts of debits and credits through the use of T-accounts, normal account balances, and the chart of accounts.

BMM.HS.1.1.d Evaluate changes in a fiscal period using financial statements and worksheets.

BMM.HS.1.1.e Analyze and record transactions including adjusting, closing, and correcting entries.

BMM.HS.1.1.f Post to the ledger and compare the relationship between journals, ledgers, and financial statements.

BMM.HS.1.2 Demonstrate the importance of cash control procedures and ethics in business.

BMM.HS.1.2.a Define and apply cash control procedures by using documents to verify balances.

BMM.HS.1.2.b Apply appropriate techniques to account for investments and withdrawals by owners.

BMM.HS.1.2.c Explain a need for a code of ethics in accounting and the ethical responsibilities required of accountants.

BMM.HS.1.2.d Demonstrate ethical decision-making skills through business scenarios.

ACCOUNTING 1 (cont.)

BMM.HS.1.3 Prepare, interpret, and analyze financial statements for a sole proprietorship.

BMM.HS.1.3.a Evaluate the impact of data used in the development of financial statements.

BMM.HS.1.3.b Prepare an income statement and balance sheet.

BMM.HS.1.3.c Assess financial statements to summarize business performance.

BMM.HS.1.4 Investigate career opportunities, career readiness skills, and technology in the field of accounting.

BMM.HS.1.4.a Research the educational requirements, certifications, and skills needed to be successful in an accounting-related career.

BMM.HS.1.4.b Describe various careers and opportunities related to accounting.

BMM.HS.1.4.c Demonstrate both verbal and nonverbal communication skills related to the workplace.

BMM.HS.1.4.d Apply analytical, critical thinking, and leadership skills to the workplace.

BMM.HS.1.4.e Demonstrate the ability to work as a team by setting goals and accomplishing individual and team tasks on time.

BMM.HS.1.4.f Understand the use of information technology in the accounting industry

ECONOMICS

COURSE DESCRIPTION

Economics is a course designed to help students understand decision-making. This economic reasoning process involves the consideration of costs and benefits with the ultimate goal of making decisions that will enable individuals and societies to be as well-off as possible. The course will use economic principles applied to current events and issues. Emphasis includes decision-making, allocation of scarce resources, incentives, economic institutions, markets and prices, economic systems, market structures, productivity, role of government, global economic concepts, and economic indicators.

STANDARDS AND INDICATORS:

BMM.HS.12.1 Apply economic reasoning skills to make informed decisions and become effective participants in the economy at all levels.

BMM.HS.12.1.a Evaluate decisions by systematically considering alternatives and consequences through the use of cost benefit analysis.

BMM.HS.12.1.b Analyze how incentives influence choices that may result in policies with a range of costs and benefits for different groups.

BMM.HS.12.1.c Assess the incentives for investing in personal education, skills, and talents.

BMM.HS.12.1.d Examine data about current economic conditions and how these conditions can influence decisions.

BMM.HS.12.2 Explain the role of markets in determining prices and allocating scarce goods and services.

BMM.HS.12.2.a Understand the role of competition, markets, and prices.

BMM.HS.12.2.b Illustrate how markets determine changing equilibrium prices through supply and demand analysis.

BMM.HS.12.2.c Hypothesize how competition between sellers could result in lower prices, higher-quality products, and better customer service.

BMM.HS.12.2.d Investigate possible causes and consequences of shortages and surpluses.

ECONOMICS (cont.)

BMM.HS.12.3 Explain how economic institutions such as clearly defined property rights, open markets, and the rule of law impact different individuals and various groups.

BMM.HS.12.3.a Summarize and assess the functions of economic institutions (e.g., property rights, open markets, and the rule of law) and their effects on markets and entrepreneurship.

BMM.HS.12.3.b Explain how the U.S. government defines, enforces, and puts limitations on the economic institutions (e.g., property rights, open markets, and the rule of law) and compare this to other countries.

BMM.HS.12.3.c Calculate and describe the impact of economic indicators (e.g., GDP, unemployment, inflation) including common uses and possible measurement error(s).

BMM.HS.12.3.d Describe the functions, roles, and limitations of the Federal Reserve System and its influence through monetary policy.

BMM.HS.12.3.e Explain how banks and a sound monetary system are critical to a functioning economy.

BMM.HS.12.4 Demonstrate personal and business financial management by developing plans to support short- and long-term goals.

BMM.HS.12.4.a Identify and critique the tools, strategies, and systems used to establish, build, maintain, monitor, and control the use of financial resources.

BMM.HS.12.4.b Demonstrate an understanding of decisions related to checking accounts, loans, down payments, insurance, taxes, and compound interest.

BMM.HS.12.4.c Develop a plan to support short- and long-term goals including budgeting, career planning, banking, debt management, effects of taxes on income, and retirement planning.

BMM.HS.12.4.d Evaluate savings, investment, and risk management strategies to achieve short- and long-term goals.

ECONOMICS (cont.)

BMM.HS.12.5 Analyze the roles and responsibilities of government from different economic perspectives.

BMM.HS.12.5.a Examine how governments utilize taxation to provide goods and services to society.

BMM.HS.12.5.b Analyze how the government can use taxation and spending policies to influence behavior and alter market outcomes.

BMM.HS.12.5.c Critique government policies and regulations in areas of market failure.

BMM.HS.12.5.d Evaluate the effects of fiscal policy on economic outcomes including budget deficits/surpluses, national debt, and economic systems.

BMM.HS.12.5.e Compare the impact a government's fiscal policy has on different types of economic systems (e.g,. command/communism, mixed, socialism, market, and traditional economic systems).

BMM.HS.12.5.f Evaluate how the government uses economic indicators (e.g., unemployment rate, inflation, and real GDP) to influence their fiscal policy decisions and describe the possible outcomes.

BMM.HS.12.5.g Evaluate and critique the costs and benefits of current events and public policy alternatives and assess who enjoys the benefits and who bears (takes on) the costs.

BMM.HS.12.6 Determine how international trade affects individuals, organizations, the domestic economy, and other nations.

BMM.HS.12.6.a Explore comparative advantage among different countries.

BMM.HS.12.6.b Calculate exchange rates and explain the impact of the strength of the dollar on economic decisions.

BMM.HS.12.6.c Explain how current globalization trends and policies affect economic growth, labor markets, rights of citizens, the environment, and resource and income distribution in different nations.

BMM.HS.12.6.d Compare and contrast examples of specific goods and services that countries trade globally.

BMM.HS.12.6.e Analyze the impact on prices and quantities of various trade policies, both domestically and internationally.

MARKETING

COURSE DESCRIPTION

This course develops basic student understanding and skills in the functions of marketing. Emphasis is placed on the impact of marketing activities on the individual, business, and society. Topics include market analysis, marketing information management, target customer identification, the development of marketing-mix strategies, and an in-depth look at the selling process.

STANDARDS AND INDICATORS:

BMM.HS.19.1 Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

BMM.HS.19.1.a	Describe marketing functions and related activities.
BMM.HS.19.1.b	Distinguish between economic goods and services.
BMM.HS.19.1.c	Explain the principles of supply and demand.
BMM.HS.19.1.d	Determine economic utilities created by business activities.
BMM.HS.19.1.e	Explain the concept of competition.
BMM.HS.19.1.f	Identify employment opportunities in marketing.

BMM.HS.19.2 Identify marketing-information management strategies to understand its nature and scope.

BMM.HS.19.2.a	Identify the need for marketing data used to monitor marketing decision making.
BMM.HS.19.2.b	Explain the role of ethics in marketing information management.
BMM.HS.19.2.c	Discuss the nature of data mining.
BMM.HS.19.2.d	Describe the use of technology in the marketing-information management function.
BMM.HS.19.2.e	Describe the regulation of marketing-information management.

MARKETING (cont.)

BMM.HS.19.3 Apply the concepts and marketing strategies utilized to determine and target a select market.

BMM.HS.19.3.a Analyze and describe the importance of each of the components of the marketing mix.

BMM.HS.19.3.b Explain factors that influence customer/client/business buying behavior.

BMM.HS.19.3.c Analyze customer's rational and emotional buying motives and decisions.

BMM.HS.19.3.d Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

BMM.HS.19.3.e Explain the concept of market and market identification.

BMM.HS.19.3.f Identify strategies utilized in the elements of market segmentation.

BMM.HS.19.4 Identify 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.

BMM.HS.19.4.a Explain the nature and scope of the selling function.

BMM.HS.19.4.b Explain the role of customer service as a component of selling relationships for building a clientele.

BMM.HS.19.4.c Utilize sales processes and techniques to determine and satisfy customer needs.

BMM.HS.19.4.d Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

BMM.HS.19.4.e Explain legal and ethical considerations in selling.

MARKETING MANAGEMENT

Course Description

Marketing Management furthers student understanding and skills of the marketing functions and strategies including pricing, product/service management, channel management, promotion, and marketing-information management.

Standards and Indicators:

BMM.HS.20.1 Analyze the concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.

BMM.HS.20.1.a Explain the nature and scope of the pricing function.

BMM.HS.20.1.b Explain factors affecting pricing decisions.

BMM.HS.20.1.c Describe the ethical and legal considerations for pricing.

BMM.HS.20.1.d Explain the use of technology in the pricing function.

BMM.HS.20.2 Identify and assess the concepts and processes needed to obtain, develop, maintain, and/or improve a product or service mix in response to market opportunities and to build the brand for the organization.

BMM.HS.20.2.a Identify product/service management concepts to understand its nature and scope.

BMM.HS.20.2.b Generate product ideas to contribute to ongoing business success.

BMM.HS.20.2.c Apply quality assurances to enhance product/service offerings (i.e. customer service, warranties, guarantees, etc).

BMM.HS.20.2.d Employ product-mix strategies to meet customer expectations.

BMM.HS.20.2.e Determine ways to position a company to acquire a desired business image.

BMM.HS.20.2.f Determine ways to position products/services to acquire desired business image.

MARKETING MANAGEMENT (cont.)

BMM.HS.20.3 Assess channel management strategies and its role in marketing.

BMM.HS.20.3.a Explain the nature and scope of channel management.

BMM.HS.20.3.b Explain the nature of channels of distribution.

BMM.HS.20.3.c Describe the use of technology in the channel management function.

BMM.HS.20.3.d Describe the ethical and legal considerations for channel management.

BMM.HS.20.4 Investigate the nature and scope of promotion.

BMM.HS.20.4.a Explain the role of promotion as a marketing function.

BMM.HS.20.4.b Examine the types of promotion (i.e., institutional, product).

BMM.HS.20.4.c Identify the elements of the promotional mix.

BMM.HS.20.4.d Demonstrate an understanding of promotional channels used to communicate with targeted audiences.

BMM.HS.20.4.e Identify and describe the types of advertising media.

BMM.HS.20.5 Identify marketing-information management strategies and analyze the role of marketing research in decision-making.

BMM.HS.20.5.a Describe the need for marketing data.

BMM.HS.20.5.b Describe options businesses use to obtain marketing research data (i.e., primary and secondary research).

BMM.HS.20.5.c Describe data-collection methods (e.g., observations, mail, diaries, telephone, Internet, discussion groups, interviews, scanners, tracking tools).

BMM.HS.20.5.d Analyze data monitored for marketing decision making.

BMM.HS.20.5.e Describe the regulations and ethical implications of marketing-information management.

ADVANCED MARKETING

Course Description

This course is an expansion and application of previous marketing studies with an emphasis on learning to develop responsive marketing strategies that meet customer needs. Students will focus on organization and society where they will develop a marketing plan. Topics include market research, product development, promotion, channel management, and pricing.

Standards and Indicators:

BMM.HS.5.1 Analyze marketing, the marketing concept, and marketing management.

- BMM.HS.5.1.a Define the role of marketing in organizations.
- BMM.HS.5.1.b Describe how marketers create value for a product or service.
- BMM.HS.5.1.c Analyze the environment in which firms operate to develop effective marketing strategies and decisions.
- BMM.HS.5.1.d Select strategies to obtain the best return on marketing investment (ROMI).
- BMM.HS.5.1.e Evaluate marketing mix strategies in response to market opportunities and customer expectations.

BMM.HS.5.2 Analyze methods of information gathering and investigate research techniques.

- BMM.HS.5.2.a Describe the nature of marketing research.
- BMM.HS.5.2.b Investigate qualitative and quantitative research sources.
- BMM.HS.5.2.c Select and apply methods of data collection (e.g., observations, surveys, discussion forums, scanners).
- BMM.HS.5.2.d Interpret marketing information and/or data mining to test hypotheses and/or resolve issues.

ADVANCED MARKETING (cont.)

BMM.HS.5.3 Identify market segments and positioning strategies.

BMM.HS.5.3.a Identify market segmentation strategies (e.g., demographics, geographics, psychographics, and behaviors).

BMM.HS.5.3.b Analyze the elements of the marketing mix, their interrelationships, how they are used in the marketing process, and their role in positioning.

BMM.HS.5.3.c Recommend the positioning strategy that communicates the firm's or the product's value proposition.

BMM.HS.5.3.d Describe the impact of consumer differences (e.g., life stages, benefits sought, usage rate, brand loyalty, and socio-economic characteristics) on buying decisions.

BMM.HS.5.4 Evaluate marketing mix strategies.

BMM.HS.5.4.a Develop marketing mix strategies that focus on meeting customer needs and wants.

BMM.HS.5.4.b Assess current product and service strategies to determine growth strategy (e.g., market penetration, market development, product development, diversification).

BMM.HS.5.4.c Identify factors that drive channel management design (e.g., Internet, Social Media, competitive advantage).

BMM.HS.5.4.d Distinguish concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perception of value.

BMM.HS.5.4.e Research, analyze, and recommend promotional goals and strategies as they relate to profitability and/or effectiveness in reaching the target market.

BMM.HS.5.5 Demonstrate the importance of an effective marketing plan.

BMM.HS.5.5.a Apply project management competencies in working with a viable business in the creation of a marketing plan.

BMM.HS.5.5.b Analyze current marketing strategies utilized by business.

BMM.HS.5.5.c Initiate a marketing plan by identifying target market, conducting market analysis, and reviewing SWOT analysis.

BMM.HS.5.5.d Develop marketing strategies to position and/or reposition business effectively.

BMM.HS.5.5.e Access cost effectiveness of recommended marketing strategies.

BMM.HS.5.5.f Monitor and evaluate performance of marketing plan.

FUNDAMENTALS OF NUTRITION AND CULINARY ESSENTIALS (HSE)

COURSE DESCRIPTION

This introductory course provides students with foundational knowledge and skills in food preparation and nutrition planning. Topics covered include career exploration, global food systems, six essential nutrients, dietary recommendations, kitchen and food safety and sanitation, food preparation skills, and meal planning concepts.

STANDARDS AND INDICATORS:

HSE.HS.21.1 Apply skills to meet career goals within the food, nutrition, and culinary industries.

- HSE.HS.21.1.a Demonstrate working as a member of a diverse team.
- HSE.HS.21.1.b Demonstrate professional practices required in the workplace.
- HSE.HS.21.1.c Summarize roles, responsibilities, education, training, and credentialing requirements for careers within the food, nutrition, and culinary industries.
- HSE.HS.21.1.d Compare and contrast personal strengths, talents, interests, and passions to the skills and traits required of the workplace.

HSE.HS.21.2 Analyze U.S. and global food systems and their impact on personal health.

- HSE.HS.21.2.a Compare and contrast definitions of health and wellness.
- HSE.HS.21.2.b Analyze farm to table for a variety of food products grown locally and globally.
- HSE.HS.21.2.c Identify issues surrounding global production of food and how sustainability and conservation practices are connected.

HSE.HS.21.3 Analyze the six essential nutrients and their purposes in the body.

- HSE.HS.21.3.a Identify key bodily functions of the six essential nutrients and the components of each.
- HSE.HS.21.3.b Summarize the digestion, absorption, and metabolic processes associated with the use of nutrients in the digestive system.
- HSE.HS.21.3.c Identify the nutrient density of a variety of foods for each of the nutrients.
- HSE.HS.21.3.d Interpret the impact and effects of over or underconsumption of each nutrient.
- HSE.HS.21.3.e Explain the concept of calories and energy density of foods.
- HSE.HS.21.3.f Apply nutrition mathematical concepts to calculate energy from nutrients and the energy composition of a food item.

FUNDAMENTALS OF NUTRITION AND CULINARY ESSENTIALS (cont.)

HSE.HS.21.4 Integrate current dietary recommendations and guidelines to plan and analyze a healthy diet.

HSE.HS.21.4.a Recognize reliable sources of nutrition information (e.g., Dietary Reference Intakes, Dietary Guidelines, MyPlate model, food labels, etc.).

HSE.HS.21.4.b Compare and contrast personal eating habits to current recommendations for a healthy diet.

HSE.HS.21.4.c Apply current dietary recommendations and guidelines to meal planning.

HSE.HS.21.4.d Identify package labeling components.

HSE.HS.21.4.e Analyze the Nutrition Facts label to determine nutrient contributions of a variety of foods.

HSE.HS.21.5 Demonstrate effective food and kitchen safety and sanitation procedures.

HSE.HS.21.5.a Identify microorganisms which are related to food spoilage and foodborne illnesses.

HSE.HS.21.5.b Apply proper personal hygiene, health habits, and industry-standard apparel.

HSE.HS.21.5.c Sequence the requirements for proper receiving and storage of prepared foods and identify signs of food spoilage and contamination (e.g., FIFO - first in first out).

HSE.HS.21.5.d Identify the critical control points and the Temperature Danger Zone during all food handling processes as a method for minimizing the risk of foodborne illness (HACCP system).

HSE.HS.21.5.e Demonstrate kitchen safety practices to prevent accidents (i.e., slips, burns, fires, shock, cuts, equipment accidents, poisoning, etc.).

HSE.HS.21.5.f Implement a safety and sanitation inspection and identify modifications necessary for compliance with standards.

FUNDAMENTALS OF NUTRITION AND CULINARY ESSENTIALS (cont.)

HSE.HS.21.6 Demonstrate foundational food preparation techniques.

HSE.HS.21.6.a Demonstrate foundational culinary techniques (measuring, knife skills, folding, creaming) and correct use of kitchen equipment.

HSE.HS.21.6.b Demonstrate mise en place.

HSE.HS.21.6.c Demonstrate proper scaling techniques to convert recipes to yield smaller and larger quantities.

HSE.HS.21.6.d Apply the fundamentals of time, temperature, and cooking methods (dry, moist, combination) to cooking, cooling, reheating, and holding a variety of foods.

HSE.HS.21.6.e Demonstrate the preparation techniques for common essential nutrient-dense food sources (fruits, vegetables, proteins, carbohydrates, dairy products).

HSE.HS.21.6.f Label and store fresh and finished food products appropriately to reduce spoilage.

HSE.HS.21.7 Create a meal plan based on the dietary recommendations for individuals and families across the lifespan.

HSE.HS.21.7.a Identify food purchasing strategies used by consumers (e.g., store layout, comparison shopping, etc.).

HSE.HS.21.7.b Develop a market order and time management plan.

HSE.HS.21.7.c Identify the categories of a menu (e.g., appetizers, sandwiches, entrees, etc).

HSE.HS.21.7.d Apply recommended portion sizes to food preparation and serving.

HSE.HS.21.7.e Recognize and make dietary modifications for special dietary needs.

CULINARY SKILLS 1 (HSE)

COURSE DESCRIPTION

This intermediate course focuses on culinary skills development building on concepts from the introductory course. Topics covered include planning, preparing, and marketing a variety of menu items following industry standards. Technical skills will be developed through the use of professional tools and equipment.

STANDARDS AND INDICATORS:

BMM.HS.10.1 Apply efficiency in food and kitchen safety and sanitation procedures.

BMM.HS.10.1.a	Demonstrate best practices for purchasing, receiving, inventorying, and storage in the restaurant and food service industry.
BMM.HS.10.1.b	Describe the proper storage and use of cleaners and sanitizers and develop a cleaning schedule.
BMM.HS.10.1.c	Describe appropriate measures for the control of insects, rodents, and pests.
BMM.HS.10.1.d	Identify appropriate types, uses, and location of fire extinguishers & equipment in the food service area.
BMM.HS.10.1.e	Describe the role of regulatory agencies governing sanitation and food safety.

BMM.HS.10.2 Apply math concepts to food preparation, recipe, and menu development.

BMM.HS.10.2.a	Perform basic math functions using the baker's percentage and fraction factor.
BMM.HS.10.2.b	Calculate the cost of recipes.
BMM.HS.10.2.c	Demonstrate measurements using weight and volume.
BMM.HS.10.2.d	Convert recipes to yield smaller and larger quantities based on operational needs.

CULINARY SKILLS 1 (cont.)

BMM.HS.10.3 Apply menu planning principles based on standardized recipes to meet customer needs.

BMM.HS.10.3.a Apply menu planning principles to develop and modify menus.

BMM.HS.10.3.b Apply principles of measurement, portion control, conversions, food cost analysis and control, menu terminology, and menu pricing to menu planning.

BMM.HS.10.3.c Create professional menu item descriptions for a food product.

BMM.HS.10.3.d Develop a standardized recipe listing the ingredients and procedures in the order of which they are used.

BMM.HS.10.3.e Utilize weight and measurement tools in food preparation and portion control.

BMM.HS.10.4 Demonstrate fundamental procedures within the restaurant and food service industry.

BMM.HS.10.4.a Summarize the components of industry-standard kitchen facilities, planning, and layout principles.

BMM.HS.10.4.b Demonstrate proper planning and time management to the overall operation of the restaurant facility.

BMM.HS.10.4.c Identify front of the house and back of the house principles to facility operations and management.

BMM.HS.10.4.d Identify regulations for inspecting and grading ingredients.

BMM.HS.10.4.e Prepare requisitions for food, equipment, and supplies to meet production requirements.

CULINARY SKILLS 1 (cont.)

BMM.HS.10.5 Demonstrate technical food preparation techniques.

BMM.HS.10.5.a Identify and describe the function of common ingredients used in cooking and baking (including but not limited to: fats, flours, sugars, eggs, dairy, grains, legumes, fruits, vegetables, meats, seafood, etc.).

BMM.HS.10.5.b Identify the characteristics of herbs and spices and incorporate them to enhance flavor.

BMM.HS.10.5.c Prepare salads, vinaigrettes, emulsions, and other common dips.

BMM.HS.10.5.d Prepare sandwiches, pizza, stocks, soups and sauces.

BMM.HS.10.5.e Prepare dessert sauces, baked goods, and pastries.

BMM.HS.10.5.f Demonstrate professional plating, garnishing, and food presentation techniques.

BMM.HS.10.6 Examine effective management principles within the restaurant and food service industry.

BMM.HS.10.6.a Identify the components of a restaurant and food service management plan.

BMM.HS.10.6.b Explain the purpose and components of a marketing plan.

BMM.HS.10.6.c Identify the areas of risk management and legal liability within the food service industry.

BMM.HS.10.6.d Explain principles of customer service in the restaurant and food service industry, with an emphasis on community focused customer service.

BMM.HS.10.6.e Describe the opportunities for entrepreneurship in the restaurant and food service industries.

CULINARY SKILLS 2 (HSE)

COURSE DESCRIPTION

This capstone course focuses on the application of culinary skills building on concepts from the introductory and intermediate courses. Topics covered include restaurant marketing, menu management, cost control, breakfast cookery, fruits and vegetables, potatoes/grains/pastas, meat/poultry/seafood, plating/garnishing, and global cuisines. Developing a restaurant business management plan and implementing food service management principles are also covered.

STANDARDS AND INDICATORS:

BMM.HS.11.1 Demonstrate food and kitchen safety and sanitation procedures.

BMM.HS.11.1.a Recognize sanitary and safety design and construction features of food production equipment and facilities (e.g., NSF, UL, OSHA, ADA, etc.).

BMM.HS.11.1.b Explain Material Safety Data Sheets (MSDS) and the requirements for handling hazardous materials.

BMM.HS.11.1.c Outline a safety management program and emergency policies.

BMM.HS.11.2 Apply math concepts to food preparation, recipe, and menu development.

BMM.HS.11.2.a Calculate the cost of recipes to maximize profitability.

BMM.HS.11.2.b Convert recipes between the English and metric system.

BMM.HS.11.2.c Convert recipes to yield smaller and larger quantities to maximize resources.

BMM.HS.11.3 Demonstrate technical food preparation techniques.

BMM.HS.11.3.a Prepare breakfast foods (e.g., pancakes, crêpes, waffles, French toast, breakfast meats, etc.).

BMM.HS.11.3.b Prepare fruits and vegetables.

BMM.HS.11.3.c Prepare potatoes, grains, legumes, and pastas.

BMM.HS.11.3.d Prepare meats, poultry, and seafood.

BMM.HS.11.3.e Prepare various global cuisines.

CULINARY SKILLS 2 (cont.)

BMM.HS.11.4 Implement food service management principles.

BMM.HS.11.4.a	Develop a business management and marketing plan for food service operations.
BMM.HS.11.4.b	Calculate profitability and target margins of a food product and/or entire menu.
BMM.HS.11.4.c	Interpret impact of costs incurred by a food service business.
BMM.HS.11.4.d	Develop a budget.
BMM.HS.11.4.e	Analyze a profit-and-loss report/income statement verifying invoices sent and received.
BMM.HS.11.4.f	Record performance of menu items to analyze sales and determine menu revisions.

BAKING AND PASTRY (HSE)

Course Description

This capstone course focuses on developing the skills used to plan, prepare, and market pastries and baked goods building on concepts from the introductory and intermediate courses. Topics covered include understanding the function of ingredients, scaling recipes, measurement systems, and baking and pastry management principles, including entrepreneurship.

Standards and Indicators:

BMM.HS.6.1 Demonstrate foundational food preparation skills used in the baking and pastry industry.

BMM.HS.6.1.a Identify and describe the function of common ingredients used in baking (including but not limited to: leavening agents, flours, sugars, fats, eggs, dairy, gluten alternatives, thickening agents, dough conditioners, and coloring and flavoring agents).

BMM.HS.6.1.b Identify and describe physical, chemical, and biological leaveners.

BMM.HS.6.1.c Describe proper gluten development in relationship to product outcomes.

BMM.HS.6.1.d Identify specific ingredients and/or substitutions appropriate to method and desired product outcome.

BMM.HS.6.1.e Demonstrate foundational baking and pastry techniques (measuring, mixing, folding, creaming, whisking, kneading, proofing, shaping, portioning etc.).

BMM.HS.6.2 Demonstrate the preparation of various doughs, batters, and pastries.

BMM.HS.6.2.a Explain the strengthening or weakening effect of ingredients in the production of doughs and batters.

BMM.HS.6.2.b Compare and contrast yeast and laminate dough types and quick breads (muffin and biscuit dough types) and related methods and processes.

BMM.HS.6.2.c Prepare yeast and laminate dough types and quick breads (muffin and biscuit dough types).

BMM.HS.6.2.d Prepare Pâte à Choux and products derived from it.

BMM.HS.6.2.e Prepare pies, including various dough types and related methods and processes and fruit pie filling methods.

BAKING AND PASTRY (cont.)

BMM.HS.6.3 Demonstrate the ability to prepare various cakes, cookies, and other baked goods.

BMM.HS.6.3.a Demonstrate creaming and two-stage methods as they relate to cakes, cookies, brownies, and short pastry dough.

BMM.HS.6.3.b Demonstrate egg foaming methods as it relates to sponge, chiffon, souffles, génoise, angel food, meringues, and mousse.

BMM.HS.6.3.c Demonstrate the use of alternative foams (aquafaba, dolgona).

BMM.HS.6.3.d Prepare various types of frosting, icing, and glaze.

BMM.HS.6.3.e Prepare various custard types.

BMM.HS.6.3.f Demonstrate various cake decorating techniques including: royal icing, rolled fondant, gum paste, airbrush designs and/or edible images.

BMM.HS.6.4 Implement baking and pastry industry management principles.

BMM.HS.6.4.a Develop a budget, business management and marketing plan for baking and pastry operations.

BMM.HS.6.4.b Calculate profitability and target margins of a baked good or pastry product.

BMM.HS.6.4.c Interpret impact of costs incurred by a baking and pastry business.

BMM.HS.6.4.d Analyze a profit-and-loss report/income statement verifying invoices sent and received.

BMM.HS.6.4.e Describe the opportunities for entrepreneurship in the baking and pastry industry.

EVENT MANAGEMENT WITH WORK-BASED LEARNING (HSE)

Course Description

This course focuses on the evolving hospitality industry building on concepts from the introductory and intermediate courses. Topics covered include many facets of event planning such as: career opportunities, step-by-step planning, food/beverage operations, and marketing strategies. Through this capstone course, knowledge and skills will be applied within a structured work-based learning experience. The focus of the experience will be to plan and carry out events that may take place as part of class projects or within a business setting.

Standards and Indicators:

BMM.HS.14.1 Describe the foundational knowledge pertaining to event planning and management.

BMM.HS.14.1.a Determine why events and meetings take place (e.g., celebrations, fundraising, milestones, etc).

BMM.HS.14.1.b Compare and contrast where events and meetings take place (e.g., resorts, hotels, backyards, fairgrounds, educational institutions, etc).

BMM.HS.14.1.c Identify different types of events and meetings (e.g., special/social and educational/business).

BMM.HS.14.1.d Describe legal issues affecting the event management industry.

BMM.HS.14.1.e Summarize the use of technology as a means of planning, facilitating, and promoting an event (e.g., event-specific software, mobile apps, registration, live streaming, etc).

BMM.HS.14.2 Evaluate career development and employability skills required for event management.

BMM.HS.14.2.a Summarize career opportunities and growth potential in event planning and management (e.g., corporate or private event planner, independent contractor, vendor, hotel staff, etc).

BMM.HS.14.2.b Identify education and training requirements for careers in event and entertainment management.

BMM.HS.14.2.c Demonstrate skills needed in the workplace (e.g., effective communication, successful problem solving, effective customer service skills, etc.).

BMM.HS.14.2.d Investigate current trends in the event and entertainment industry.

EVENT MANAGEMENT WITH WORK-BASED LEARNING (cont.)

BMM.HS.14.3 Analyze the overall design of event planning and management.

BMM.HS.14.3.a Determine the vision, goals, and objectives of an event.

BMM.HS.14.3.b Appraise client needs, wants, and expectations.

BMM.HS.14.3.c Analyze the factors that determine a budget/financial strategy for an event.

BMM.HS.14.3.d Determine event logistics (e.g., food and beverage, accommodations, site selection, staffing, theme, safety/security, etc.).

BMM.HS.14.3.e Identify key components of an event timeline/itinerary.

BMM.HS.14.4 Analyze food and beverage operations in event management.

BMM.HS.14.4.a Examine food and beverage operations in various contexts.

BMM.HS.14.4.b Describe the equipment and supplies used in food and beverage operations.

BMM.HS.14.4.c Explain the importance of proper sanitation in food and beverage operations.

BMM.HS.14.4.d Compare costs, pricing, market demands, and marketing strategies to manage profitability in food and beverage operations.

BMM.HS.14.5 Analyze effective marketing strategies for the event.

BMM.HS.14.5.a Describe the importance of each of the 4 P's of the marketing mix for an event.

BMM.HS.14.5.b Identify promotional strategies for attracting targeted audiences (e.g., advertising, public relations, personal selling, etc.).

BMM.HS.14.5.c Analyze strategies used to determine and adjust prices in order to maximize return and maintain value.

BMM.HS.14.5.d Implement channel activities to minimize costs and to determine distribution strategies.

BMM.HS.14.6 Apply event management skills in a work environment.

BMM.HS.14.6.a Implement continual appraisal of performance and identify strengths and weaknesses

BMM.HS.14.6.b Evaluate the work-based learning experience.

BMM.HS.14.6.c Apply emotional intelligence to foster self-understanding and enhance relationships.

BMM.HS.14.6.d Apply event management concepts and principles to plan and carry out an event.

INTRODUCTION TO HOSPITALITY AND EVENT PLANNING

Course Description

This introductory course is focused on exploring the hospitality and event planning industry. Topics covered include safety and security, sustainable practices, customer service, management techniques and emerging trends in the hospitality and event planning industry.

Standards and Indicators:

BMM.HS.17.1 Analyze the major aspects of the hospitality and event planning industry and the industry's role in local, state, national, and global economies.

BMM.HS.17.1.a Define and compare core elements of the hospitality and event planning industry (e.g. lodging, travel, and tourism; event planning; theme parks, attractions, and exhibitions).

BMM.HS.17.1.b Determine the relationship of amusements and recreation to travel and tourism.

BMM.HS.17.1.c Analyze trends and their impact on hospitality and event planning practices (e.g., economy, green movement, sports, etc.).

BMM.HS.17.1.d Analyze the impact and contributions of various segments of the industry on economies, cultures, and the environment.

BMM.HS.17.1.e Compare and contrast the relationship between industry trends and economic trends.

BMM.HS.17.2 Analyze career opportunities within the hospitality and event planning industry.

BMM.HS.17.2.a Explain the roles and functions of individuals engaged in hospitality and event planning careers.

BMM.HS.17.2.b Identify opportunities for employment in hospitality and event planning.

BMM.HS.17.2.c Describe the working conditions of various careers in the hospitality and event planning industry.

BMM.HS.17.2.d Summarize education and training requirements for careers in hospitality and event planning.

BMM.HS.17.2.e Compare the relationship between the hospitality and event planning industry.

INTRODUCTION TO HOSPITALITY AND EVENT PLANNING (cont.)

BMM.HS.17.3 Analyze safety and security practices in hospitality and event planning.

BMM.HS.17.3.a Explain the importance of safety and security related to the hospitality and event planning industries.

BMM.HS.17.3.b Summarize evacuation plans and emergency procedures.

BMM.HS.17.3.c Describe personal safety to avoid injury or accidents.

BMM.HS.17.3.d Explain the impact of laws and regulations that affect accommodations and practices (e.g., Americans with Disabilities Act, wage and hour laws, tenant status, accommodation of minors, etc.).

BMM.HS.17.4 Apply concepts of quality service to ensure customer satisfaction.

BMM.HS.17.4.a Summarize industry standards for service that meet cultural and geographic expectations of guests or customers.

BMM.HS.17.4.b Describe how employee dispositions can impact customer satisfaction.

BMM.HS.17.4.c Compare the effects of customer relations on success of the hospitality and event planning industries.

BMM.HS.17.4.d Identify the needs, desires, and interests of guests in order to exceed their expectations by implementing total quality management practices (TQM).

BMM.HS.17.4.e Recognize common guest complaints and the service solutions for preventing or resolving them.

INTRODUCTION TO HOSPITALITY AND EVENT PLANNING (cont.)

BMM.HS.17.5 Analyze effective management principles within the hospitality and event planning industry.

BMM.HS.17.5.a Explain the relationship between facilities management and profit and loss, including the costs of resource consumption, breakage, theft, supplies use, and decisions for repairs or replacement.

BMM.HS.17.5.b Explain procedures for handling cash and noncash transactions (e.g., balancing cash, credit cards, personal checks, identifying counterfeit currency, etc.).

BMM.HS.17.5.c Explain the role of individual departments as they impact the business as a whole.

BMM.HS.17.5.d Describe the relationship between facility and equipment management and profit and loss (e.g., costs of resource consumption, breakage, theft, decisions for repairs or replacement, etc.).

BMM.HS.17.5.e Summarize procedures for maintaining inventories, requisitioning equipment and tools, and storing and restocking supplies.

BMM.HS.17.6 Plan and carry out an event.

BMM.HS.17.6.a Describe various types of event planning and managing services within the industry (e.g., fundraiser, sporting event, special occasion/celebration, concert, etc.).

BMM.HS.17.6.b Describe the importance of establishing business relationships with a variety of locations, food suppliers, and other vendors.

BMM.HS.17.6.c Demonstrate the essential procedures for promoting, publicizing, and evaluating an event.

BMM.HS.17.6.d Develop schedules, registration tools, event materials, and programs.

BMM.HS.17.6.e Demonstrate procedures for setting up facilities, equipment, and supplies.

BMM.HS.17.6.f Outline the process for planning events based on specific themes, budgets, agendas, space and security needs.

MARKETING MANAGEMENT

Course Description

Marketing Management furthers student understanding and skills of the marketing functions and strategies including pricing, product/service management, channel management, promotion, and marketing-information management.

Standards and Indicators:

BMM.HS.20.1 Analyze the concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.

BMM.HS.20.1.a Explain the nature and scope of the pricing function.

BMM.HS.20.1.b Explain factors affecting pricing decisions.

BMM.HS.20.1.c Describe the ethical and legal considerations for pricing.

BMM.HS.20.1.d Explain the use of technology in the pricing function.

BMM.HS.20.2 Identify and assess the concepts and processes needed to obtain, develop, maintain, and/or improve a product or service mix in response to market opportunities and to build the brand for the organization.

BMM.HS.20.2.a Identify product/service management concepts to understand its nature and scope.

BMM.HS.20.2.b Generate product ideas to contribute to ongoing business success.

BMM.HS.20.2.c Apply quality assurances to enhance product/service offerings (i.e. customer service, warranties, guarantees, etc).

BMM.HS.20.2.d Employ product-mix strategies to meet customer expectations.

BMM.HS.20.2.e Determine ways to position a company to acquire a desired business image.

BMM.HS.20.2.f Determine ways to position products/services to acquire desired business image.

MARKETING MANAGEMENT (cont.)

BMM.HS.20.3 Assess channel management strategies and its role in marketing.

BMM.HS.20.3.a Explain the nature and scope of channel management.

BMM.HS.20.3.b Explain the nature of channels of distribution.

BMM.HS.20.3.c Describe the use of technology in the channel management function.

BMM.HS.20.3.d Describe the ethical and legal considerations for channel management.

BMM.HS.20.4 Investigate the nature and scope of promotion.

BMM.HS.20.4.a Explain the role of promotion as a marketing function.

BMM.HS.20.4.b Examine the types of promotion (i.e., institutional, product).

BMM.HS.20.4.c Identify the elements of the promotional mix.

BMM.HS.20.4.d Demonstrate an understanding of promotional channels used to communicate with targeted audiences.

BMM.HS.20.4.e Identify and describe the types of advertising media.

BMM.HS.20.5 Identify marketing-information management strategies and analyze the role of marketing research in decision-making.

BMM.HS.20.5.a Describe the need for marketing data.

BMM.HS.20.5.b Describe options businesses use to obtain marketing research data (i.e., primary and secondary research).

BMM.HS.20.5.c Describe data-collection methods (e.g., observations, mail, diaries, telephone, Internet, discussion groups, interviews, scanners, tracking tools).

BMM.HS.20.5.d Analyze data monitored for marketing decision making.

BMM.HS.20.5.e Describe the regulations and ethical implications of marketing-information management.

TRAVEL AND TOURISM

Course Description

This intermediate course focuses on marketing and management principles within the travel and tourism industry building on concepts from the introductory course. Topics in this course include a history, the key sectors, specific travel logistics, marketing strategies, and current trends in the travel and tourism industry.

Standards and Indicators:

BMM.HS.23.1 Analyze the history and development of the travel and tourism industry.

BMM.HS.23.1.a	Apply the terms, concepts, and practices within the travel and tourism industry.
BMM.HS.23.1.b	Describe the evolution of travel and tourism.
BMM.HS.23.1.c	Differentiate how reasons for travel have changed over time.
BMM.HS.23.1.d	Discuss the different kinds of consumers and what satisfies their travel needs.

BMM.HS.23.2 Analyze the key sectors of the travel and tourism industry.

BMM.HS.23.2.a	Describe geographical locations, time zones, and seasonal influences that impact travel and tourism.
BMM.HS.23.2.b	Explore factors influencing destination decisions.
BMM.HS.23.2.c	Analyze the success of the top tourism destinations in the world.
BMM.HS.23.2.d	Explain the role of Destination Management Organizations (DMOs) including Convention and Visitors Bureaus (CVBs) in the travel and tourism industry.

TRAVEL AND TOURISM (cont.)

BMM.HS.23.3 Analyze different modes of transportation, types of tour operators, lodging providers, and travel facilitators.

BMM.HS.23.3.a Compare and contrast different modes of transportation.

BMM.HS.23.3.b Describe the pricing structure of various kinds of tours and tour packages.

BMM.HS.23.3.c Differentiate among the types of lodging accommodations and guest amenities.

BMM.HS.23.3.d Describe the decision-making process when designing a travel experience.

BMM.HS.23.3.e Explain the role of travel facilitators in the travel experience.

BMM.HS.23.4 Evaluate marketing and sales information for travel and tourism management.

BMM.HS.23.4.a Utilize information from market segmentation (e.g., demographics, geographics, psychographics, etc.) to guide product and service decisions.

BMM.HS.23.4.b Analyze each of the 4 P's of the marketing mix and how they impact decisions in the travel and tourism industry.

BMM.HS.23.4.c Assess joint marketing efforts in the travel and tourism industry.

BMM.HS.23.4.d Identify the features and benefits of travel and tourism products and services.

BMM.HS.23.4.e Examine types of marketing promotions in travel and tourism.

BMM.HS.23.5 Evaluate the current trends in the travel and tourism industry.

BMM.HS.23.5.a Investigate current trends in travel and tourism.

BMM.HS.23.5.b Analyze the social, cultural, economic, and environmental impacts of the travel and tourism industry.

BMM.HS.23.5.c Analyze the impact of technological developments in the travel and tourism industry.

BMM.HS.23.5.d Examine career opportunities available in travel and tourism.

ENTREPRENEURSHIP

COURSE DESCRIPTION

Entrepreneurship is a course with emphasis on the evaluation of the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. The role of entrepreneurial businesses in the United States and the impact on the national and global economy will be explored.

STANDARDS AND INDICATORS:

BMM.HS.13.1 Identify characteristics and skills of entrepreneurs.

BMM.HS.13.1.a Analyze personal strengths, skills, and talents necessary to be an entrepreneur.

BMM.HS.13.1.b Identify responsible behavior, attitude, and leadership ability.

BMM.HS.13.1.c Demonstrate problem-solving skills.

BMM.HS.13.1.d Describe the history and development of successful and non-successful entrepreneurial ventures.

BMM.HS.13.1.e Explore career opportunities in entrepreneurship.

BMM.HS.13.2 Evaluate business ownership as related to entrepreneurship.

BMM.HS.13.2.a Identify and compare advantages and disadvantages of various forms of business ownership.

BMM.HS.13.2.b Explain the legal and ethical issues affecting businesses.

BMM.HS.13.2.c Analyze the advantages and disadvantages of methods of entering an entrepreneurial venture.

ENTREPRENEURSHIP (cont.)

BMM.HS.13.3 Analyze the management, financial, marketing, and legal skills necessary to successfully operate and grow an entrepreneurial venture.

BMM.HS.13.3.a Describe the importance of strategic management to a small entrepreneurial business.

BMM.HS.13.3.b Develop vision, mission, goals, objectives, and policies for an entrepreneurial venture.

BMM.HS.13.3.c Explain the importance of effective financial management in developing, growing, and sustaining an entrepreneurial venture.

BMM.HS.13.3.d Develop a marketing plan and strategies to position the product and/or service in the target market.

BMM.HS.13.3.e Identify the legal documents and financial records for business operations.

BMM.HS.13.3.f Evaluate the venture idea utilizing the components of a business plan.

BMM.HS.13.4 Analyze the role of entrepreneurship in the global economy.

BMM.HS.13.4.a Identify entrepreneurial venture opportunities in international trade.

BMM.HS.13.4.b Analyze global issues and trends for entrepreneurial ventures.

BMM.HS.13.4.c Determine the impact of cultural and social requirements on international trade.

EVENT MANAGEMENT WITH WORK-BASED LEARNING

Course Description

This course focuses on the evolving hospitality industry building on concepts from the introductory and intermediate courses. Topics covered include many facets of event planning such as: career opportunities, step-by-step planning, food/beverage operations, and marketing strategies. Through this capstone course, knowledge and skills will be applied within a structured work-based learning experience. The focus of the experience will be to plan and carry out events that may take place as part of class projects or within a business setting.

Standards and Indicators:

BMM.HS.14.1 Describe the foundational knowledge pertaining to event planning and management.

BMM.HS.14.1.a Determine why events and meetings take place (e.g., celebrations, fundraising, milestones, etc).

BMM.HS.14.1.b Compare and contrast where events and meetings take place (e.g., resorts, hotels, backyards, fairgrounds, educational institutions, etc).

BMM.HS.14.1.c Identify different types of events and meetings (e.g., special/social and educational/business).

BMM.HS.14.1.d Describe legal issues affecting the event management industry.

BMM.HS.14.1.e Summarize the use of technology as a means of planning, facilitating, and promoting an event (e.g., event-specific software, mobile apps, registration, live streaming, etc).

BMM.HS.14.2 Evaluate career development and employability skills required for event management.

BMM.HS.14.2.a Summarize career opportunities and growth potential in event planning and man agement (e.g., corporate or private event planner, independent contractor, vendor, hotel staff, etc).

BMM.HS.14.2.b Identify education and training requirements for careers in event and entertainment management.

BMM.HS.14.2.c Demonstrate skills needed in the workplace (e.g., effective communication, successful problem solving, effective customer service skills, etc.).

BMM.HS.14.2.d Investigate current trends in the event and entertainment industry.

EVENT MANAGEMENT WITH WORK-BASED LEARNING (cont.)

BMM.HS.14.3 Analyze the overall design of event planning and management.

BMM.HS.14.3.a Determine the vision, goals, and objectives of an event.

BMM.HS.14.3.b Appraise client needs, wants, and expectations.

BMM.HS.14.3.c Analyze the factors that determine a budget/financial strategy for an event.

BMM.HS.14.3.d Determine event logistics (e.g., food and beverage, accommodations, site selection, staffing, theme, safety/security, etc.).

BMM.HS.14.3.e Identify key components of an event timeline/itinerary.

BMM.HS.14.4 Analyze food and beverage operations in event management.

BMM.HS.14.4.a Examine food and beverage operations in various contexts.

BMM.HS.14.4.b Describe the equipment and supplies used in food and beverage operations.

BMM.HS.14.4.c Explain the importance of proper sanitation in food and beverage operations.

BMM.HS.14.4.d Compare costs, pricing, market demands, and marketing strategies to manage profitability in food and beverage operations.

BMM.HS.14.5 Analyze effective marketing strategies for the event.

BMM.HS.14.5.a Describe the importance of each of the 4 P's of the marketing mix for an event.

BMM.HS.14.5.b Identify promotional strategies for attracting targeted audiences (e.g., advertising, public relations, personal selling, etc.).

BMM.HS.14.5.c Analyze strategies used to determine and adjust prices in order to maximize return and maintain value.

BMM.HS.14.5.d Implement channel activities to minimize costs and to determine distribution strategies.

BMM.HS.14.6 Apply event management skills in a work environment.

BMM.HS.14.6.a Implement continual appraisal of performance and identify strengths and weaknesses

BMM.HS.14.6.b Evaluate the work-based learning experience.

BMM.HS.14.6.c Apply emotional intelligence to foster self-understanding and enhance relationships.

BMM.HS.14.6.d Apply event management concepts and principles to plan and carry out an event.