

**Career and Technical Education
Adapted CTE Course Blueprint
of
Essential Standards**

Business, Finance, and IT Education

8710 Business Management

Public Schools of North Carolina
State Board of Education • Department of Public Instruction
Academic Services and Instructional Support
Division of Career and Technical Education
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Adapted CTE Course Blueprint of Essential Standards

Essential standards are big, powerful ideas that are necessary and essential for students to know to be successful in a course. Essential standards identify the appropriate verb and cognitive process intended for the student to accomplish. Essential standards provide value throughout a student's career, in other courses, and translate to the next level of education or world of work.

The essential standards use Revised Bloom's Taxonomy (RBT) category verbs (remember, understand, apply, analyze, evaluate, create) that reflect the overall intended cognitive outcome of the indicators. Each essential standard and indicator reflects the intended level of learning through two dimensions; The Knowledge Dimension is represented with letters A-C, and the Cognitive Process Dimension by numbers 1-6.

This document will help teachers plan for curriculum delivery for the course, prepare daily lesson plans, and construct valid formative, benchmark, and summative assessments. Assessment for this course is written at the level of the **ESSENTIAL STANDARD** and assesses the intended outcome of the sum of its indicators. Curriculum provider is MBA Research & Curriculum Center.

For additional information about this blueprint, contact the Division of Career and Technical Education, North Carolina Department of Public Instruction, 6361 Mail Service Center, Raleigh, North Carolina 27699-6361.

Reference: Anderson, Lorin W. (Ed.), Krathwohl, David R. (Ed.), et al., *A Taxonomy for Learning, Teaching, and Assessing: A Revision of Bloom's Taxonomy of Educational Objectives*, Addison Wesley Longman, Inc., New York, 2001.

Interpretation of Columns on the NCDPI Adapted CTE Course Blueprint

No.	1	2	3	4
Heading	Essential Std #	Unit Titles, Essential Standards, and Indicators	Course Weight	RBT Designation
Column information	Unique course identifier and essential standard number.	Statements of unit titles, essential standards per unit, and specific indicators per essential standard. If applicable, includes % for each indicator.	Shows the relative importance of each unit and essential standard. Course weight is used to help determine the percentage of total class time to be spent on each essential standard.	Classification of outcome behavior in essential standards and indicators in Dimensions according to the Revised Bloom's Taxonomy. Cognitive Process Dimension: 1 Remember 2 Understand 3 Apply 4 Analyze 5 Evaluate 6 Create Knowledge Dimension: A Factual Knowledge B Conceptual Knowledge C Procedural Knowledge

Career and Technical Education conducts all activities and procedures without regard to race, color, creed, national origin, gender, or disability. The responsibility to adhere to safety standards and best professional practices is the duty of the practitioners, teachers, students, and/or others who apply the contents of this document.

Career and Technical Student Organizations (CTSO) are an integral part of this curriculum. CTOS are strategies used to teach course content, develop leadership, citizenship, responsibility, and proficiencies related to workplace needs.

**Adapted CTE Course Blueprint of Essential Standards for
8710 BUSINESS MANAGEMENT**
(Recommended hours of instruction: 135-180)

Essential Std #	Units, Essential Standards, and Indicators (The Learner will be able to:)	Course Weight	RBT Designation
1	2	3	4
	Total Course Weight	100%	
1.00	Understand communication skills, strategic management, emotional intelligence, and professional development	6%	B2
	1.01 Read to acquire meaning from written material and to apply the information to a task. 1.02 Recognize management's role to understand its contribution to business success. 1.03 Apply ethics to demonstrate trustworthiness. 1.04 Understand and follow company rules and regulations to maintain employment. 1.05 Utilize planning tools to guide organization's/department's activities.		
2.00	Understand operations, economics, and professional development	18%	B2
	2.01 Maintain work flow to enhance productivity. 2.02 Acquire knowledge of the impact of government on business activities to make informed economic decisions. 2.03 Analyze cost/profit relationships to guide business decision-making. 2.04 Understand economic indicators to recognize economic trends and conditions. 2.05 Understand and follow company rules and regulations to maintain employment. 2.06 Utilize critical-thinking skills to determine best options/outcomes. 2.07 Determine global trade's impact on business decision-making.		
3.00	Understand communication skills, strategic management, human resource management, and professional development	7%	B2
	3.01 Write internal and external business correspondence to convey and obtain information effectively. 3.02 Recognize management's role to understand its contribution to business success. (FOUNDATION) 3.03 Manage staff growth and development to increase productivity and employee satisfaction. 3.04 Implement organizational skills to facilitate others' work efforts. 3.05 Achieve organizational goals to contribute to company growth.		
4.00	Understand knowledge management, communication skills, and operations	7%	B2
	4.01 Acquire a foundational understanding of knowledge management to understand its nature and scope. 4.02 Use knowledge management strategies to improve the performance and competitive advantage of an organization. 4.03 Write internal and external business correspondence to convey and obtain information effectively. (FOUNDATION)		

5.00	Understand operations and human resource management	20%	B2
	<p>5.01 Understand operation's role and function in business to value its contribution to a company.</p> <p>5.02 Implement purchasing activities to obtain business supplies, equipment, and services.</p> <p>5.03 Apply ethics to demonstrate trustworthiness.</p> <p>5.04 Understand the role and function of human resources management to obtain a foundational knowledge of its nature and scope.</p> <p>5.05 Recognize management's role to understand its contribution to business success. (FOUNDATION)</p>		
6.00	Understand customer relations, professional development, and marketing	20%	B2
	<p>6.01 Foster positive relationships with customers to enhance company image.</p> <p>6.02 Write internal and external business correspondence to convey and obtain information effectively. (FOUNDATION)</p> <p>6.03 Resolve conflicts with/for customers to encourage repeat business.</p> <p>6.04 Utilize critical-thinking skills to determine best options/outcomes. (FOUNDATION)</p> <p>6.05 Reinforce company's image to exhibit the company's brand promise.</p> <p>6.06 Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.</p> <p>6.07 Understand the nature of customer relationship management to show its contributions to a company.</p> <p>6.08 Utilize technology to facilitate customer relationship management.</p> <p>6.09 Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p>6.10 Recognize management's role to understand its contribution to business success. (FOUNDATION)</p>		
7.00	Understand financial analysis	7%	B2
	<p>7.01 Acquire foundational knowledge of accounting to understand its scope and nature.</p> <p>7.02 Implement accounting procedures to track money flow and to determine financial status.</p> <p>7.03 Manage financial resources to ensure solvency.</p> <p>7.04 Identify potential business threats and opportunities to protect a business's financial well-being.</p>		
8.00	Understand risk management, quality management, and project management	15%	B2
	<p>8.01 Acquire a foundational understanding of risk management to demonstrate knowledge of its nature and scope.</p> <p>8.02 Understand the role and function of quality management to obtain a foundational knowledge of its nature and scope.</p> <p>8.03 Implement quality-control processes to minimize errors and to expedite workflow.</p> <p>8.04 Utilize project management skills to start, run, and end projects.</p> <p>8.05 Recognize management's role to understand its contribution to business success. (FOUNDATION)</p> <p>8.06 Utilize planning tools to guide organization's/department's activities.</p>		