

**Florida Department of Education
Curriculum Framework**

Program Title: Business Administration
Career Cluster: Business Management and Administration

AS

CIP Number	1552020102
Program Type	College Credit
Standard Length	60 credit hours
CTSO	Phi Beta Lambda, BPA
SOC Codes	11-1021 – General and Operations Managers
CTE Program Resources	http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.stml

Purpose

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Business Management and Administration career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Business Management and Administration career cluster.

The content includes but is not limited to planning, organizing, directing and controlling of a business, with emphasis on selected theories of management and decision making and the knowledge and understanding necessary for managing people and functions. The Business Administration Associate in Science degree program should include the requirements specified in the statewide Articulation Manual.

Specializations: In addition to the professional learning outcomes, students are to complete the outcomes in one of the following specializations:

- Accounting/Budgeting Operations Management - SOC Code 11-3061 (Purchasing Managers)
- Banking - SOC Code 11-3031 (Financial Managers)
- Business Development and Entrepreneurship - SOC Code 11-1021 (General and Operations Manager)
- Healthcare Administration - SOC Code 31-9099 (Health Care Support Workers, All Other)
- Human Resources - SOC Code 11-3131 (Training and Development Managers)
- Insurance - SOC Code 11-3111 (Compensation and Benefits Managers)
- International Business - SOC Code 11-2011 (Advertising and Promotion Managers)
- Management - SOC Code 11-9199 (Managers, All other)
- Marketing - SOC Code 11-2021 (Marketing Managers)
- Real Estate - SOC Code 11-9141 (Property, Real Estate, and Community Association Managers)
- Small Business Management - SOC Code 11-3011 (Administrative Services Managers)

Additional Information relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

Program Structure

This program is a planned sequence of instruction consisting of 60 credit hours.

Standards

After successfully completing this program, the student will be able to perform the following:

Professional Skills:

- 01.0 Prepare and use financial information about business organizations to support decision making.
- 02.0 Manage business information using appropriate software.
- 03.0 Demonstrate effective business communication skills.
- 04.0 Describe the significance of legal and ethical issues in a business environment.
- 05.0 Develop human resources skills.
- 06.0 Demonstrate employability skills.
- 07.0 Prepare or develop strategic or organizational skills.
- 08.0 Identify, classify and demonstrate management activities.
- 09.0 Participate in a capstone project.

In addition to the professional learning outcomes, students are to complete outcomes in one of the following specializations:

Accounting/Budgeting Operations Specialization:

- 10.0 Demonstrate knowledge of accounting/budgeting operations.

Banking Specialization:

- 10.0 Understand terminology unique to the banking industry.
- 11.0 Demonstrate knowledge of basic functions of banking institutions.
- 12.0 Utilize effective cross selling techniques and procedures for financial services.
- 13.0 Demonstrate knowledge of the history, growth and structure of the banking industry.
- 14.0 Demonstrate basic skills for performing functions of entry level positions in banking institutions.
- 15.0 Demonstrate security procedures and detection of fraud.
- 16.0 Demonstrate proficiency in money and banking.
- 17.0 Demonstrate proficiency in banking management principles.
- 18.0 Demonstrate proficiency in economic principles.

Business Development and Entrepreneurship Specialization:

- 10.0 Demonstrate knowledge of basic marketing principles.
- 11.0 Demonstrate knowledge of small business management functions.
- 12.0 Plan the marketing strategy and promote the business.
- 13.0 Utilize effective selling techniques and procedures.
- 14.0 Demonstrate knowledge of effective business communication strategies.
- 15.0 Demonstrate an understanding of the foundational principles associated with business development.

16.0 Demonstrate knowledge of international/global business practices.

Healthcare Administration Specialization:

10.0 Demonstrate knowledge of health care administration functions.

Human Resources Specialization:

10.0 Demonstrate knowledge of principles of human resources.

Insurance Specialization:

10.0 Demonstrate knowledge and application of product and service technology.

11.0 Develop appropriate business records for an insurance agency.

12.0 Demonstrate knowledge of employee compensation and benefits plan.

13.0 Develop a successful promotion plan for an insurance agency

International Business Specialization:

10.0 Demonstrate knowledge of international marketing and distribution activities.

11.0 Demonstrate knowledge of international banking and finance activities.

12.0 Demonstrate knowledge of international social and cultural business practices.

13.0 Demonstrate knowledge of international law and economic activities.

Management Specialization:

10.0 Demonstrate knowledge of the principles and practices of management.

11.0 Demonstrate knowledge of essential human relations skills.

12.0 Demonstrate knowledge of the supervisory responsibilities of management.

13.0 Demonstrate knowledge of human resources management.

Marketing Specialization:

10.0 Examine effective selling techniques and procedures.

11.0 Recognize the importance of creativity, innovation, and new product development.

12.0 Summarize marketing mix design and marketing strategy development.

Real Estate Specialization:

10.0 Demonstrate knowledge of real estate principles.

Small Business Management Specialization:

10.0 Demonstrate knowledge of small business management functions.

Florida Department of Education
 Student Performance Standards

Program Title: Business Administration
 CIP Number: 1552020102
 Program Length: 60 credit hours
 SOC Code(s): 11-1021

The AS degree requires the inclusion of a minimum of 15 credits of general education coursework according to SACS, and it must be transferable according to Rule 6A-14.030 (2), F.A.C. At the completion of this program, the student will be able to:	
<u>Professional Skills:</u>	
01.0	Prepare and use financial information about business organizations to support decision making. The student will be able to:
01.01	Demonstrate knowledge of the accounting cycle (including chart of accounts, use of t accounts, journalizing business transactions, preparation of trial balance, adjusting entries, closing entries, and financial statement preparation) (i.e., income statement, statement of retained earnings, cash flow statement, and balance sheet).
01.02	Demonstrate proficiency in cash control procedures (including bank deposits, electronic fund transfers, all credit and debit transactions, bank reconciliations, petty cash, and journal entries related to all relating banking activities).
01.03	Use source documents to prepare and analyze transactions (including invoices, cash receipts, sales slips, credit memos, vendor statements, purchase orders, and packing slips).
01.04	Describe internal control methods and fraud controls.
01.05	Apply judgment in the application of accounting principles in a global marketplace.
01.06	Analyze financial information to make informed business decisions.
01.07	Maintain knowledge of ever-evolving accounting regulations and standards.
02.0	Manage business information using appropriate software. The student will be able to:
02.01	Identify and use the appropriate software in a business environment.
02.02	Demonstrate proficiency in the use of word processing, spreadsheet, and other office software commonly used in business.
02.03	Utilize technology to access, research, analyze, and interpret business information.
03.0	Demonstrate effective business communication skills. The student will be able to:
03.01	Select and employ appropriate communication concepts and strategies to enhance oral and written communication in the workplace. Give, follow and interpret oral and written communications.
03.02	Use interpersonal communication skills to facilitate effective interactions to work collaboratively.

03.03	Exhibit public relations skills that aid in achieving customer satisfaction.
03.04	Demonstrate effective teamwork skills. Participate in a group discussion as a member and leader.
03.05	Develop the ability to withstand conflict and resolve it when dealing with difficult people.
03.06	Discuss the need to use appropriate tone and professional demeanor in business communications, including e-mails, correspondence, conference calls, and conversation. Demonstrate effective listening skills.
03.07	Compose business correspondence and related documents and demonstrate correct spelling, grammar, punctuation and word choice.
03.08	Prepare, outline and deliver an effective oral presentation. Prepare and use visual material, including slide presentation software.
03.09	Research and interpret information retrieved from print and electronic resources.
03.10	Research and compose a document containing statistical information.
03.11	Demonstrate ability to communicate effectively with diverse populations.
04.0	Describe the significance of legal and ethical issues in a business environment. The student will be able to:
04.01	Describe the basic features of a contract.
04.02	Describe the features of negotiable instruments.
04.03	Define intellectual property rights.
04.04	Identify the appropriate use of employer property.
04.05	Describe the role of confidentiality in business.
04.06	Identify the importance of making decisions that are based on ethical reasoning and describe the personal and long term consequences of unethical choices in the workplace.
04.07	Use ethical reasoning and judgment and act in accordance with legal responsibilities.
04.08	Demonstrate conflict resolution skills.
04.09	Recognize different personality styles and how to interact effectively with them in the workplace.
04.10	Discuss how values and attitudes influence behavior.
04.11	Demonstrate knowledge of legal and privacy issues regarding e-mail, voice mail, internet, telephone, and other communication methods.
05.0	Develop human resources skills. The student will be able to:
05.01	Identify the role and function of human resources in the business environment.
05.02	Describe and conduct a job analysis.

05.03	Identify the role, principles and functions of recruitment and staffing.
05.04	Describe the recruitment and staffing process.
05.05	Demonstrate effective interview methods.
05.06	Identify methods of new employee orientation and training.
05.07	Identify the components of compensation and benefits plans.
05.08	Describe the legal issues associated with compensation and benefits plans.
05.09	Describe the administration of employer compensation and benefits plans.
05.10	Describe the provisions of the Civil Rights Acts and Equal Employment Opportunity Commission (EEOC), as they apply human resources functions.
05.11	Identify methods to protect organizations from potential negative legal actions.
06.0	Demonstrate employability skills. The student will be able to:
06.01	Identify sources of employment opportunities.
06.02	Describe the job search process.
06.03	Complete a resume and a cover letter.
06.04	Complete an electronic job application form correctly.
06.05	Prepare a resume for electronic distribution.
06.06	Demonstrate effective job interview techniques and identify different types of interviews.
06.07	Prepare a thank you note for an interview.
06.08	Identify and demonstrate appropriate responses to feedback from supervisors.
06.09	Identify and demonstrate acceptable work habits.
06.10	Describe the importance of an employee's ability to be flexible in the workplace.
06.11	Demonstrate effective time management skills.
06.12	Identify methods for securing an employment reference.
07.0	Prepare or develop strategic or organizational skills. The student will be able to:
07.01	Define effective leadership and identify key leadership behaviors.

07.02	Compare different styles of leadership.
07.03	Examine ways effective leaders develop, coach, and motivate.
07.04	Define organization vision and mission.
07.05	Identify characteristics of effective goals.
07.06	Describe personal leadership style.
07.07	Explain how effective leaders identify problems and make decisions.
07.08	Compare different styles of managing conflict.
07.09	Choose appropriate action in situations requiring application of business ethics.
07.10	Identify ways to assign work to others.
07.11	Apply steps in effective decision making process to a business situation.
08.0	Identify, classify, and demonstrate management activities. The student will be able to:
08.01	Describe the components of management, including: human resources, operations, strategic, marketing, financial, information technology and their impact on an organization's ability to achieve their goals.
08.02	Identify how an organization's management policy is formulated in large and small organizations. Describe how an organization's mission and vision affect the formation of policy.
08.03	Describe management's primary function in a for-profit organization as the satisfaction of its shareholders in the achievement of a profit. Identify the goals of non-profit and public administration organizations in supporting the goals and mission of those organizations. Describe how an organization's policy impacts management's decisions.
08.04	Describe basic management roles, including interpersonal, informational and decision-making.
08.05	Discuss political, conceptual, interpersonal, and diagnostic skills required in management.
08.06	Identify how a business's strategy is formulated to achieve organizational objectives, including use by management in planning, organizing, staffing, and directing organizational goals.
08.07	Describe the value and application of data to management decision making.
08.08	Describe how marketing and innovation are significant contributions to successful management.
08.09	Identify a variety of organizational cultures and their impact on communication.
09.0	Participate in a capstone project. The student will be able to:
09.01	Demonstrate the ability to identify and solve problems.
09.02	Successfully work as a member of a team.

09.03	Research and develop a business or business unit.
09.04	Demonstrate adaptive self- management skills.
09.05	Prepare a project outline that includes a step-by-step series of procedures resulting in a strategic plan for operating a business or business unit.
09.06	Manage time according to a plan.
09.07	Plan, organize and carry out a project plan.
09.08	Demonstrate good time management skills.
09.09	Demonstrate appropriate technical content related to the project.
09.10	Research content related to the project and document the results.
09.11	Use presentation skills, and appropriate media to describe the progress, results and outcomes of the experience.
<u>Accounting/Budgeting Operations Specialization:</u>	
10.0	Demonstrate knowledge of accounting/budgeting operations. The student will be able to:
10.01	Demonstrate an understanding of profit vs. not-for-profit accounting.
10.02	Demonstrate an understanding of available and appropriate technology for accounting applications.
10.03	Interpret and analyze income statement, owner's equity statement, and cash flow statement.
10.04	Understand significant and specific problems in the area of accounts receivable.
10.05	Prepare a profit analysis.
10.06	Interpret profit analysis and its impact on an organization.
10.07	Describe differences in planning for operating expenditures and capital expenditures.
10.08	Describe the principles related to pricing decisions.
10.09	Demonstrate the application of pricing decisions.
10.10	Demonstrate an understanding of tax implications.
<u>Banking Specialization:</u>	
10.0	Understand terminology unique to the banking industry. The student will be able to:
10.01	Understand and use terminology as it applies to the banking industry.

10.02	Know how to communicate with a customer in layman's language.
11.0	Demonstrate knowledge of basic functions of banking institutions. The student will be able to:
11.01	Name the three basic functions of a financial institution.
11.02	Explain the most important function of the three and why they are co-dependent.
11.03	Discuss which departments and employees are responsible for the different functions.
12.0	Utilize effective cross selling techniques and procedures for financial services. The student will be able to:
12.01	Identify opportunities for cross selling.
12.02	Demonstrate how to sell other financial services.
12.03	Demonstrate knowledge of all services offered by financial institutions.
12.04	Explain the importance and demonstrate the procedures of cross selling.
13.0	Demonstrate knowledge of the history, growth and structure of the banking industry. The student will be able to:
13.01	Demonstrate knowledge of the evolution of American banking institutions.
13.02	Identify major acts and important regulations resulting from the growth and changes in banking institutions.
13.03	Explain the similarities and differences in the banking institutions and other businesses that offer banking services.
13.04	Explain the effects of deregulation.
14.0	Demonstrate basic skills for performing functions of entry level positions in banking institutions. The student will be able to:
14.01	Demonstrate counting and strapping of coin and currency.
14.02	Demonstrate use of a teller machine.
14.03	Explain the types of endorsements and why they are important.
14.04	Explain basic teller functions--cashing checks, accepting straight deposits and split deposits, and handling of cash.
14.05	Demonstrate knowledge of balancing a cash drawer.
14.06	Know how to detect counterfeit currency and the procedure for reporting it.
14.07	Explain other special services such as issue Cashier's Checks, issuing and redeeming Savings Bonds, Money Orders, Traveler's Checks, Bank Drafts, payments and cash advances on charge cards.
14.08	Balance a customer's checkbook, detecting customer and/or bank errors.

14.09	Locate information on a customer's account and explain what information is to be given over the phone and to whom it can be given.
14.10	Explain the routing system for payment of a check.
14.11	Explain the functions and purpose of the Federal Reserve System.
14.12	Demonstrate how to place a stop payment and hold on customer's account.
14.13	Demonstrate procedure for opening new accounts.
14.14	Demonstrate procedure for closing accounts.
14.15	Perform the steps necessary for issuing a safe deposit box.
14.16	State bank policies and state regulations regarding safe deposit boxes.
14.17	Explain procedures for granting access to a safe deposit box.
14.18	Explain proof functions.
14.19	Identify and process documentation required on different types of loans.
14.20	Demonstrate how to properly complete a credit application and a financial statement.
14.21	Explain how to establish credit and the importance of having a good credit rating.
14.22	Demonstrate the types of interest and how they are computed.
14.23	Explain the importance of the lending function.
15.0	Demonstrate security procedures and detection of fraud. The student will be able to:
15.01	Demonstrate procedures bank employees would use during and after a robbery.
15.02	Demonstrate security procedures.
15.03	Explain the Currency Transaction Report (CTR).
15.04	Demonstrate security precautions and methods used to deter bank fraud.
16.0	Demonstrate proficiency in money and banking. The student will be able to:
16.01	Compare banks and thrifts.
16.02	Demonstrate knowledge of commercial banking.
16.03	Explain current trends in financial services deregulation and diversified financial services.

16.04	Differentiate among corporation and other forms of business.
16.05	Understand the details of a corporate charter and bylaws.
16.06	Comprehend the financial details of means of acquiring capital and subsequent equity and debt functions.
16.07	Exhibit knowledge of securities markets and SEC regulations.
16.08	Demonstrate knowledge about business failure, reorganization, dissolutions, and liquidation.
16.09	Explain the purpose of statement analysis.
16.10	Define and explain items in a financial statement.
16.11	Demonstrate the ability to analyze financial statement.
17.0	Demonstrate proficiency in banking management principles. The student will be able to:
17.01	Explain line of credit, compensating balance, interest rates.
17.02	Enumerate sources of credit information.
17.03	Demonstrate knowledge of different types of loans.
18.0	Demonstrate proficiency in economic principles. The student will be able to:
18.01	Demonstrate knowledge of how the Federal Reserve System operates.
18.02	Comprehend the documents and language of financial institutions.
18.03	Explain production, consumption, GNP and business cycles.
18.04	Understand the Federal Reserve System and commercial bank interrelationships.
<u>Business Development and Entrepreneurship Specialization:</u>	
10.0	Demonstrate knowledge of basic marketing principles. The student will be able to:
10.01	Explain the role of marketing in the free enterprise system.
10.02	List and compare the three major types of economic systems.
10.03	Describe the channels of distribution and storage.
10.04	Identify and discuss economic resources.
10.05	Discuss the role of the consumer in the free enterprise system.

10.06	Define the concept "supply and demand".
10.07	Identify and define the functions of marketing.
10.08	Identify and define the four types of product utility.
10.09	Identify and explain the elements in the marketing mix (price, product, promotion, and place).
10.10	Differentiate between the basic categories of consumer goods (i.e. convenience goods, shopping goods, and specialty goods).
10.11	Name current trends that have developed in retailing and merchandising.
11.0	Demonstrate knowledge of small business management functions. The student will be able to:
11.01	Demonstrate an understanding of principles of small business management concerning business entities, planning, and ethics.
11.02	Demonstrate an understanding of the principles and systems of accounting in a small business.
11.03	Demonstrate an understanding of the principles of budgeting and break-even analysis as they apply to the financial management of the small business.
11.04	Demonstrate an understanding of principles of financing and cash management in the small business.
11.05	Demonstrate an understanding of the fundamentals of advertising and marketing products and services in the small business.
11.06	Demonstrate an understanding of the purchasing and management of needed inventories, materials, supplies, services, and equipment of the right quality, in the proper quantity, for reasonable prices, at the appropriate time, from the right vendor or supplier.
11.07	Demonstrate an understanding of basic management functions of leadership, organizing, staffing, and motivating the small business work team.
11.08	Conduct basic market research and develop a marketing plan for a small business.
11.09	Demonstrate an understanding of the components of monitoring costs, job order cost cycle, purchasing materials, inventory, and payroll in job order cost accounting.
11.10	Demonstrate an understanding of fundamental legal and government regulation issues facing small business owners.
11.11	Identify issues and sources of assistance regarding risk management, insurance, taxation, and business law.
11.12	Demonstrate an understanding of the process of creating and managing a labor relations program in a small business.
11.13	Demonstrate an understanding of e-Business.
11.14	Evaluate the advantages and disadvantages of the three major forms of business ownership (sole proprietorship, partnership, and corporation).
12.0	Plan the marketing strategy and promote the business. The student will be able to:
12.01	Create a promotional plan.

12.02	Describe the techniques for sales and promotion.
12.03	Analyze competitive promotional activities.
12.04	Evaluate promotional effectiveness.
12.05	Develop and modify marketing mixes for a business.
12.06	Identify target markets.
12.07	Evaluate marketing activities.
12.08	Demonstrate knowledge of push/pull strategies.
12.09	Demonstrate knowledge of direct marketing, including e-Business.
12.10	Demonstrate knowledge of advertising media and the advantages and disadvantages of each.
13.0	Utilize effective selling techniques and procedures. The student will be able to:
13.01	Understand your product and market.
13.02	Identify the steps of the selling process.
13.03	Recognize consumer buying motives and buying criteria.
13.04	Identify various types of customers: consumer and industrial.
13.05	Demonstrate an effective sales presentation.
13.06	Observe, evaluate, and critique a sales demonstration.
13.07	Create and maintain a client database.
13.08	Demonstrate an understanding of various types of prospecting tools.
13.09	Develop a written features/benefits analysis sheet for a product.
13.10	Demonstrate an understanding of closing techniques, including trial closes.
14.0	Demonstrate knowledge of effective business communication strategies. The student will be able to:
14.01	Define communication and describe the main purposes of communications in business.
14.02	Discover and describe the various communications theories.
14.03	Distinguish between internal and external communications with an awareness of the importance and consequences for each audience.

14.04	Identify the organizational needs for each of the forms of communication.
14.05	Plan and prepare an oral presentation using technological enhancements.
14.06	Draft various written documents with an emphasis on spelling, organization, grammar, content, style, format, layout, and meaning.
14.07	Use successful career building skills such as collaborative teamwork, ethical conduct, business etiquette, and resolution of conflict in the work environment.
14.08	Effectively communicate by phone in different situations and under different stress factors.
14.09	Participate in a simulated employment interview using a prepared resume, cover letter, and the follow-up written documentation.
15.0	Demonstrate an understanding of the foundational principles associated with business development. The student will be able to:
15.01	Define entrepreneurship.
15.02	Describe the importance of entrepreneurship to the American economy.
15.03	Analyze the advantages and disadvantages of business ownership.
15.04	Identify the necessary personal characteristics of a successful entrepreneur.
15.05	Explain the nature of entrepreneurship as a method of business ownership.
15.06	Recognize the management, financial, marketing and legal skills necessary to successfully operate and grow an entrepreneurial venture.
15.07	Discuss the global aspects of an entrepreneurial business.
15.08	Explain the concept of, and applications for, social entrepreneurship.
15.09	Identify the forms of business ownership.
15.10	Identify and evaluate the methods of entering into an entrepreneurial venture to include starting a new business, buying an existing business, and operating a franchise.
15.11	Discuss the key elements of a business plan.
15.12	Explore the creative process and describe the protection of intellectual property.
15.13	Differentiate between a “good idea” and a viable business opportunity.
15.14	Analyze the current environment for potential business opportunities.
15.15	Conduct a preliminary market analysis of a business opportunity.
15.16	Discuss the challenges of strategic management and develop a strategic plan for a small business.

16.0	Demonstrate knowledge of international/global business practices. The student will be able to:
16.01	Understand U.S. and International Business practice theory in an interdisciplinary environment.
16.02	Evaluate and revise an existing business plan for adherence to international business practices.
16.03	Conduct business using state-of-the-art technology including business equipment, computers, and telecommunication devices.
16.04	Conduct business in a global environment including importing and exporting issues as well as foreign issues.
16.05	Develop the concept of teamwork in completing daily business tasks as well as team discussions relating to the overall operation and growth of the business.
16.06	Demonstrate critical thinking and problem solving skills within an international business environment.
16.07	Develop the skills necessary to effectively participate in four functions of business, including Marketing/Sales, Purchasing, Human Resources, and Accounting.
<u>Healthcare Administration Specialization:</u>	
10.0	Demonstrate knowledge of health care administration functions. The student will be able to:
10.01	Use terminology unique to the healthcare industry correctly.
10.02	Explain the role of local, state, and federal government in healthcare delivery.
10.03	Examine the role of accreditation standards and payment systems on healthcare delivery.
10.04	Explain the importance of data analysis, quality assurance processes, and assessment methodologies in healthcare administration.
10.05	Recognize administrative and business functions in a healthcare setting.
10.06	Discuss legal and ethical issues in healthcare administration.
<u>Human Resources Specialization:</u>	
10.0	Demonstrate knowledge of principles of human resources. The student will be able to:
10.01	Demonstrate knowledge of the functions of human resources.
10.02	Demonstrate knowledge of the employer's relationship with the Human Resources Department.
10.03	Demonstrate knowledge of the business concepts used in human resources.
10.04	Demonstrate knowledge of recruitment of employees.
10.05	Describe recruitment process.
10.06	Analyze job descriptions and position requirements.

10.07	Identify potential employees as candidates in reviewing applicant materials.
10.08	Demonstrate knowledge of interviewing skills.
10.09	Describe methods of orientation for new employees.
10.10	Describe methods to train new employees.
10.11	Demonstrate ability to interview candidates.
10.12	Describe process for hiring new employees.
10.13	Describe compensation and benefit plans.
10.14	Develop compensation and benefit plans.
10.15	Describe the legal issues associated with compensation and benefit plans.
10.16	Apply legal concepts to compensation and benefit plans.
10.17	Identify the components of the administration of compensation and benefit plans.
10.18	Describe the functions of the administration of compensation and benefit plans.
10.19	Describe principles, concepts and legal considerations for realistic decision situations and confrontations between employees and management.
10.20	Apply principles, concepts and legal considerations to realistic decision situations and confrontations between employees and management.
10.21	Recognize a company with potential human resource problems.
10.22	Take the necessary actions to prevent a potential employee problem from developing.
10.23	Be familiar with laws as they relate to human resource functions.
10.24	Demonstrate knowledge of the provisions of the Civil Rights Acts, EEOC legislation, OSHA, Rights of Women, Elderly, and the Handicapped, as they apply to human resource functions.
10.25	Demonstrate an awareness of Federal and State administrative agencies, their duties and how they affect human resource managers.
10.26	Identify methods to protect the human resource department and company from potential lawsuits.
10.27	Explain how perceptions of compensation differ among society, stockholders, managers and employees.
10.28	Formulate and implement a compensation strategy.
10.29	Examine pay relationships within a single organization.

10.30	Examine external competitiveness.
10.31	Examine amount of pay for each employee, how much and how often should pay be increased and on what basis.
10.32	Demonstrate an understanding of employee benefits and services.
10.33	Demonstrate an understanding of systems that may be tailored for special groups, sales representatives, executives, contract workers, and unions.
10.34	Demonstrate an understanding of global compensation systems.
10.35	Demonstrate an understanding of the government's role in compensation.
10.36	Examine and analyze case studies in human resources.
10.37	Examine the effect of current events on human resources.
10.38	Recommend resolutions to human resource challenges.
10.39	Demonstrate an understanding of the interface between human resource managers and their support staff.
10.40	Demonstrate an understanding of the nature of a human resource manager's job.
10.41	Demonstrate an understanding of the legal implications of the challenges facing human resources.
10.42	Demonstrate knowledge of the legal environment including equal employment opportunity and safety.
10.43	Demonstrate knowledge of the human resource planning process including acquisition and training of human resources.
10.44	Identify criteria for effective performance management systems.
<u>Insurance Specialization:</u>	
10.0	Demonstrate knowledge and application of product and service technology. The student will be able to:
10.01	Explain the terms, conditions, and coverage found in the standard fire policy.
10.02	List and explain the purposes of the forms that can be added to the standard fire policy.
10.03	Understand and discuss the standard clauses found in various fire and allied forms.
10.04	List and explain the various dwelling coverage forms available.
10.05	List and explain the various commercial coverage forms available.
10.06	Understand and discuss the different types of insurance contracts available to cover consequential and contingent losses.
10.07	Understand the procedure followed in the rating of fire and allied lines insurance contracts, and demonstrate this understanding.

10.08	Explain the purpose and scope of the special flood and windstorm programs.
10.09	Understand and discuss the basic inland marine policy.
10.10	List the major personal inland marine coverage and explain the uses and differences.
10.11	List the major commercial inland marine coverage and explain the use and purpose.
10.12	Understand the procedure followed in the rating of inland marine insurance contracts and demonstrate this understanding.
10.13	List and discuss the divisions of ocean marine insurance.
10.14	List and define the implied warranties in ocean marine insurance.
10.15	Explain the liability of an ocean carrier for the property of others.
10.16	List and explain the nature of the insurable interests in an ocean marine venture.
10.17	Define the common ocean marine terms associated with the settlement of losses.
10.18	List and understand the ocean marine perils.
10.19	Explain the purpose of the basic ocean marine clauses.
10.20	Discuss the coverage afforded by the ocean marine policies.
10.21	Understand the procedure followed in the rating of ocean marine contracts and demonstrate this understanding.
10.22	Discuss the principles and application of the law of negligence.
10.23	List and discuss the broad division of general liability insurance.
10.24	Discuss the different personal liability coverage and explain the differences among them.
10.25	Discuss the different commercial liability coverage and explain the application to practical situations.
10.26	Understand the procedure followed in the rating of general liability insurance and demonstrate this understanding.
10.27	Discuss the negligence liability of automobile owners and operators.
10.28	Explain the various automobile liability insurance plans.
10.29	Discuss the different automobile insurance policies and explain the differences among them.
10.30	List and explain the different types of automobile coverage.
10.31	Understand the procedure followed in the rating of automobile insurance and demonstrate this understanding.

10.32	Discuss the purpose and operation of the Florida Joint Underwriters Association (FJUA).
10.33	Explain the Florida Automobile Reparation Reform Act (Personal Injury Protection-PIP).
10.34	Discuss the negligence liability of employers.
10.35	Discuss the coverage, endorsements, conditions and exclusions found in Worker's Compensation policies.
10.36	Understand the workings of the various Worker's Compensation retrospective rating plans and demonstrate this understanding.
10.37	Understand the procedure followed in the rating of Worker's Compensation insurance and demonstrate this understanding.
10.38	Discuss the purpose and operation of the assigned risk plan.
10.39	Discuss the nature of the boiler and machinery hazard.
10.40	List and explain the basic coverage found in boiler and machinery policies.
10.41	Explain the use and purpose of the various boiler and machinery endorsements.
10.42	Discuss the various policy provisions found in boiler and machinery policies.
10.43	Understand the procedure followed in the rating of boiler and machinery insurance and demonstrate this understanding.
10.44	Define the basic crime terms.
10.45	Discuss the different personal crime policies.
10.46	List and discuss the basic and miscellaneous commercial crime coverage forms.
10.47	Explain the purposes, advantages and disadvantages of crime deductibles.
10.48	Demonstrate an understanding of the procedure followed in the rating of crime insurance.
10.49	Discuss the comprehensive glass policy.
10.50	Demonstrate an understanding of the procedure followed in the rating of plate glass insurance.
10.51	Explain the purposes of fidelity bonds.
10.52	Define certain basic terms used in the fidelity field.
10.53	List and discuss the different types of fidelity bonds.
10.54	Demonstrate an understanding of the procedure followed in the rating of fidelity bonds.
10.55	Explain the differences between suretyship and insurance.

10.56	List and identify the parties to a surety bond.
10.57	List and discuss the different types of surety bonds.
10.58	Demonstrate an understanding of the procedure followed in the rating of surety bonds.
10.59	Discuss the development of the Homeowners policy.
10.60	Determine the types of risks that are eligible for the Homeowners program.
10.61	State the limits of liability required under the various Homeowners forms.
10.62	List and discuss the basic Homeowners coverage forms.
10.63	Discuss the various optional Homeowners coverage forms.
10.64	Explain the application of the mandatory Homeowners deductibles and discuss the optional deductibles available.
10.65	Demonstrate an understanding of the procedure followed in the rating of Homeowners contracts.
10.66	Discuss the history and concept of commercial multiple line insurance.
10.67	Define the above coverage risk and explain how this is reflected in the rate.
10.68	List and discuss the advantages of packaging.
10.69	List and discuss the various commercial multiple line programs.
10.70	Understand the procedure followed in the rating of commercial multiple line programs and demonstrate this understanding.
10.71	Explain the requirements necessary to underwrite and sell aviation insurance.
10.72	Explain why life insurance is needed by our society.
10.73	Define the terms used in life insurance.
10.74	Identify and explain the various types of life insurance.
10.75	Explain the basic life insurance policy and its provisions.
10.76	Identify and explain the payment procedures and options for life insurance.
10.77	Explain Florida's rules and regulations relative to life insurance.
10.78	Define health insurance.
10.79	Explain the importance of the health insurance application form.

10.80	Identify and explain the difference between individual and group health insurance.
10.81	Discuss the importance of uniform provisions in a health insurance policy.
11.0	Develop appropriate business records for an insurance agency. The student will be able to:
11.01	Discuss why business firms need good record systems.
11.02	Identify appropriate business records for an insurance agency.
11.03	List reasons why business records should be protected.
11.04	Describe how budgets are used to run business firms efficiently.
11.05	Complete identified business records accurately.
12.0	Demonstrate knowledge of employee compensation and benefits plan. The student will be able to:
12.01	Distinguish between the various types of wage and salary plans.
12.02	Identify reasons why different wages and salaries are paid for different jobs.
12.03	Describe the most common kinds of fringe benefits.
12.04	Explain major provisions of both the Occupational Safety and Health Act and the Social Security Act.
13.0	Develop a successful promotion plan for an insurance agency. The student will be able to:
13.01	Identify the major methods of promotion.
13.02	List the sources of advertising.
13.03	Identify information sources for planning an advertising program.
13.04	Discuss factors involved in managing promotion including cost, timeliness, and legality.
13.05	Explain how understanding the customer can improve personal selling.
13.06	Show how a salesperson can use product knowledge.
13.07	Instruct employees in effective sales techniques.
<u>International Business Specialization:</u>	
10.0	Demonstrate knowledge of international marketing and distribution activities. The student will be able to:
10.01	Explain the international business relationships among countries and regions.

10.02	Identify international resources.
10.03	Prepare international sales and purchase agreements.
10.04	Demonstrate decision making abilities that generate marketing strategies using products, prices, places, and promotions related to international business.
10.05	Determine appropriate means of transportation.
10.06	Determine the cost of transportation.
10.07	Develop procedures for the processing of international documentation.
10.08	Identify the types of international business organizations and their structures.
10.09	Describe the appropriate use of international promotional tools.
10.10	Identify potential customers.
10.11	Identify international business opportunities.
10.12	Demonstrate an understanding of Free Trade Zones as a distribution option.
11.0	Demonstrate knowledge of international banking and finance activities. The student will be able to:
11.01	Determine the appropriate method of payment.
11.02	Describe the process of preparing instruments of international payment.
11.03	Identify sources of financing.
11.04	Prepare a financial application.
11.05	Convert current rates of exchange.
11.06	Describe the nature of barter and counter trade in international transactions.
12.0	Demonstrate knowledge of international social and cultural business practices. The student will be able to:
12.01	Describe international business customs and practices.
12.02	Compare cultural differences.
12.03	Demonstrate an understanding of global geography.
13.0	Demonstrate knowledge of international law and economic activities. The student will be able to:
13.01	Identify requirements necessary to comply with international contracts.

13.02	Identify requirements necessary to comply with international laws and treaties.
13.03	Debate the reasons for and against free trade.
13.04	State the types of trade barriers.
13.05	Explain the trend toward greater mobility of world resources.
13.06	Describe the role of the International Monetary Fund in the International Monetary System.
13.07	Describe the role of United States government agencies in international business.
13.08	Explain the functions of the WTO.
<u>Management Specialization:</u>	
10.0	Demonstrate knowledge of principles and practices of management. The student will be able to:
10.01	Understand the need for management skills in all kinds of organizations.
10.02	Describe the three basic levels of management and types of positions associated with each.
10.03	Discuss management as both an art and a science.
10.04	Discuss different views and examples of the social responsibilities of business.
10.05	Define business ethics, distinguish between ethical and legal problems, and describe common types of ethical issues managers may confront.
10.06	Describe the four basic management functions of planning, organizing, leading, and controlling.
10.07	Identify and distinguish among different types of plans: strategic, operational, and tactical.
10.08	Define an organization's vision and mission.
10.09	Identify and describe various planning activities, including goal setting, budgeting, establishing policies and procedures.
10.10	Describe and give applications of the process of rational decision making.
10.11	Define the organizing function of management and identify various activities associated with this function.
10.12	Define and give examples of coordination, authority, power, responsibility, and accountability, and span of management.
10.13	Describe different types of organizational departmentation.
10.14	Define leadership and distinguish between leadership and management.
10.15	Describe different theories of leadership and key findings from research on leadership styles.

10.16	Discuss different theories of motivation, including Maslow, McClelland, Herzberg, and others.
10.17	Define the process of managerial control.
10.18	Describe various types of control techniques used in the workplace.
11.0	Demonstrate knowledge of essential human relations skills. The student will be able to:
11.01	Discuss the importance of effective human relations skills in organizations.
11.02	Relate concepts including self-esteem, perception, values to job performance.
11.03	Identify and discuss various barriers to communication and specific ways to improve interpersonal and organizational communication.
11.04	Define group dynamics and demonstrate understanding of group issues that affect employee performance.
11.05	Discuss the effects of stress on employees and the organization and ways to effectively manage stress.
12.0	Demonstrate knowledge of the supervisory responsibilities of management. The student will be able to:
12.01	Identify and discuss the unique responsibilities of the first-level supervisor.
12.02	Discuss the issues involved in making the transition from employee to supervisor.
12.03	Identify key supervisory responsibilities, including communicating, leading, motivating, counseling and disciplinary action, budgeting, managing time, union relations, performance evaluation, safety, EEO compliance.
13.0	Demonstrate knowledge of human resources management. The student will be able to:
13.01	Identify typical responsibilities of an organization's human resources department.
13.02	Explain how managers and the human resources function share responsibility.
13.03	Identify important laws regarding discrimination, safety, etc. that are critical to organizations.
<u>Marketing Specialization</u>	
10.0	Examine effective selling techniques and procedures. The student will be able to:
10.01	Utilize essential knowledge and means for acquiring customer, competitor and product/service information.
10.02	Demonstrate selling techniques and procedures for improving customer satisfaction.
10.03	Review selling techniques and procedures for establishing customer relationships.
10.04	Utilize ethical guidelines in the selling process.
10.05	Prepare an effective sales presentation.

11.0	Recognize the importance of creativity, innovation, and new product development. The student will be able to:
11.01	Examine how research and development lead to new products and services.
11.02	Review how businesses implement and expand product lines.
11.03	Recognize how technology affects consumer and business markets.
12.0	Summarize marketing mix design and marketing strategy development. The student will be able to:
12.01	Evaluate each component of the marketing mix for purposes of creating customer value.
12.02	Recognize how the external environment affects the marketing mix.
12.03	Examine the buying decisions of consumers and business markets.
12.04	Explain the major components of the marketing plan.
12.05	Examine trends in international marketing.
<u>Real Estate Specialization</u>	
10.0	Demonstrate knowledge of real estate principles. The student will be able to:
10.01	Describe a real estate market under the price system.
10.02	Explain the major submarkets of real estate.
10.03	Explain the principles of highest and best use of land.
10.04	List and explain at least three factors that influence demand in the real estate market.
10.05	Describe sales associate, broker associate and broker.
10.06	Describe how real estate market indicators assist in interpreting the current trends and conditions of the local market.
10.07	Demonstrate understanding of real estate deeds, taxes and legal descriptions.
10.08	Demonstrate understanding of local zoning and planning.
10.09	Demonstrate understanding of real estate investment analysis.
10.10	Understand different types of loans and financial resources.
10.11	Demonstrate understanding of how land and real estate are appraised.
10.12	Demonstrate understanding of different types of insurance.

10.13	Demonstrate understanding of legal issues in real estate.
10.14	Demonstrate understanding of importance of self-marketing.
10.15	Describe composition and member qualifications of FL Real Estate Commission.
10.16	Distinguish between general and special agent terms.
10.17	Identify broker requirements.
<u>Small Business Management Specialization:</u>	
10.0	Demonstrate knowledge of small business management functions. The student will be able to:
10.01	Demonstrate an understanding of principles of small business management concerning business entities, planning, and ethics.
10.02	Demonstrate an understanding of the principles and systems of accounting in a small business.
10.03	Demonstrate an understanding of the principles of budgeting and break-even analysis as they apply to the financial management of the small business.
10.04	Demonstrate an understanding of principles of financing and cash management in the small business.
10.05	Demonstrate an understanding of the fundamentals of advertising and marketing products and services in the small business.
10.06	Demonstrate an understanding of the purchasing and management of needed inventories, materials, supplies, services, and equipment of the right quality, in the proper quantity, for reasonable prices, at the appropriate time, from the right vendor or supplier.
10.07	Demonstrate an understanding of trends in business communications and electronic technology.
10.08	Demonstrate an understanding of basic management functions of leadership, organizing, staffing, and motivating the small business work team.
10.09	Demonstrate an understanding of the decision-making, evaluation, importance and mechanics of writing a business plan.
10.10	Demonstrate an understanding of the components of monitoring costs, job order cost cycle, purchasing materials, inventory, and payroll in job order cost accounting.
10.11	Demonstrate an understanding of fundamental legal and government regulation issues facing small business owners.
10.12	Demonstrate an understanding of the process of creating and managing a labor relations program in a small business.
10.13	Demonstrate an understanding of e-Business.
10.14	Demonstrate an understanding of productivity management.
10.15	Evaluate the advantages and disadvantages of the three major forms of business ownership (sole proprietorship, partnership, and corporation).
10.16	Understand the issues of family or home-based businesses.

Additional Information

Laboratory Activities

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

Career and Technical Student Organization (CTSO)

Phi Beta Lambda and Business Professionals of America (BPA) are the intercurricular career and technical student organizations providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

Accommodations

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

Certificate Programs

A College Credit Certificate consists of a program of instruction of less than sixty (60) credits of college-level courses, which is part of an AS or AAS degree program and prepares students for entry into employment (Rule 6A-14.030, F.A.C.). This AS degree program includes the following College Credit Certificates:

- Business Development and Entrepreneurship (0552070306) – 25 credit hours
- Business Management (0552070101) – 24 credit hours
- Business Operations (0552020104) – 18 credit hours
- Business Specialist (0552020103) – 12 credit hours
- Human Resources Administrator (0552020105) – 21 credit hours
- Real Estate Specialist (0552020113) – 12 credit hours
- Risk Management and Insurance Management (0552021501) – 24 credit hours
- Risk Management and Insurance Operations (0552021500) – 18 credit hours

Standards for the above certificate programs are contained in separate curriculum frameworks.

Additional Resources

For additional information regarding articulation agreements, Bright Futures Scholarships, Fine Arts/Practical Arts Credit and Equivalent Mathematics and Equally Rigorous Science Courses please refer to:

<http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.stml>.