

Florida Department of Education  
Curriculum Framework

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

CCC	
CIP Number	0552070101
Program Type	College Credit Certificate (CCC)
Program Length	24 credit hours
CTSO	Phi Beta Lambda, BPA
SOC Codes	11-1021 – General and Operations Managers
CTE Program Resources	<a href="http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.stml">http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.stml</a>

**Purpose**

This certificate program is part of the Business Administration AS degree program (1552020102).

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 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 instruction to individuals in the areas of 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.

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

## **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 Demonstrate employability skills.
- 06.0 Prepare or develop strategic or organizational skills.
- 07.0 Identify, classify and demonstrate management activities.

**In addition, students may complete the outcomes in one of the following specializations:**

### **Banking Specialization** – SOC Code 11-3031 (Financial Managers):

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

### **Human Resources Specialization** – SOC Code 11-3131 (Training and Development Managers):

- 08.0 Demonstrate knowledge of principles of human resources.

### **International Business Specialization** – SOC Code 11-2011 (Advertising and Promotion Managers):

- 08.0 Demonstrate knowledge of global marketing and distribution activities.
- 09.0 Demonstrate knowledge of international banking and finance activities.
- 10.0 Demonstrate knowledge of international social and cultural business practices.
- 11.0 Demonstrate knowledge of international law and economic activities.

### **Management Specialization** – SOC Code 11-9199 (Managers, All other):

- 08.0 Demonstrate knowledge of the principles and practices of management.

- 09.0 Demonstrate knowledge of essential human relations skills.
- 10.0 Demonstrate knowledge of the supervisory responsibilities of management.
- 11.0 Demonstrate knowledge of human resources management.

**Small Business Management Specialization** – SOC Code 11-3011 (Administrative Services Managers):

- 08.0 Demonstrate knowledge of small business management functions.

Florida Department of Education  
Student Performance Standards

Program Title: Business Management  
 CIP Number: 0552070101  
 Program Length: 24 credit hours  
 SOC Code(s): 11-1021

**This certificate program is part of the Business Administration AS degree program (1552020102). At the completion of this program, the student will be able to:**

<b>Professional Skills:</b>	
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 manage and resolve conflict.
03.06	Discuss the need to use appropriate tone and professional demeanor in business communications.
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 ethical reasoning and making decisions. Describe the personal and long term consequences of unethical decisions in the workplace.
04.07	Apply ethical reasoning and judgment and act in accordance with legal responsibilities.
04.08	Demonstrate conflict resolution skills.
04.09	Discuss how values and attitudes influence behavior.
04.10	Demonstrate knowledge of legal and privacy issues across all communication methods.
05.0	Demonstrate employability skills. The student will be able to:
05.01	Identify sources of employment opportunities.
05.02	Describe the job search process.

05.03	Prepare an effective resume and cover letter.
05.04	Complete an electronic job application form correctly.
05.05	Prepare a resume for electronic distribution.
05.06	Demonstrate effective job interview techniques and identify different types of interviews.
05.07	Prepare a thank you response for an interview.
05.08	Identify and demonstrate appropriate responses to feedback from supervisors.
05.09	Identify and demonstrate acceptable work habits.
05.10	Describe the importance of an employee's ability to be flexible in the workplace.
05.11	Demonstrate effective time management skills.
05.12	Identify methods for securing an employment reference.
06.0	Prepare and develop strategic and organizational skills. The student will be able to:
06.01	Define effective leadership and identify key leadership behaviors.
06.02	Compare different styles of leadership.
06.03	Examine ways effective leaders develop, coach, and motivate.
06.04	Define organization vision and mission.
06.05	Identify and describe characteristics of effective strategies, goals, and objectives.
06.06	Recognize different personality styles and how to interact effectively with them in the workplace.
06.07	Explain how to effectively identify problems and solutions.
06.08	Explain how effective leaders identify problems and make decisions.
06.09	Compare different styles of managing conflict.
06.10	Choose appropriate action in situations requiring application of business ethics.
06.11	Identify techniques to assign work to others.
06.12	Apply effective decision making processes to business situations.

06.13	Define leadership and distinguish between leadership and management.
07.0	Identify, classify, and demonstrate management activities. The student will be able to:
07.01	Describe the functions of management and their impact on an organization's ability to achieve its goals.
07.02	Describe how an organization's mission and vision affect managements' formation of policy.
07.03	Compare and contrast the formation of management policy in large and small organizations.
07.04	Describe how the functions of management vary between for-profit and non-profit organizations.
07.05	Describe management roles, including interpersonal, informational and decision-making.
07.06	Describe various levels of management and their proportional skills.
07.07	Discuss political, conceptual, interpersonal, technical, and diagnostic skills required in management.
07.08	Identify how a business strategy is formulated to achieve organizational objectives across organizational functions.
07.09	Describe the value and application of data to management decision making.
07.10	Describe how marketing and innovation are significant contributions to successful management.
07.11	Identify the importance of managing culture of diversity in business environments.
<b>In addition, students may complete the outcomes in one of the following specializations:</b>	
<b><u>Banking Specialization:</u></b>	
08.0	Understand terminology unique to the banking industry. The student will be able to:
08.01	Understand and use terminology as it applies to the banking industry.
08.02	Know how to communicate effectively with a customer.
09.0	Demonstrate knowledge of basic functions of banking institutions. The student will be able to:
09.01	Name the three basic functions of a financial institution.
09.02	Explain the most important function of the three and why they are co-dependent.
09.03	Discuss which departments and employees are responsible for the different functions.
10.0	Utilize effective cross selling techniques and procedures for financial services. The student will be able to:

10.01	Identify opportunities for cross selling.
10.02	Demonstrate how to sell other financial services.
10.03	Demonstrate knowledge of all services offered by financial institutions.
10.04	Explain the importance and demonstrate the procedures of cross selling.
11.0	Demonstrate knowledge of the history, growth and structure of the banking industry. The student will be able to:
11.01	Demonstrate knowledge of the evolution of United States banking institutions.
11.02	Identify major acts and important regulations resulting from the growth and changes in banking institutions.
11.03	Explain the similarities and differences in the banking institutions and other businesses that offer banking services.
11.04	Explain the effects of deregulation.
12.0	Demonstrate basic skills for performing functions of entry level positions in banking institutions including digital integration. The student will be able to:
12.01	Demonstrate counting and strapping of coin and currency.
12.02	Demonstrate use of a teller machine.
12.03	Explain the types of endorsements and why they are important.
12.04	Explain teller functions.
12.05	Demonstrate knowledge of balancing a cash drawer.
12.06	Know how to detect counterfeit currency and the procedure for reporting it.
12.07	Explain other special services such as Cashier's Checks, Savings Bonds, Money Orders, Traveler's Checks, Bank Drafts, payments and cash advances on charge cards, and other electronic instrumentation.
12.08	Balance a customer's checkbook, detecting customer and/or bank errors.
12.09	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.
12.10	Explain the routing system for payment of a check.
12.11	Explain the functions and purpose of the Federal Reserve System.
12.12	Demonstrate how to place a stop payment and hold on customer's account.
12.13	Demonstrate procedure for opening new accounts.



12.14	Demonstrate procedure for closing accounts.
12.15	Perform the steps necessary for issuing a safe deposit box.
12.16	State bank policies and state regulations regarding safe deposit boxes.
12.17	Explain procedures for granting access to a safe deposit box.
12.18	Explain proof functions.
12.19	Identify and process documentation required on different types of loans.
12.20	Demonstrate how to properly complete a credit application and a financial statement.
12.21	Explain how to establish credit and the importance of having a good credit rating.
12.22	Demonstrate the types of interest and how they are computed.
12.23	Explain the importance of the lending function.
13.0	Demonstrate security procedures and detection of fraud. The student will be able to:
13.01	Demonstrate procedures bank employees would use during and after a robbery.
13.02	Demonstrate security procedures.
13.03	Explain the Currency Transaction Report (CTR).
13.04	Demonstrate security precautions and methods used to deter bank fraud.
14.0	Demonstrate proficiency in money and banking. The student will be able to:
14.01	Compare financial institutions.
14.02	Demonstrate knowledge of commercial banking.
14.03	Explain current trends in financial services deregulation and diversified financial services.
14.04	Differentiate among corporation and other forms of business.
14.05	Understand the details of a corporate charter and bylaws.
14.06	Comprehend the financial details of means of acquiring capital and subsequent equity and debt functions.
14.07	Exhibit knowledge of securities markets and SEC regulations.

14.08	Demonstrate knowledge about business failure, reorganization, dissolutions, and liquidation.
14.09	Explain the purpose of statement analysis.
14.10	Define and explain items in financial statements.
14.11	Demonstrate the ability to analyze financial statement.
15.0	Demonstrate proficiency in economic principles. The student will be able to:
15.01	Demonstrate knowledge of how the Federal Reserve System operates.
15.02	Comprehend the documents and language of financial institutions.
15.03	Explain production, consumption, GNP and business cycles.
15.04	Understand the Federal Reserve System and commercial bank interrelationships.
<b><u>Human Resources Specialization:</u></b>	
08.0	Demonstrate knowledge of principles of human resources. The student will be able to:
08.01	Demonstrate knowledge of the functions of human resources.
08.02	Demonstrate knowledge between an organization and its Human Resources Department.
08.03	Demonstrate knowledge of the business concepts used in human resources.
08.04	Demonstrate knowledge of recruitment of employees.
08.05	Describe recruitment process.
08.06	Analyze job descriptions, job specifications, and position requirements.
08.07	Identify potential employees as candidates in reviewing applicant materials.
08.08	Demonstrate knowledge of interviewing skills.
08.09	Describe methods of orientation for new employees.
08.10	Describe methods to train new employees.
08.11	Demonstrate ability to interview candidates.
08.12	Describe process for hiring new employees.

08.13	Develop and describe compensation and benefit plans.
08.14	Develop compensation and benefit plans.
08.15	Describe and apply the legal issues associated with compensation differentials and benefit plans.
08.16	Apply legal concepts to compensation and benefit plans.
08.17	Identify the components of the administration of compensation and benefit plans.
08.18	Describe the functions of the administration of compensation and benefit plans.
08.19	Describe and apply principles, concepts, and legal considerations to situations and confrontations between employees and management.
08.20	Apply principles, concepts and legal considerations to realistic decision situations and confrontations between employees and management.
08.21	Identify potential human resource problems within an organization.
08.22	Identify appropriate policy and procedures that mitigate potential employee problems
08.23	Be familiar with laws as they relate to human resource functions.
08.24	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.
08.25	Demonstrate an awareness of Federal and State administrative agencies, their duties and how they affect human resource managers.
08.26	Identify methods to protect the human resource department and company from potential lawsuits.
08.27	Explain how perceptions of compensation differ among stakeholders.
08.28	Formulate and implement a compensation strategy.
08.29	Examine pay relationships within a single organization.
08.30	Examine external competitiveness.
08.31	Examine amount of pay for each employee, how much and how often should pay be increased and on what basis.
08.32	Demonstrate an understanding of employee benefits and services.
08.33	Demonstrate an understanding of systems that may be tailored for special groups, sales representatives, executives, contract workers, and unions.
08.34	Demonstrate an understanding of global compensation systems.
08.35	Demonstrate an understanding of the government's role in compensation.

08.36	Examine and analyze case studies in human resources.
08.37	Examine the effect of current events on human resources.
08.38	Recommend resolutions to human resource challenges.
08.39	Demonstrate an understanding of the interface between human resource managers and their support staff.
08.40	Demonstrate an understanding of the nature of a human resource manager's job.
08.41	Demonstrate an understanding of the legal implications of the challenges facing human resources.
08.42	Demonstrate knowledge of the legal environment including equal employment opportunity and safety.
08.43	Demonstrate knowledge of the human resource planning process including acquisition and training of human resources.
08.44	Identify criteria for effective performance management systems.
<b><u>International Business Specialization:</u></b>	
08.0	Demonstrate knowledge of global marketing and distribution activities. The student will be able to:
08.01	Understand the dynamics of global trade.
08.02	Explain the international business relationships among countries and regions.
08.03	Identify international resources.
08.04	Demonstrate an understanding of international sales and purchase agreements.
08.05	Demonstrate decision making abilities that generate marketing strategies using products, prices, places, and promotions related to international business.
08.06	Determine appropriate means of transportation and costs.
08.07	Demonstrate an understanding of international documentation processing.
08.08	Identify the types of international business organizations and their structures.
08.09	Describe the appropriate use of international promotional tools.
08.10	Identify potential customers.
08.11	Identify international business opportunities and potential customers.
09.0	Demonstrate knowledge of international banking and finance activities. The student will be able to:

09.01	Determine the appropriate method of payment.
09.02	Describe the process of preparing instruments of international payment.
09.03	Identify sources of financing.
09.04	Prepare a financial application.
09.05	Convert current rates of exchange.
09.06	Describe the nature of barter and counter trade in international transactions.
10.0	Demonstrate knowledge of international social and cultural business practices. The student will be able to:
10.01	Describe international business customs and practices.
10.02	Compare cultural differences.
10.03	Demonstrate an understanding of global geography.
11.0	Demonstrate knowledge of international law and economic activities. The student will be able to:
11.01	Identify requirements necessary to comply with international contracts.
11.02	Identify requirements necessary to comply with international laws and treaties.
11.03	Debate the reasons for and against free trade.
11.04	State the types of trade barriers.
11.05	Explain the trend toward greater mobility of world resources.
11.06	Describe the role of the International Monetary Fund in the International Monetary System.
11.07	Describe the role of United States government agencies in international business.
11.08	Explain the functions of the WTO.
<b><u>Management Specialization:</u></b>	
08.0	Demonstrate knowledge of principles and practices of management. The student will be able to:
08.01	Understand the need for management skills in all kinds of organizations.
08.02	Describe the three basic levels of management and types of positions associated with each.

08.03	Discuss management as both an art and a science.
08.04	Discuss different views and examples of the social responsibilities of business.
08.05	Define business ethics, distinguish between ethical and legal problems, and describe common types of ethical issues managers may confront.
08.06	Describe the four basic management functions of planning, organizing, leading, and controlling.
08.07	Identify and distinguish among different types of plans: strategic, operational, and tactical.
08.08	Define an organization's vision and mission.
08.09	Identify and describe various planning activities, including goal setting, budgeting, establishing policies and procedures.
08.10	Describe and give applications of the process of rational decision making.
08.11	Define the organizing function of management and identify various activities associated with this function.
08.12	Define and give examples of coordination, authority, power, responsibility, and accountability, and span of management.
08.13	Describe different types of organizational functions and departmentalization strategies.
08.14	Define leadership and distinguish between leadership and management.
08.15	Describe different theories of leadership and key findings from research on leadership styles.
08.16	Discuss theories of management (Porter, Deming, Drucker) and motivation (McClelland, Herzberg, and others).
08.17	Define the process of managerial control.
08.18	Describe various types of control techniques used in the workplace.
09.0	Demonstrate knowledge of essential human relations skills. The student will be able to:
09.01	Discuss the importance of effective human relations skills in organizations.
09.02	Relate concepts including self-esteem, perception, values to job performance.
09.03	Identify and discuss various barriers to communication and specific ways to improve interpersonal and organizational communication.
09.04	Define group dynamics and demonstrate understanding of group issues that affect employee performance.
09.05	Discuss the effects of stress on employees and the organization and ways to effectively manage stress.
10.0	Demonstrate knowledge of the supervisory responsibilities of management. The student will be able to:

10.01	Identify and discuss the unique responsibilities of the first-level supervisor.
10.02	Discuss the issues involved in making the transition from employee to supervisor.
10.03	Identify key supervisory responsibilities, including communicating, leading, motivating, counseling and disciplinary action, budgeting, managing time, union relations, performance evaluation, safety, EEO compliance.
11.0	Demonstrate knowledge of human resources management. The student will be able to:
11.01	Identify typical responsibilities of an organization's human resources department.
11.02	Explain how managers and the human resources function share responsibility.
11.03	Identify important laws regarding discrimination, safety, etc. that are critical to organizations.
<b><u>Small Business Management Specialization:</u></b>	
08.0	Demonstrate knowledge of small business management functions. The student will be able to:
08.01	Demonstrate an understanding of principles of small business management concerning business entities, planning, and ethics.
08.02	Demonstrate an understanding of the principles and systems of accounting in a small business.
08.03	Demonstrate an understanding of the principles of budgeting and break-even analysis as they apply to the financial management of the small business.
08.04	Demonstrate an understanding of principles of financing and cash management in the small business.
08.05	Demonstrate an understanding of the fundamentals of advertising and marketing products and services in the small business.
08.06	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.
08.07	Demonstrate an understanding of trends in business communications and electronic technology.
08.08	Demonstrate an understanding of basic management functions of leadership, organizing, staffing, and motivating the small business work team.
08.09	Demonstrate an understanding of the decision-making, evaluation, importance and mechanics of writing a business plan.
08.10	Demonstrate an understanding of the components of monitoring costs, job order cost cycle, purchasing materials, inventory, and payroll in job order cost accounting.
08.11	Demonstrate an understanding of fundamental legal and government regulation issues facing small business owners.
08.12	Demonstrate an understanding of the process of creating and managing a labor relations program in a small business.
08.13	Demonstrate an understanding of e-Business.
08.14	Demonstrate an understanding of productivity management.

08.15 Evaluate the advantages and disadvantages of the three major forms of business ownership (sole proprietorship, partnership, and corporation).

08.16 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.

### **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>.