

# 21st Century Skills Program Area Standards Chart

	Intro to Marketing	Fashion/Sports	Advanced	Store
<b>Think Creatively</b>				
1.A.1 Use a wide range of idea creation techniques (such as brainstorming)	X	X	X	X
1.A.2 Create new and worthwhile ideas (both incremental and radical concepts)	X	X	X	X
1.A.3 Elaborate, refine, analyze and evaluate their own ideas in order to improve and maximize creative efforts	X	X	X	X
<b>Work Creatively with Others</b>				
1.B.1 Develop, implement and communicate new ideas to others effectively	X	X	X	X
1.B.2 Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work	X	X	X	X
1.B.3 Demonstrate originality and inventiveness in work and understand the real world limits to adopting new ideas	X	X	X	X
1.B.4 View failure as an opportunity to learn; understand that creativity and innovation is a long-term, cyclical process of small successes and frequent mistakes			X	X
<b>Implement Innovations</b>				
1.C.1 Act on creative ideas to make a tangible and useful contribution to the field in which the innovation will occur			X	X
<b>Reason Effectively</b>				
2.A.1 Use various types of reasoning (inductive, deductive, etc.) as appropriate to the situation	X	X	X	X
<b>Use Systems Thinking</b>				

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2.B.1 Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems			X	X
<b>Make Judgements and Decisions</b>				
2.C.1 Effectively analyze and evaluate evidence, arguments, claims and beliefs	X	X	X	X
2.C.2 Analyze and evaluate major alternative points of view	X	X	X	X
2.C.3 Synthesize and make connections between information and arguments	X	X	X	X
2.C.4 Interpret information and draw conclusions based on the best analysis	X	X	X	X
2.C.5 Reflect critically on learning experiences and processes	X	X	X	X
<b>Solve Problems</b>				
2.D.1 Solve different kinds of non-familiar problems in both conventional and innovative ways	X	X	X	X
2.D.2 Identify and ask significant questions that clarify various points of view and lead to better solutions	X	X	X	X
<b>Communicate Clearly</b>				
3.A.1 Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts	X	X	X	X
3.A.2 Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions	X	X	X	X
3.A.3 Use communication for a range of purposes (e.g. to inform, instruct, motivate and persuade)	X	X	X	X
3.A.4 Utilize multiple media and technologies, and know how to judge their effectiveness a priori as well as assess their impact	X	X	X	X

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3.A.5 Communicate effectively in diverse environments (including multi-lingual)	X	X	X	X
<b>Collaborate with Others</b>				
3.B.1 Demonstrate ability to work effectively and respectfully with diverse teams	X	X	X	X
3.B.2 Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal	X	X	X	X
3.B.3 Assume shared responsibility for collaborative work, and value the individual contributions made by each team member	X	X	X	X
<b>Access and Evaluate Information</b>				
4.A.1 Access information efficiently (time) and effectively (sources)	X	X	X	X
4.A.2 Evaluate information critically and competently	X	X	X	X
<b>Use and Manage Information</b>				
4.B.1 Use information accurately and creatively for the issue or problem at hand	X	X	X	X
4.B.2 Manage the flow of information from a wide variety of sources			X	X
4.B.3 Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of information			X	X
<b>Analyze Media</b>				
5.A.1 Understand both how and why media messages are constructed, and for what purposes		X	X	
5.A.2 Examine how individuals interpret messages differently, how values and points of view are included or excluded, and how media can influence beliefs and behaviors			X	X
5.A.3 Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of media		X	X	

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<b>Create Media Products</b>				
5.B.1 Understand and utilize the most appropriate media creation tools, characteristics and conventions		X	X	X
5.B.2 Understand and effectively utilize the most appropriate expressions and interpretations in diverse, multi-cultural environments behaviors		X	X	X
<b>Apply Technology Effectively</b>				
6.A.1 Use technology as a tool to research, organize, evaluate and communicate information	X	X	X	X
6.A.2 Use digital technologies (computers, PDAs, media players, GPS, etc.), communication/networking tools and social networks appropriately to access, manage, integrate, evaluate and create information to successfully function in a knowledge economy	X	X	X	X
6.A.3 Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of information technologies			X	X
<b>Adapt to Change</b>				
7.A.1 Adapt to varied roles, jobs responsibilities, schedules and contexts			X	X
7.A.2 Work effectively in a climate of ambiguity and changing priorities			X	X
<b>Be Flexible</b>				
7.B.1 Incorporate feedback effectively	X		X	X
7.B.2 Deal positively with praise, setbacks and criticism	X	X	X	X
7.B.3 Understand, negotiate and balance diverse views and beliefs to reach workable solutions, particularly in multi-cultural environments	X	X	X	X
<b>Manage Goals and Time</b>				

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8.A.1 Set goals with tangible and intangible success criteria	X	X	X	X
8.A.2 Balance tactical (short-term) and strategic (long-term) goals	X	X	X	X
8.A.3 Utilize time and manage workload efficiently	X	X	X	X
<b>Works Independently</b>				
8.B.1 Monitor, define, prioritize and complete tasks without direct oversight	X	X	X	X
<b>Be Self-Directed Learners</b>				
8.C.1 Go beyond basic mastery of skills and/or curriculum to explore and expand one's own learning and opportunities to gain expertise			X	
8.C.2 Demonstrate initiative to advance skill levels towards a professional level			X	
8.C.3 Demonstrate commitment to learning as a lifelong process			X	
8.C.4 Reflect critically on past experiences in order to inform future progress			X	
<b>Interact Effectively with Others</b>				
9.A.1 Know when it is appropriate to listen and when to speak	X	X	X	X
9.A.2 Conduct themselves in a respectable, professional manner	X	X	X	X
<b>Work Effectively in Diverse Teams</b>				
9.B.1 Respect cultural differences and work effectively with people from a range of social and cultural backgrounds	X	X	X	X
9.B.2 Respond open-mindedly to different ideas and values	X	X	X	X
9.B.3 Leverage social and cultural differences to create new ideas and increase both innovation and quality of work	X	X	X	X
<b>Manage Projects</b>				

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10.A.1 Set and meet goals, even in the face of obstacles and competing pressures	X	X	X	X
10.A.2 Prioritize, plan and manage work to achieve the intended result	X	X	X	X
<b>Produce Results</b>				
10.B.1 Demonstrate additional attributes associated with producing high quality products including the abilities to:				
10.B.1.a Work positively and ethically	X	X	X	X
10.B.1.b Manage time and projects effectively	X	X	X	X
10.B.1.c Multi-task	X	X	X	X
10.B.1.d Participate actively, as well as be reliable and punctual	X	X	X	X
10.B.1.e Present oneself professionally and with proper etiquette	X	X	X	X
10.B.1.f Collaborate and cooperate effectively with teams	X	X	X	X
10.B.1.g Respect and appreciate team diversity	X	X	X	X
10.B.1.h Be accountable for results	X	X	X	X
<b>Guide and Lead Others</b>				
11.A.1 Use interpersonal and problem-solving skills to influence and guide others toward a goal	X	X	X	X
11.A.2 Leverage strengths of others to accomplish a common goal			X	X
11.A.3 Inspire others to reach their very best via example and selflessness			X	X
11.A.4 Demonstrate integrity and ethical behavior in using influence and power			X	X
<b>Be Responsible to Others</b>				

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11.B.1 Act responsibly with the interests of the larger community in mind			X	X