
Coal City Unit District #1
Business Management
Career and Technical Curriculum

CTE.BM:1 Students will demonstrate knowledge of activities dealing with business productivity. (NBES ECON 4; NBES ENTRE 1)

- CTE.BM:1-1 Define basic business terms.
- CTE.BM:1-2 Identify basic activities for all businesses.
- CTE.BM:1-3 Expand upon ways businesses can improve productivity.
- CTE.BM:1-4 Distinguish between GNP and GDP.
- CTE.BM:1-5 Identify what it takes to be an entrepreneur.
- CTE.BM:1-6 Identify characteristics of a business in a global environment.
- CTE.BM:1-7 Identify and explain the stages of the Product Life Cycle.

CTE.BM:2 Students will demonstrate knowledge of labor force. (NBES MNG 7)

- CTE.BM:2-1 Define terminology related to the labor force.
- CTE.BM:2-2 Identify social problems that affect business.
- CTE.BM:2-3 Identify the main consumer/business wants versus needs.
- CTE.BM:2-4 Identify the types of economic systems.
- CTE.BM:2-5 Define terms related to global population.
- CTE.BM:2-6 Analyze ethical issues related to business activities in a global environment.
- CTE.BM:2-7 Identify business/economic resources.

CTE.BM:3 Students will demonstrate knowledge of business legalities. (NBES BL 2; NBES ACC 4)

- CTE.BM:3-1 Identify and define a monopoly.
- CTE.BM:3-2 Distinguish between the four acts that affect business.
- CTE.BM:3-3 Identify administrative agencies.
- CTE.BM:3-4 Differentiate the administrative agencies.
- CTE.BM:3-5 Explain taxation.
- CTE.BM:3-6 Define terms dealing with taxation and commerce.
- CTE.BM:3-7 Distinguish between government spending and revenue.
- CTE.BM:3-8 Define competition and what it can do for businesses and the consumer.

CTE.BM:4 Students will demonstrate knowledge of business ownership. (NBES ECON 3; NBES ENTRE 1; NBES PF 4; NBES BL 4)

- CTE.BM:4-1 Identify the types of business ownership.
- CTE.BM:4-2 Distinguish the differences between the types of ownership.
- CTE.BM:4-3 Explain the business environment in terms of manager/employee responsibilities.
- CTE.BM:4-4 Define stock market terms.
- CTE.BM:4-5 Explain how stock market works.
- CTE.BM:4-6 Determine how to buy shares of stock.
- CTE.BM:4-7 Calculate your earnings in reference to stock ownership.
- CTE.BM:4-8 Define terms related to patents, copyright, trademark and licenses.

CTE.BM:5 Students will demonstrate knowledge of marketing management. (NBES MKT 4)

- CTE.BM:5-1 Define terminology that relates to marketing.
- CTE.BM:5-2 Distinguish between the different types of advertising and promotion.
- CTE.BM:5-3 Define terms that relate to data collection.
- CTE.BM:5-4 Identify the main features of the marketing mix.
- CTE.BM:5-5 Identify the function of marketing.
- CTE.BM:5-6 Distinguish between steps of product life cycle.
- CTE.BM:5-7 Identify the types of advertising used in business.

CTE.BM:6 Students will demonstrate knowledge of financial management. (NBES COMP 2, 6; NBES ECON 11, 12, 16)

- CTE.BM:6-1 Define terminology that is related to financial management.
- CTE.BM:6-2 Identify the parts of the cash flow equation.
- CTE.BM:6-3 Identify methods used to increase profit.
- CTE.BM:6-4 Analyze financial data from business statements and reports.
- CTE.BM:6-5 Identify and explain how credit is used within the business environment.

CTE.BM:7 Students will demonstrate knowledge of management concepts. (NBES MV 2)

- CTE.BM:7-1 Identify the four functions of management.
- CTE.BM:7-2 Differentiate between the four levels of management.
- CTE.BM:7-3 Explain the six steps to the decision making process.
- CTE.BM:7-4 Define terminology that relates to management concepts.
- CTE.BM:7-5 Explain strategic management and identify how to implement.
- CTE.BM:7-6 Identify types of organization structures.
- CTE.BM:7-7 Identify and explain the different types of motivational theories.