

BUSINESS EDUCATION 9-12

Alignment to National Standards for Business Education (NSBE) (4th Ed.) (2013)

The Business Education Program derives its learning outcomes largely from national standards (NSBE, 2013). These standards and performance expectations comprise a large portion of the student learning targets for each course that serve as assessments for student learning. The alignment table also shows the alignment to Personal Finance, a course that is also taught by staff licensed in Family and Consumer Sciences and in Social Studies. Personal Finance will be reviewed and revised including staff from these departments and will become a future addendum to the Business Education Program curriculum.

NSBE Standards and Performance Expectations (2013)	Finance and Accounting	AP Economics	Business Law	Entrepreneurship	Computer Applications	Personal Finance
ACCOUNTING						
The Accounting Profession						
Understand the role that accountants play in business and society.	x					
Describe career opportunities in the accounting profession.	x					
Demonstrate the skills and competencies required to be successful in the accounting profession and/or in an accounting-related career.	x					
Financial Reports						
Design an understanding and working knowledge of an annual report and financial statements.	x			x		
Financial Analysis						
Assess the financial condition and operating results of a company and analyze and interpret financial statements and information to make informed business decisions.	x			x		

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Accounting Principles						
Identify and describe generally accepted accounting principles (GAAP), explain how the application of GAAP impacts the recording of financial transactions, and the preparation of financial statements.	x					
Accounting Process						
Complete the steps in the accounting cycle in order to prepare the financial statements.	x					
Interpretation and Use of Data						
Use planning and control principles to re-evaluate the performance of an organization and apply differential analysis and present-value concepts to make decisions.	x					
Compliance						
Develop a working knowledge of individual income tax procedures and requirements to comply with tax laws and regulations.	x					
Distinguish Between generally accepted acct principles and income tax law.	x					x
BUSINESS LAW						
Basics of the Law						
Analyze the relationship between ethics and the law and describe the sources of the law, the structure of the court system, the different classifications of procedural law, and the different classifications of substantive law.			x			
Contract Law, Law of Sales, and Consumer Law						
Analyze the relationships among contract law, law of sales, and consumer law.			x			

BEXLEY CITY SCHOOLS

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Agency and Employment						
Analyze the role and importance of agency law and employment law as they relate to the conduct of business in the national and international marketplaces.			X			
Business Organizations						
Describe the major types of business organizations, including sole proprietorships, partnerships, corporations, and limited liability companies, operating within the socio-economic arena of the national and international marketplace.	X		X	X	X	X
Property Law						
Explain the legal rules that apply to personal property, real property, and intellectual property.			X	X		X
Negotiable Instruments, Insurance, Secured Transactions, Bankruptcy						
Analyze the functions of negotiable instruments, insurance, secured transactions, and bankruptcy.		X	X			X
Computer Law						
Explain how advances in computer technology impact such areas as intellectual property, contract law, criminal law, tort law, and international law.			X		X	
Environmental Law and Energy Regulation						
Explain the legal rules that apply to environmental law and energy regulation.			X			
Family Law						
Explain the legal rules that apply to marriage, divorce, and child custody.			X			X

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Wills and Trusts						
Determine the appropriateness of wills and trusts in estate planning.	x		x		x	x
CAREER DEVELOPMENT						
Self-Awareness						
Assess personal strengths and weaknesses as they relate to career exploration and development.	x			x	x	x
Career Research						
Utilize career resources to develop a career information database that includes international career opportunities.					x	x
Workplace Expectations						
Relate the importance of workplace expectations to career development.	x	x	x	x	x	x
Career Strategy						
Apply knowledge gained from individual assessment to a comprehensive set of goals and an individual career path.						x
Develop strategies to make effective transition from school to work.						x
Relate the importance of lifelong learning to career success.						x
COMMUNICATIONS						
Foundations of Communication						
Listen actively, use the communication process, read and research information and integrate technology to enhance effectiveness	x	x	x	x	x	x
Interpersonal Communication						
Apply interpersonal skills in personal and professional environments.	x		x	x	x	x

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Written Communication						
Prepare clear, complete, concise, correct and courteous written messages for personal and professional use.	x		x	x	x	x
Technological Communication						
Communicate effectively for employment success.	x		x	x	x	x
ECONOMICS AND PERSONAL FINANCE						
Allocation of Resources						
Assess opportunity costs and trade-offs involved in making choices about how to use scarce economic resources.		x				x
Economic Systems						
Explain why societies develop economic systems, identify the basic features of different economic systems, and analyze the major features of the U.S. economic system.		x				x
Economic Institutions and Incentives						
Analyze the role of core economic institutions and incentives in the U.S. economy.		x				x
Markets and Prices						
Analyze the role of markets and prices in the U.S. economy.		x				x
Market Structures						
Analyze the different types of market structures and the effect they have on the price and the quality of the goods and services produced.		x				
Productivity						
Explain the importance of productivity, and analyze how specialization, division of labor, investment in physical and human capital, and technological change affect productivity and global trade.		x				

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Global Trade						
Analyze the role of government in economic systems, especially the role of government in the US economy.		x				
Global Economic Concepts						
Examine the role of trade, protectionism, and monetary markets in the global economy.		x				x
Aggregate Supply and Aggregate Demand						
Analyze how the U.S. economy functions as a whole and describe selectee macroeconomic measures of economic stability.		x				
Personal Decision Making						
Use a rational decision-making process as it applies to the roles of citizens, workers, and consumer.						x
Earning and Reporting Income						
Identify various forms of income and analyze factors that affect income as part of the career decision-making process.	x			x		x
Managing Finances and Budgeting						
Develop and evaluate a spending/savings plan.						x
Saving and Investing						
Evaluate savings/investment options to meet short- and long-term goals.						x
Buying Goods and Services						
Apply a decision-making model to maximize consumer satisfaction when buying goods and services.				x		x
Banking and Financial Institutions						
Evaluate services provided by financial deposit institutions to transfer funds.	x	x		x		x

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Using Credit						
Analyze factors that affect the choice of credit, the cost of credit, and the legal aspects of using credit.	x		x	x		x
Protecting Against Risk						
Analyze choices available to consumers for protection against risk and financial loss.						x
ENTREPRENEURSHIP						
Entrepreneurs and Entrepreneurial Opportunities						
Recognize that entrepreneurs possess unique characteristics and examine the role of innovation in entrepreneurial opportunities				x		
Marketing						
Develop a marketing vision to introduce a product or service.				x		
Economics						
Apply economic concepts when making decisions for an entrepreneurial venture.				x		
Finance						
Use the financial concepts and tools needed by the entrepreneur in making business decisions.	x			x		
Accounting						
Recognize that entrepreneurs must establish, maintain, and analyze appropriate records to make business decisions.				x		
Management						
Develop a management plan for an entrepreneurial venture.				x		
Entrepreneurial Trends						
Recognize trends and social responsibilities can lead to entrepreneurial opportunities				x		

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Legal						
Analyze how forms of business ownership, government regulations, and business ethics affect entrepreneurial ventures.			x	x		
Business Plans						
Develop a business plan.				x		
INFORMATION TECHNOLOGY						
Impact on Society						
Assess the impact of information technology in a global society.					x	
Information Literacy						
Gather, evaluate, use, cite, and disseminate information from technology.					x	
Digital Citizenship						
Demonstrate respectful, responsible and ethical behavior in a digital world.			x		x	x
Input Technologies						
Use various input technologies to enter and manipulate information appropriately.					x	
Applications						
Identify, evaluate, select, install, use, upgrade, troubleshoot, and customize applications.					x	
Digital Media						
Use and create digital media					x	
Programming and Application Development						
Design, develop, test, and implement programs.					x	

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INTERNATIONAL BUSINESS						
Foundations of International Business						
Explain the role of international business; analyze how it impacts business at all levels, including the local, state, national, and international levels.				X		X
Organizational Structures for International Business Activities						
Identify forms of business ownership and entrepreneurial opportunities available in international business.			X	X		X
International Trade						
Relate balance of trade concepts to the import/export process.		X				X
MANAGEMENT						
Management Functions						
Analyze the management functions and their implementation and integration within the business environment.	X			X		
Business Organization						
Analyze the organization of a business.	X		X	X		
Personal Management Skills						
Develop personal management skills to function effectively and efficiently in a business environment.				X		X
Ethics and Social Responsibility						
Examine role of ethics and social responsibility in decision making.	X		X	X	X	X
Human Resource Management						
Describe human resource functions and their importance to an organization's successful operation.				X		

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Technology and Information Management						
Utilize information and technology tools to conduct business effectively and efficiently.	x			x	x	
Industry Analysis						
Analyze a business organization’s competitive position within the industry.	x	x		x		
Financial Decision Making						
Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions.	x			x		
Operations Management						
Apply operations management principles and procedures to the design of an operation plan.				x		
MARKETING						
Foundations of Marketing						
Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.				x		
Consumers and Their Behavior						
Analyze the characteristics, motivations, and behaviors of consumers.		x		x		x
The Marketing Mix						
Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.				x		
Marketing Research						
Analyze the role of marketing research in decision making.				x		
The Marketing Plan						
Describe the elements, design, and purposes of a marketing plan.				x		