

# BUSINESS & MARKETING CAPSTONE

## Standards

- Develop a better understanding of real-world applications.
- Understand how research and analytics impact business.
- Students will implement leadership skills.
- Use various forms of technology.
- Explore career opportunities in business.

## Performance Objectives

- Tour a business to learn business operations.
- Job shadowing opportunities.
- Guest speaker forums.
- Research paper which defines, analyzes, and evaluates the impact of a business decision or business principle.
- Participate in and lead a team.
- Demonstrate effective communication and ethical leadership.
- Implementation of technological tools.
- Develop an online career platform.

