



EXAM INFORMATION

Exam Number

200

Items

47

Points

58

Prerequisites

25 WPM

Recommended Course Length

ONE SEMESTER

National Career Cluster

BUSINESS MANAGEMENT &
ADMINISTRATION
MARKETING

Performance Standards

INCLUDED (OPTIONAL)

Certificate Available

YES

DESCRIPTION

Business Concepts introduces students to key business concepts; including, Economics, Entrepreneurship, Finance, Marketing, and designing business documents.

EXAM BLUEPRINT

STANDARD

PERCENTAGE OF EXAM

1- Business Concepts	17%
2- Investing	22%
3- Business Venture	17%
4- Marketing Plan	16%
5- Business Documents	16%
6- Business Plan	12%



STANDARD 1

STUDENTS WILL UNDERSTAND BASIC BUSINESS, ECONOMIC AND ENTREPRENEURIAL CONCEPTS

- Objective 1** Students will identify different types of businesses ownership (sole proprietorship, partnership, and corporations)
1. List the advantages and disadvantages of each business type.
 2. Explain the difference between for-profit and non-profit businesses.
- Objective 2** Students will understand and demonstrate Economic and Entrepreneurial concepts.
1. Students will determine business risks, skills and characteristics of entrepreneurs (Personality Test, Risk Awareness).
 2. Explain scarcity, demand, supply and opportunity cost (trade-offs).

Standard 1 Performance Evaluation included below (Optional)

STANDARD 2

STUDENTS WILL UNDERSTAND THE IMPORTANCE OF INVESTING AND ITS RELATIONSHIP TO BUSINESS

- Objective 1** Identify various investment tools.
1. Compare risk and benefit of investment tools.
 2. Understand how time influences investment options. (Compound Interest)
- Objective 2** Students will understand and explain basic stock market concepts and terminology.
1. Understand differences between public and privately held companies.
 2. Define stock, stock market, stockbroker, commission, stock exchange (NYSE), shareholders, dividends, bull market, and bear market.
- Objective 3** Students will be able to read stock quotes.
- Objective 4** Students will simulate the buying and selling of stock. (The Stock Market Game, bankhs.com, creating a personal portfolio)
1. Use research to identify possible stock purchases.
 2. Determine gains/losses on the sale of stock.

STANDARD 3

STUDENTS WILL RESEARCH AND DEVELOP A BUSINESS VENTURE TO BE USED FOR THEIR ENTREPRENEURIAL SIMULATION

- Objective 1** Students will explore possible business ventures to pursue for the business simulation.
1. Identify resources at their disposal. Capital, Human, and Natural Resources
 2. Analyze different business ventures and choose a business for the simulation.
- Objective 2** Students will determine who the potential customers are for the business simulation.
1. Identify goods and/or services as potential business ventures.
 2. Determine an appropriate target market for business venture using demographics.



- Objective 3
3. Conduct market research of target market to determine customer wants and needs.
- Students will make financial decisions by creating a budget for the business venture.
1. Create a financial budget. (Include advertising, business documents and other related expenses.)

STANDARD 4

STUDENTS WILL CREATE A MARKETING PLAN FOR THEIR BUSINESS VENTURE

- Objective 1
- Students will know the 4 P's of marketing (Marketing Mix) of product, place, price, and promotion.
1. Incorporate the marketing mix to the business marketing plan.
- Objective 2
- Students will understand what motivates consumer purchase.
1. Identify emotional, rational and patronage motives for making purchases.
 2. Identify possible motivations for the simulation target market.
- Objective 3
- Students will identify advertising media: magazines, newspapers, television, radio, social media, internet, and billboards.
1. Choose the best advertising media for the simulation.
- Objective 4
- Students will research advertising costs for their business venture.
1. Include the advertising cost in the financial budget.

Standard 4 Performance Evaluation included below (Optional)

STANDARD 5

STUDENTS WILL DESIGN BUSINESS DOCUMENTS

- Objective 1
- Students will understand and evaluate basic design concepts and terminology.
1. Define: white space, margins, headline, copy, color, page balance, font, font size, graphic formats, and design elements.
 2. Design high-quality printed documents on for the simulation.
- Objective 2
- Students will create a logo and slogan for their business.
1. Identify the purpose of logos and slogans.
 2. Create a digital logo and slogan to be used in the simulation documents.
- Objective 3
- Students will create business cards, letterhead, and additional documents as needed.
1. Identify the purpose of these documents.
- Objective 4
- Students will create 3 print and/or multimedia advertisements.
- Objective 5
- Students will research the financial cost of creating/obtaining business documents for their business venture.
1. Include the printing cost in the financial budget.

Standard 5 Performance Evaluation included below (Optional)



STANDARD 6

STUDENTS WILL CREATE, PRESENT, AND EVALUATE A BUSINESS PLAN

- Objective 1 Students will compile a business plan (student portfolio), including, but not limited to the following sections:
1. Cover Sheet
 2. Executive Summary
 3. Organizational Plan
 4. Marketing Plan
 5. Financial Documents
 6. Other documents created for the simulation
- Objective 2 Students will present or display the business plan and supporting documents.
1. Collect feedback from a third-party.
- Objective 3 Students will evaluate the success of their business.
1. Complete a self-reflection activity about the project.



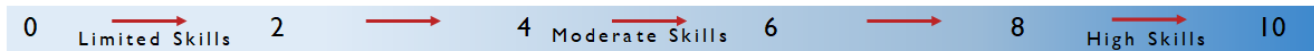
Business Concepts Performance Standards (Optional)

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of **8 or higher** on the rating scale. Students may be encouraged to repeat the objectives until they average **8 or higher**.

Students Name _____

Class _____

PERFORMANCE RATING SCALE



STANDARD 1 Business Concepts

Score:

- Students will complete a job application form properly. (Online option preferred)
- Prepare a Resume
- Participate in role play pertaining to job interviews.
- Prepare and present a short presentation for an audience.

STANDARD 4 Marketing Plan

Score:

- Create forms of advertising media.

STANDARD 5 Business Documents

Score:

- Students will prepare an income statement.
- Students will prepare a balance sheet.

PERFORMANCE STANDARD AVERAGE SCORE:

Evaluator Name _____

Evaluator Title _____

Evaluator Signature _____

Date _____



Business Concepts Extra Resources

POSSIBLE TEXTBOOK RESOURCES:

- Intro to Business 4th Edition by Eggland, Dlabay, Burrow, & Ristau – South-Western ©2000
- Introduction to Business: Our Business and Economic World by Brown & Clow – Glencoe © 1997

OTHER TEACHER SUPPLEMENTS:

- Entrepreneurship In Action – South-Western ©1994
- Chocolate Economics M&M Publishing Co. – Economic units for grades K-5 but great for older ages too! (even adults) \$18.95/book 1-434-793-6587

COMPUTER RESOURCES:

- Banking on Our Future ©2001 Wells Fargo Banks \$FREE
 - To launch from Internet:www.BankingOnOurFuture.org
 - To order CD ROM:1-866-650-6228
 - NOTE: A Spanish version is available
- Money Smart FDIC \$FREE
 - To order and eventually access online:www.fdic.gov
- Tonya Skinner's Business Education Lesson Plans & Resources
 - <http://www.angelfire.com/ks/tonyaskinner/>
- EconEdLink
 - <http://www.econedlink.org/>
- Economic Games
 - <http://www.practicalmoneyskills.com/english/resources/games/>
- Wyoming EdGate
 - <http://www.wyoming.edgate.org/>

VIDEOS:

- Teacher Video Company
 - <http://www.teachersvideo.com/>
- Coca-Cola: History of an American Icon, Stock Exchange, How to Become a Teenage Entrepreneur, Kellogg Brothers, Ray Kroc, Dave Thomas