



HIGH SCHOOL BUSINESS MANAGEMENT 2 (APPLIED BUSINESS SYSTEMS)

ACADEMIC & PROFESSIONAL SKILLS STANDARDS

CATALINA FOOTHILLS SCHOOL DISTRICT

Approved by the Governing Board
December 12, 2023

STANDARDS FOR BUSINESS MANAGEMENT

BUSINESS MANAGEMENT 2: APPLIED BUSINESS SYSTEMS

Business Management 2: Applied Business Systems is designed to build transferable workplace and academic skills regarding project management and application expertise. Students will increase their competitive edge in the labor market by unlocking the full potential of the Microsoft Office suite (MS Office), which is used by millions worldwide and is the most prevalent suite for workplace communication and productivity. Through the use of MS Office students will improve productivity and efficacy in school, at home, and at work. Using Google and Apple's applications isn't enough; becoming proficient in MS Office will help students work smarter, faster, and more effectively across all platforms in any context. Along with Microsoft's productivity suite, students will engage with business budgeting, accounting, and finance principles, learning the systems and expectations needed to ensure operational profitability, as well as learn the skills needed to achieve a Microsoft Office or QuickBooks certification.

MANAGEMENT – GENERAL MANAGEMENT PRACTICES

- BM2.1.1 Analyze general management practices.
 - Examine the impact of business cycles on the economy and business activities.
 - Demonstrate how budgets can be used to guide strategic planning (i.e., forecast, tactical planning, etc.).
 - Evaluate and explain the impact of each part of the business cycle at the macro and micro levels (i.e., economy, markets, industry, and businesses).
 - Evaluate and explain the stages of the business cycles on specific business activities (e.g., human resource management, capital acquisitions, inventory management, etc.).
 - Explain the current stage of the business cycle impacting the economy using the appropriate data.
 - Explain how businesses use budgets to forecast and strategically plan/guide decision-making.
 - Compare and contrast the role of stakeholders (i.e., financing projects, creating schedules, setting milestone dates, educating developers, etc.).
 - Evaluate the role of a board of directors for a business (i.e., advising, advocating, making decisions on issues, strategic planning, accountability, etc.).

FINANCE – BUSINESS FINANCIAL MANAGEMENT PRACTICES NEEDED FOR AN ENTERPRISE

- BM2.2.1 Analyze business financial practices.
 - Analyze economic principles (e.g., scarcity, factors of production, productivity, production possibilities curve, opportunity costs, and tradeoffs) and their impact on financial decisions.
 - Compare types of financial statements used in a business financial report (i.e., balance sheet, income statement, cash flow statement, budget vs. actual, etc.).
 - Analyze financial measures of performance used in business decision-making [i.e., cost-benefit analysis, marginal analysis, return on investment (ROI), etc.].
 - Use various data sources to evaluate a given market or economy to identify the existence of specific underlying principles.
 - Apply the appropriate financial analysis framework to make a business decision.
 - Explain a financial decision based on the impact of an economic and/or market situation.
 - Explain the process for selecting a particular analytical tool in business decision making.
 - Explain the function and application of each financial report category for business decision making.

MARKETING – MARKETING CONCEPTS

- BM2.3.1 Analyze marketing concepts.
 - Evaluate and prioritize current market conditions that may impact our business operations.
 - Establish protocols and procedures for protecting individual/organizational IP in current market conditions.

HUMAN RESOURCES – HUMAN RESOURCE AND PROJECT MANAGEMENT FUNCTIONS

- BM2.4.1 Analyze human resource functions.
- BM2.4.2 Analyze project management functions.
 - Explain the importance of professionalism in the workplace (e.g., ethical behavior, adapting to workplace culture, acting with integrity).
 - Evaluate and apply appropriate methods to manage project risks (i.e., well defined and reasonable scope of work, costs, time, technology, and resources are in line with scope of project, SWOT analysis is used to assess project strengths, weaknesses, opportunities, threats, etc.).
 - Use the SMART architecture to create and evaluate the efficacy of goals that are set to ensure the success of a specific business project or initiative.
 - Explain the importance of scheduling in project management (e.g., resources [money, people, materials], goals and tasks, timeline with start and end dates and milestones).

COMMUNICATION – TECHNOLOGY AND WEB-BASED TOOLS

- BM2.5.1 Analyze technology and web-based tools.
 - Apply web search skills to research industry best practices, challenges, opportunities, etc. (e.g., SWOT).
 - Explain the effects of a digital footprint on an individual and on an organization (i.e., encryption, archiving data, etc.).
 - Evaluate and select the appropriate web-based sources for application to various business operational tasks.
 - Generate business communications and reports utilizing the appropriate applications and software.
 - Explain what organizational information can be shared and how it can be protected.
 - Explain the impact that an individual's personal data and public profiles may have on their employability and professional standing.
 - Evaluate the effects of industry-standards cybersecurity elements on an individual and the organizational day-to-day operations.

COMMUNICATION – CUSTOMER SERVICE AND ORGANIZATIONAL COMMUNICATION

- BM2.5.2 Analyze customer service and organizational communication.
 - Effectively choose and facilitate a meeting(s) with the available options for virtual engagements (i.e., meetings, conferences, and workshops in TEAMS, Zoom, Skype, etc.)
 - Use effective communication/research techniques to obtain accurate information from sources, audiences, and clients.
 - Format communications for the purpose, audience, and medium/media.
 - Consistently and effectively format communications for the purpose, audience, and medium/media and effectively use editing, proofing skills, and check spelling when reviewing communications across projects.
 - Explain how intellectual property can be violated through email (e.g., sender uses wrong email address, recipient forwards the email, an Excel attachment contains hidden content in a tab, and data is forwarded to personal email account).

PROFESSIONAL SKILLS: PROFESSIONALISM & ORGANIZATIONAL CULTURE

- BM2.6.1 Represent the school [organization] in a positive manner, demonstrating the school's [or organization's] mission and core values.
 - Communicate the mission and core values of the school [or organization].
 - Perform my work with a positive attitude.
- BM2.6.2 Demonstrate professionalism in the workplace (being on time, proper dress, courteousness).
 - Follow protocol(s) related to behavior, appearance, and other expectations.
 - Explain the importance of "dress for success."
- BM2.6.3 Demonstrate respect for personal and professional boundaries.
 - Distinguish between personal and work-related matters.
- BM2.6.4 Interact respectfully with others (cross-cultural, intergenerational, individuals with disabilities); act with integrity.
 - Address challenges with sensitivity.
- BM2.6.5 Produce high-quality work that reflects professional pride and organizational values, and contributes to organizational success.
 - Create work products in a timely manner that are high quality and positively represent the organization.
- BM2.6.6 Take initiative to develop skills and improve work performance.
 - Identify and apply strategies to improve my performance.

PROFESSIONAL SKILLS: LEGAL AND ETHICAL PRACTICES

- BM2.7.1 Describe current legal issues in the field of business management.
 - Explain current legal issues in the field of business management and their implications in the workplace.
- BM2.7.2 Observe laws, rules, and ethical practices in the workplace.
 - Comply with required laws and regulations in the workplace, including employment laws and policies.
 - Apply policies and procedures of the organization based on organizational training(s).
 - Manage and use organizational resources prudently and responsibly.
 - Protect the organization's intellectual and physical property.
- BM2.7.3 Follow industry safety standards in the classroom to maintain a safe work environment.
 - Demonstrate safety standards in the classroom.
 - Apply procedures for reporting unsafe and hazardous conditions in the workplace.

PROFESSIONAL SKILLS: COMPLEX COMMUNICATION (TRADITIONAL AND DIGITAL)

- BM2.8.1 Communicate effectively in a diverse work environment (i.e., style, format, and medium appropriate to audience/culture/generation, purpose and context; accuracy; use of appropriate technical/industry language; to resolve conflicts; address intergenerational differences/challenges; persuade others).
 - Use appropriate verbal and nonverbal modes of communication.
 - Address communications in a style that is appropriate to the audience and situation.
 - Respond in a timely manner to communications.

- BM2.8.2 Writes and speaks using language(s) required by the employer.
 - Use documentation (e.g., itineraries and schedules) to plan for and meet client needs.
 - Present and deliver content accurately and confidently.
 - Proof and edit all communications based on [organizational] standards.
- BM2.8.3 Use appropriate technologies and social media to enhance or clarify communication.
 - Use professional etiquette and follow applicable laws and regulations for web-, email-, and social media-based communications.
 - Verify the accuracy of information and authority of sources.
- BM2.8.4 Use a variety of interpersonal skills, including tone of voice and appropriate physical gestures (e.g., eye contact, facing the speaker, active listening) during conversations and discussions to build positive rapport with others.
 - Demonstrate appropriate active listening skills.
- BM2.8.5 Pose and respond to questions, building upon others' ideas in order to enhance the discussion; clarify, verify, or challenge ideas and conclusions with diplomacy.
 - Ask questions to obtain accurate information.

PROFESSIONAL SKILLS: INITIATIVE AND SELF-DIRECTION

- BM2.9.1 Apply the skills and mindset of self-direction/self-regulation to accomplish a project.
 - Establish priorities and set challenging, achievable goals.
 - Create a plan with specific timelines for completion to achieve the goals.
 - Take initiative to select strategies, resources and/or learning opportunities to accomplish the task(s) in the plan.
 - Identify the success criteria/metrics to determine the effectiveness of the outcome for each goal.
- BM2.9.2 Adapt to organizational changes and expectations while maintaining productive and cooperative relationships with colleagues.
 - Monitor progress/productivity and self-correct during the learning process.
- BM2.9.3 Select and use appropriate technologies to increase productivity.
 - Use appropriate technology tools and resources to create and deliver a product.
- BM2.9.4 Employ leadership skills that build respectful relationships and advance the organization (e.g., recognize and engage individual strengths, plan for unanticipated changes, pursue solutions/improvements).
 - Reflect upon learning (strengths and weaknesses) and use feedback to modify work or improve performance.
 - Persist when faced with obstacles or challenges.

PROFESSIONAL SKILLS: CRITICAL THINKING AND INNOVATION

- BM2.10.1 Identify problems and use strategies and resources to innovate and/or devise plausible solutions.
 - Use relevant criteria to eliminate ineffective solutions or approaches and select those that are plausible; put selected alternatives through trials to determine their helpfulness or benefit.
- BM2.10.2 Take action or make decisions supported by evidence and reasoning.
 - Evaluate sources of evidence, the accuracy and relevance of information, and the strengths of arguments.
 - Demonstrate ethical reasoning and judgment by clearly sharing multiple perspectives on why the proposed course of action is ethically the best decision.
 - Explain why a proposed course of action is ethically the best decision.

- BM2.10.3 Transfer knowledge/skills from one situation/context to another.
 - Apply knowledge and skills in new contexts.

PROFESSIONAL SKILLS: COLLABORATION

- BM2.11.1 Take responsibility for any role on a team and accurately describe and perform the duties of each role, including leadership.
 - Assess project needs and work with a team in a positive manner to create a final project.
 - Build team relationships.
- BM2.11.2 Integrate diverse ideas, opinions, and perspectives of the team and negotiate to reach workable solutions.
 - Contribute personal strengths to a project.
 - Respect the contributions of others.
 - Utilize technologies that promote collaboration and productivity, as appropriate or needed.
- BM2.11.3 Prioritize and monitor individual and team progress toward goals, making sufficient corrections and adjustments when needed.
 - Proactively solicit feedback; accept and show appreciation for constructive feedback.
 - Act upon feedback to achieve team goals.
 - Develop a plan for improving individual participation and group productivity.
- BM2.11.4 Submit high-quality products that meet the specifications for the assigned task.
 - Critique and reflect on individual and collaborative strengths and weaknesses.