



EXPLORING BUSINESS & MARKETING

Standards

- Understand basic business, economic and law concepts.
- Produce effective communication documents and demonstrate employability skills.
- Determine skills and characteristics of entrepreneurs and explore entrepreneurial opportunities.
- Understand the concepts needed to market products to achieve desired outcomes.
- Prepare, analyze, and interpret financial and accounting statements.
- Understand principles of finance.
- Understand leadership principles.

Performance Objectives

- Complete a job application form properly and prepare a resume.
- Participate in a role play pertaining to job interviews.
- Prepare and present a short presentation for an audience.
- Create forms of advertising media.