

BusinessCenter21 Correlation to:

California – Challenge Standards for Student Success; Career Preparation – Business Education

Instructional Units

Introduction Unit

Accounting

Business Law

Economics & Personal Finance

Entrepreneurship

International Business

Management

Marketing



BusinessCenter21



APPLIED EDUCATIONAL SYSTEMS, Inc.

800-220-2175

www.aeseducation.com

Overview

This document demonstrates the correlation between the BusinessCenter21 curriculum supplied by Applied Educational Systems and the *Challenge Standards for Student Success; Career Preparation – Business Education* published by the California Department of Education. The BusinessCenter21 (BC21) units are listed alphabetically across the top row. The *Challenge Standards* are listed in the first column. The checkmarks in the second column indicate that the standard is covered as part of the BC21 course. The bullet's marked in the remaining columns show where the standard is covered in the BC21 curriculum.

Note that many of the Standards are covered in each and every BC21 unit. This broad coverage is a reflection of the curriculum development philosophy and process at Applied Educational Systems. The BC21 curriculum includes *core themes* woven throughout the curriculum in the areas of communication, career development, computation, and information technology. Repeated exposure in a variety of contexts, enables students to achieve ever-increasing levels of sophistication in understanding and application.

Source for standards listed on the following pages:

Challenge Standards for Student Success; Career Preparation – Business Education
California Department of Education
721 Capitol Mall, Sacramento, CA

Challenge Standards for Student Success; Career Preparation – Business Education	BusinessCenter21 Course	Introduction Unit	Marketing	Business Law	Economics & Finance	Accounting	Intl. Business	Management	Entrepreneurship
1.1 Business Communications (C): Students will understand communications as applied to personal and professional situations. They will demonstrate competency by selecting and using appropriate forms of communications in a variety of situations.									
1.1.1 Diversity—demonstrate the ability to work and communicate effectively with persons of different ethnicities and culturally diverse backgrounds.	✓	●	●	●	●	●	●	●	●
1.1.2 Effectiveness—compose oral and written business communications that demonstrate the use of critical thinking, decision making and problem solving skills.	✓		●	●			●	●	●
1.1.3 Ethics—discuss ethics and the need for confidentiality, loyalty, integrity and honesty in communicating with business associates.	✓			●					
1.1.4 Methods of Communication—demonstrate the use of various methods of communications; research, compose and orally present information using appropriate technology.	✓		●	●			●		
1.1.5 Nonverbal Communications—identify and use nonverbal communications in a group activity.	✓								
1.1.6 Oral Communications—orally present information using appropriate language, style and format; utilize different communication techniques to address the intended audience appropriately.	✓		●	●					
1.1.7 Systems—use systems thinking to discuss the impact of cultural, organizational, technological and behavioral characteristics on the selection of communication strategies and methods.	✓		●	●			●		
1.2 Business Environment (C): Students will understand the development and structure of business environments. They will demonstrate competency by identifying the dynamic components of business structure and its relationship to the global business environment.									
1.2.1 Business Ethics—define business ethics and explain the importance of ethical standards and social responsibilities in the business environment.	✓			●					
1.2.2 Business Law—describe the sources of law, the structure of the court systems and ways in which these laws apply to basic consumer and business transactions.	✓			●					
1.2.3 Business Ownership—identify the major types of business organizations.	✓								●
1.2.4 Competitive Environment—explain the economic effects of competition on a business in an international marketplace	✓		●						
1.2.5 Entrepreneurial Concepts—identify the characteristics of an entrepreneur and describe the role of an entrepreneurship in the private enterprise system.	✓								●
1.2.6 Environmental Issues—describe the impact of environmentally sound business practice in a global economy.									

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1.2.7 International Trade—investigate the challenges and opportunities of international trade in both large and small businesses.	✓						●		
1.2.8 Interrelationships of Business Operations—discuss the interrelationships between different business lines as they relate to finance, tax, operations, human resources, marketing, production, management, and the legal environment.	✓		●					●	●
1.3 Career Preparation, Job Acquisition and Retention (C): Students will understand the career preparation and job acquisition skills required for employment, professional growth, and employment transitions in the field of business occupations. They will demonstrate competency by researching career options, applying job acquisition skills, preparing job search documentation, and modeling appropriate workplace demeanor.									
1.3.1 Career Exploration—explore career opportunities and projected trends; investigate required education, training and experience; and develop an individual education plan for life long learning.	✓		●	●	●	●	●	●	●
1.3.2 Employment Transitions—analyze the effects of job changes, including the impact of unemployment.									
1.3.3 Goal Setting—identify steps for setting goals and write personal goals and objectives.									
1.3.4 Interest Assessment—examine aptitudes related to career options; relate personal characteristics and interests to educational and occupational opportunities.	✓		●	●	●	●	●	●	●
1.3.5 Job Acquisition—develop job acquisition documents and interview skills.	✓		●	●			●		
1.3.6 Job Retention—identify appropriate work attitudes and behaviors.	✓	●	●	●	●	●	●	●	●
1.4 Economics and Financial Concepts (C): Students will understand the impact of global and domestic businesses, financial concepts, and integrated business models. They will demonstrate competency by using appropriate technology and other resources to solve business problems.									
1.4.1 Business/Financial Relationships—analyze the financial implications of various functions of a business and describe how they interrelate.	✓								●
1.4.2 Demographics—interpret demographic data and explain its impact on the economy.									
1.4.3 Economic Culture—explain how culture affects economic practice and business ethics.	✓			●					
1.4.4 Economic Systems—describe a variety of economic systems.	✓		●						

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1.4.5 Exchange Rates—access and utilize information on exchange rates.	✓						●		
1.4.6 Financial Statements—explain how financial statements are necessary for business planning and for the continuous monitoring of business performance.	✓					●			
1.4.7 Financial Systems—examine how financial systems and tools are used to solve business problems and to perform business transactions.	✓					●		●	
1.4.8 Global Business—evaluate the impact of international trade on domestic and global economies and the importance of multinational corporations, including the impact of international trade agreements and regulations, protection and ownership of intellectual property.	✓						●		
1.4.9 Investments—identify different types of investments; compute cost, profit and return on investment.									
1.4.10 Money Management—construct personal and business budget plans which include income, expenses, savings, investments and taxes.	✓					●			●
1.5 Employability Skills (C): Students will understand the factors essential to a productive workforce in a culturally diverse global environment. They will demonstrate competency by identifying the skills which positively affect productivity.									
1.5.1 Adapting to Change—provide a workplace example of a constantly changing environment and discuss how employees should incorporate lifelong learning as a career goal.	✓						●		
1.5.2 Conflict Resolution—demonstrate skills necessary to resolve disagreements in a professional manner.	✓							●	
1.5.3 Diversity—describe and compare cultural differences as related to work styles.	✓						●		
1.5.4 Occupational Safety—discuss safety practices and develop a plan to maintain a work environment in a safe and secure manner.	✓							●	
1.5.5 Positive Attitude—role play a work situation to demonstrate positive working relationships with customers, employers and employees.	✓		●				●	●	●
1.5.6 Teamwork—develop the ability to work in teams by participating in group activities.	✓	●	●	●	●	●	●	●	●
1.5.7 Time Management—prioritize work to fulfill responsibilities, meet deadlines, and achieve personal satisfaction.	✓	●	●	●	●	●	●	●	●
1.5.8 Work Ethics—define ethics and explain how standards and scruples affect human relations.	✓			●					

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1.6 Information Technologies (C): Students will understand technology used in business. They will demonstrate competency by utilizing technology to access, manipulate, and produce information.									
1.6.1 Applications—utilize a variety of software programs to manipulate, analyze and produce data.	✓				●	●	●	●	●
1.6.2 Computer Operations—demonstrate proper use and care of equipment.	✓		●	●	●	●	●	●	●
1.6.3 Document Processing—create, format and produce documents.	✓		●	●	●	●	●	●	●
1.6.4 Global Communications—discuss the skills necessary for communicating in an international, pluralistic business environment.	✓						●		
1.6.5 Information Resources—use electronic media, manuals, and tutorials as resources to access information.	✓		●	●	●	●	●	●	●
1.6.6 Presentation—develop and produce presentations utilizing electronic media.	✓		●	●					
1.6.7 Problem Solving—solve problems effectively by utilizing appropriate technology.	✓		●	●	●	●	●	●	●
1.6.8 Social Issues—discuss the technological issues of ethics and etiquette as they relate to emerging technologies and the impact on society.	✓			●					
1.6.9 Technology Innovations—examine the role of technology in future business applications.	✓		●	●	●	●	●	●	●
1.6.10 Telecommunications—use technology to transmit and receive information.									
1.7 Leadership Development (C): Students will understand the personal qualities that are the basis for developing leadership skills. They will demonstrate competency by identifying and using leadership skills in a variety of individual and group work situations.									
1.7.1 Communications—select and use modes of communications appropriate to various employee/employer situations.	✓						●	●	
1.7.2 Decision Making—apply a rational decision-making process to solve common business problems in a dynamic environment.	✓							●	●
1.7.3 Ethics—identify ethical considerations in the workplace and demonstrate appropriate behavior in a business setting.	✓			●				●	●

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1.7.4 Motivation—demonstrate self-motivation and use motivation techniques in classroom and small group situations	✓		●	●	●	●	●	●	●
1.7.5 Personal Qualities—describe personal qualities such as integrity, loyalty, honesty and self esteem; discuss their importance in being an effective leader and team member.	✓								●
1.7.6 Planning—identify the steps necessary to produce desired results and effect change.	✓								●