

2018/2019 Student Competency Record
Principles of Business and Marketing
6115 - 36 weeks

<hr/> Student	<hr/> School Year
<hr/> School	<hr/> Teacher Signature

Traditional letter or numerical grades do not provide adequate documentation of student achievement in competency-based education; therefore, the Virginia Standards for CBE require a recording system to provide information about competencies achieved to employer, student-employee, and teacher. The Student Competency Record provides a means for keeping track of student progress. Ratings are assigned by the teacher for classroom competency achievement and by the teacher-coordinator in conjunction with the training sponsor when competence is evaluated on the job.

Tasks/competencies designated "Required" are considered essential statewide and are required of all students. In some courses, all tasks/competencies have been identified as required. Tasks/competencies marked "Optional" are considered optional; they and/or additional tasks/competencies may be taught at the discretion of the school division. Tasks/competencies marked with an asterisk (*) are considered sensitive, and teachers should obtain approval by the school division before teaching them. Student competency records should be kept as long as the student is enrolled in the school and for five years after the student graduates/leaves the school.

Note: Students with an Individualized Education Program (IEP) or an Individualized Student Alternative Education Plan (ISAEP) will be rated, using the following scale, only on the competencies identified in their IEP or ISAEP.

Students will be expected to achieve a **satisfactory rating** (one of the three highest marks) on the Student Competency Record (SCR) rating scale on at least 80% of the required (essential) competencies in a CTE course.

...RATING SCALE...

- 1 - Can teach others**
- 2 - Can perform without supervision**
- 3 - Can perform with limited supervision**
- 4 - Can perform with supervision**
- 5 - Cannot perform**

6115	Principles of Business and Marketing		Date	Rating
36	TASKS/COMPETENCIES			
weeks				
	Demonstrating Workplace Readiness Skills: Personal Qualities and People Skills			
Required	1	Demonstrate positive work ethic.		
Required	2	Demonstrate integrity.		
Required	3	Demonstrate teamwork skills.		
Required	4	Demonstrate self-representation skills.		
Required	5	Demonstrate diversity awareness.		
Required	6	Demonstrate conflict-resolution skills.		
Required	7	Demonstrate creativity and resourcefulness.		
	Demonstrating Workplace Readiness Skills: Professional Knowledge and Skills			
Required	8	Demonstrate effective speaking and listening skills.		
Required	9	Demonstrate effective reading and writing skills.		
Required	10	Demonstrate critical-thinking and problem-solving skills.		
Required	11	Demonstrate healthy behaviors and safety skills.		
Required	12	Demonstrate an understanding of workplace organizations, systems, and climates.		
Required	13	Demonstrate lifelong-learning skills.		
Required	14	Demonstrate job-acquisition and advancement skills.		
Required	15	Demonstrate time-, task-, and resource-management skills.		
Required	16	Demonstrate job-specific mathematics skills.		
Required	17	Demonstrate customer-service skills.		
	Demonstrating Workplace Readiness Skills: Technology Knowledge and Skills			
Required	18	Demonstrate proficiency with technologies common to a specific occupation.		
Required	19	Demonstrate information technology skills.		
Required	20	Demonstrate an understanding of Internet use and security issues.		
Required	21	Demonstrate telecommunications skills.		
	Examining All Aspects of an Industry			
Required	22	Examine aspects of planning within an industry/organization.		
Required	23	Examine aspects of management within an industry/organization.		
Required	24	Examine aspects of financial responsibility within an industry/organization.		

Required	25	Examine technical and production skills required of workers within an industry/organization.		
Required	26	Examine principles of technology that underlie an industry/organization.		
Required	27	Examine labor issues related to an industry/organization.		
Required	28	Examine community issues related to an industry/organization.		
Required	29	Examine health, safety, and environmental issues related to an industry/organization.		
Addressing Elements of Student Life				
Required	30	Identify the purposes and goals of the student organization.		
Required	31	Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.		
Required	32	Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects.		
Required	33	Identify Internet safety issues and procedures for complying with acceptable use standards.		
Understanding the Role of Economics in a Global Economy				
Required	34	Identify the difference between needs and wants.		
Required	35	Explain the three basic economic questions answered by any economy.		
Required	36	Distinguish among the factors of production.		
Required	37	Explain the relevance of scarcity to economics.		
Required	38	Describe the decision-making process.		
Required	39	Identify characteristics of free enterprise.		
Required	40	Explain supply, Law of Supply, demand, Law of Demand, and economic equilibrium.		
Required	41	Describe the impact of supply and demand on a free enterprise system.		
Required	42	Compare the American economic system to other economic systems.		
Optional	43	Explain the positive and negative economic impacts of emerging economies on the global market.		
Required	44	Define the phases of the business cycle.		
Required	45	Identify the measures/indicators of economic activity.		
Optional	46	Describe possible outcomes and other important aspects of world trade.		

Exploring the Core Concepts of Business and Marketing				
Required	47	Identify the four kinds of businesses.		
Required	48	Compare major types of business ownership.		
Required	49	Identify the functions of management.		
Optional	50	Compare types of individual influential leadership styles.		
Required	51	Explain the marketing concept.		
Required	52	Describe the marketing functions and their importance.		
Required	53	Define <i>target market</i> .		
Required	54	Examine market segmentation.		
Required	55	Explain how market segmentation is used to identify a target market.		
Required	56	Determine the social and environmental responsibilities of a business to the community and of the community to a business.		
Required	57	Describe the elements of the marketing mix.		
Required	58	Describe the steps of the selling process.		
Investigating Technological Trends in Business and Marketing				
Required	59	Explain the impacts of technology on employment, business operations, and global activities.		
Required	60	Explain the impacts of electronic commerce on business and marketing.		
Developing Communication and Interpersonal Skills				
Required	61	Describe business/marketing communication tools and ways they are used in the business/marketing workplace.		
Required	62	Demonstrate professional communication skills.		
Required	63	Identify ethical and unethical business practices.		
Required	64	Explain the importance of nonverbal communication in the workplace.		
Required	65	Explain the importance of teamwork in the workplace.		
Making Consumer Choices				
Required	66	Identify rights and responsibilities of consumers.		
Required	67	Describe how purchasing motives impact consumer choices.		
Required	68	Determine the best value among products and services.		
Required	69	Identify major consumer protection agencies and their purposes.		
Required	70	Identify the steps in the process of resolving consumer complaints.		

Required	71	Identify the characteristics of a valid contract.		
Required	72	Explain the important concepts related to product labeling.		
Required	73	Identify the major types of individual taxation.		
Required	74	Complete personal income tax forms.		
Required	75	Compute gross and net pay.		
Required	76	Compare savings and investment options.		
Required	77	Identify the purposes and major types of insurance.		
Required	78	Identify basic banking services.		
Required	79	Demonstrate maintenance of checking and saving accounts.		
Optional	80	Manage a budget.		
Required	81	Identify the elements of creditworthiness.		
Required	82	Compare the types of consumer credit.		
Required	83	Describe the advantages and disadvantages of consumer credit.		
Required	84	Explain the importance of credit reports.		
Preparing for Industry Certification				
Optional	85	Describe the process and requirements for obtaining industry certifications related to the Principles of Business and Marketing course.		
Optional	86	Identify testing skills/strategies for a certification examination.		
Optional	87	Demonstrate ability to successfully complete selected practice examinations (e.g., practice questions similar to those on certification exams).		
Optional	88	Successfully complete an industry certification examination representative of skills learned in this course (e.g., W!SE).		
Developing Employability Skills				
Required	89	Assess personal interests, aptitudes, and abilities.		
Required	90	Explore careers in business and marketing.		
Required	91	Identify sources of employment information.		
Required	92	Prepare a résumé.		
Required	93	Write a letter of application.		
Required	94	Complete an employment application form.		
Required	95	Identify the steps involved in a successful job interview.		
Required	96	Participate in a mock job interview.		
Optional	97	Design an employment portfolio, including a résumé in a format suitable for online posting.		

