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| Everett Public School Advanced Business and Marketing Framework | | | | |
| **Course:** Advanced Business and Marketing | | | **Total Framework Hours up to:** 90 | |
| **CIP Code: 521401** | | **Exploratory Preparatory** | **Date Last Modified:** 12/19/2011 | |
| **Career Cluster:** Business Administration | | | **Cluster Pathway:** General Management | |
| **COMPONENTS AND ASSESSMENTS** | | | | |
| **Performance Assessments:** Program of Work | | | | |
| **Leadership Alignment:** Information, Communications and Technology: *Program of Work*  Productivity and Accountability: *Program of Work*  Leadership and Responsibility: *Program of Work* | | | | |
| ***Standards and Competencies*** | | | | |
| **Standard/Unit:** Strategic Management | | | | |
| **Competencies** | | | | **Total Learning Hours for Unit:** 15 |
| * Explain the nature of and develop program of work/action plans (SM:007) (MN) (SM:012) (ON) * Define organizations mission (SM:009) (ON) * Develop organizations goals/objectives (SM:008) (ON) * Conduct an organizational SWOT (SM:010) (ON) * Explain external planning considerations (SM:011) (MN) | | | | |
| ***Aligned Washington State Standards*** | | | | |
| **Communication**  **(National Core Standards)** | Component 1.1: Uses listening and observation skills and strategies to focus attention and interrupt information.  1.1.1 Applies a variety of listening strategies to accommodate the listening situation.  Component 1.2: Understands, analyzes, synthesizes, or evaluates information from a variety of sources.  1.2.1 Evaluates effectiveness of and creates a personal response to visual and auditory information. | | | |
| **Reading**  **(National Core Standards)** | Component 2.1: Demonstrate evidence of reading comprehension.  2.1.5 Apply comprehension monitoring strategies for informational and technical materials, complex narratives, and expositions: synthesize ideas from selections to make predictions and inferences.  2.1.6 Apply comprehension monitoring strategies for informational and technical materials, complex narratives, and expositions: monitor or meaning, create mental images, and generate and answer questions.  2.1.7 Apply comprehension monitoring strategies for informational and technical materials, complex narratives, and expositions: determine importance and summarize the text.  Component 2.2: Understand and apply knowledge of text components to comprehend text.  2.2.2 Apply understanding of complex organizational features of printed text and electronic sources.  Component 2.3: Expand comprehension by analyzing, interpreting, and synthesizing information and ideas in literary and informational text.  2.3.4 Synthesize information from a variety of sources.  Component 2.4: Think critically and analyze author’s use of language, style, purpose, and perspective in informational and literary text.  2.4.5 Analyze text to generalize, express insight, or respond by connecting to other texts or situations.  2.4.6 Analyze and evaluate the presentation and development of ideas and concepts within, among, and beyond multiple texts or situations.  Component 3.1: Read to learn new information.  3.1.1 Analyze web-based and other resource materials (including primary sources and secondary sources) for relevance in answering research questions. | | | |
| **Writing**  **(National Core Standards)** | Component 1.5: Publishes text to share with audience.  1.5.1 Publishes in formats that are appropriate for specific audiences and purposes. | | | |

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| **COMPONENTS AND ASSESSMENTS** | | |
| **Performance Assessments:** DECA Written/Chapter Events | | |
| **Leadership Alignment:** Creativity and Innovation*: DECA Written/Chapter Events*  Critical Thinking and Problem Solving: *DECA Written/Chapter Events*  Communication and Collaboration: *DECA Written/Chapter Events*  Initiative and Self-Direction: *DECA Written/Chapter Events*  Social and Cross-Cultural: *DECA Written/Chapter Events* | | |
| ***Standards and Competencies*** | | |
| **Standard/Unit:** Project Management | | |
| **Competencies** | | **Total Learning Hours for Unit:** 30 |
| * Explain the nature of project management and standard project-management processes (OP:158) (SP) * Effectively apply time-management skills (PD:019) (SP) * Identify resources needed for project (OP:003) (SP) * Develop and implement project plan and evaluate project results (OP:001) (OP:159) (SP) * Apply project-management tools and processes to monitor project progress (OP:002) (SP) * Coordinate schedules and activities to achieve project goals (SP) * Delegate, manage and coordinate efforts of cross-functional teams to achieve project goals (HR:387) (SU) | | |
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| **COMPONENTS AND ASSESSMENTS** | | |
| **Performance Assessments:** DECA Written/Chapter Events | | |
| **Leadership Alignment:** Information, Communications and Technology: *DECA Written/Chapter Events* | | |
| ***Standards and Competencies*** | | |
| **Standard/Unit:** Finance | | |
| **Competencies** | | **Total Learning Hours for Unit:** 15 |
| * Determine relationships among total revenue, marginal revenue, output, and profit (FI:358) (MN) * Describe the nature of cost/benefit analysis in relation to projects (FI:357) (MN) * Set financial goals (FI:065) (CS) * Estimate, create and monitor operating budgets for planned projects (FI:098) (SU) (FI:326, FI:323) (MN) | | |
| ***Aligned Washington State Standards*** | | |
| **Math**  **(National Core Standards)** | M1.1. Core Content: Solving problems  M1.1.A Select and justify functions and equations to model and solve problems.  M1.1.B Solve problems that can be represented by linear functions, equations, and inequalities.  M1.1.D Solve problems that can be represented by exponential functions and equations.  M1.5. Core Content: Data and distributions  M1.5.A Use and evaluate the accuracy of summary statistics to describe and compare data sets.  M1.5.C Make valid inferences and draw conclusions based on data.  M2.6. Core Processes: Reasoning, problem solving, and communication  M2.6.A Analyze a problem situation and represent it mathematically.  M2.6.B Select and apply strategies to solve problems. | |
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| **COMPONENTS AND ASSESSMENTS** | | |
| **Performance Assessments:** DECA Written/Chapter Events | | |
| **Leadership Alignment:** Media Literacy: *DECA Written/Chapter Events* | | |
| ***Standards and Competencies*** | | |
| **Standard/Unit:** Promotion | | |
| **Competencies** | | **Total Learning Hours for Unit:** 20 |
| * Identify the elements and coordinate the activities of the promotional mix (PR:003, PR:07) (SP) * Explain and appropriately select types of advertising media (PR:00) (SP) * Design a promotional plan (PR:073) (SP) * Determine the use of technology in the promotion function (PR:100) (SP) * Discuss considerations in using mobile technology for promotional activities (NF:097) (SP) * Discuss internal and external audiences for public-relations activities (PR:253) (SP) * Create and plan appropriate public-relations activities (PR:252) (SP) | | |
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| **COMPONENTS AND ASSESSMENTS** | | | | | |
| **Performance Assessments:** DECA Written/Chapter Events Presentation | | | | | |
| **Leadership Alignment:** Communication and Collaboration: *DECA Written/Chapter Events*  Information, Communications and Technology: *DECA Written/Chapter Events* | | | | | |
| ***Standards and Competencies*** | | | | | |
| **Standard/Unit:** Communication Skills | | | | | |
| **Competencies** | | | | | **Total Learning Hours for Unit:** 10 |
| * Employ effective verbal communications using appropriate styles for target audience (CO:147) (PQ) (CO:084) (CS) * Design and demonstrate an effective oral presentation using visual aids (CO:025) (SP) (CO:087) (CS) * Provide legitimate responses to inquiries (CO:060) (PQ) * Participate in group discussions (CO:053) (CS) * Utilize appropriate formats for professional informational and persuasive communications/correspondence (CO:016, CO:031, CO:039, CO:088, CO:090, CO:133) (CS) * Prepare, edit and revise complex written reports, proposals and executive summaries consistent with professional standards (CO:009, CO:062) (MN) (CO:091) (SP) (CO:089) (CS) | | | | | |
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| ***21st Century Skills*** | | | | |
| Check those that students will demonstrate in this course: | | | | |
| **LEARNING & INNOVATION**  **Creativity and Innovation**  Think Creatively  Work Creatively with Others  Implement Innovations  **Critical Thinking and Problem Solving**  Reason Effectively  Use Systems Thinking  Make Judgments and Decisions  Solve Problems  **Communication and Collaboration**  Communicate Clearly  Collaborate with Others | | **INFORMATION, MEDIA & TECHNOLOGY SKILLS**  **Information Literacy**  Access and /evaluate Information  Use and Manage Information  **Media Literacy**  Analyze Media  Create Media Products  **Information, Communications and Technology  (ICT Literacy)**  Apply Technology Effectively | **LIFE & CAREER SKILLS**  **Flexibility and Adaptability**  Adapt to Change  Be Flexible  **Initiative and Self-Direction**  Manage Goals and Time  Work Independently  Be Self-Directed Learners  **Social and Cross-Cultural**  Interact Effectively with Others  Work Effectively in Diverse Teams  **Productivity and Accountability**  Manage Projects  Produce Results  **Leadership and Responsibility**  Guide and Lead Others  Be Responsible to Others | |