

Fundamentals of Business, Marketing, and Finance Course Code 5090 STUDENT PROFILE

DIRECTIONS: Evaluate the student using the applicable rating scales below and check the appropriate box to indicate the degree of competency. The ratings 3, 2, 1, and N are not intended to represent the traditional school grading system of A, B, C, and D. The description associated with each of the ratings focuses on the level of student performance or cognition for each of the competencies listed below.

PERFORMANCE RATING

- 3 - Skilled--can perform task independently with no supervision
 2 - Moderately skilled--can perform task completely with limited supervision
 1 - Limitedly skilled--requires instruction and close supervision
 N - No exposure--has no experience or knowledge of this task

COGNITIVE RATING

- 3 - Knowledgeable--can apply the concept to solve problems
 2 - Moderately knowledgeable--understands the concept
 1 - Limitedly knowledgeable--requires additional instruction
 N - No exposure--has not received instruction in this area

A. Safety and Ethics

3 2 1 N

- ___ ___ ___ ___ 1. Identify major causes of work-related accidents in offices.
- ___ ___ ___ ___ 2. Describe the threat of viruses to a computer network, methods of avoiding attacks, and options in dealing with virus attacks.
- ___ ___ ___ ___ 3. Identify potential abuse and unethical uses of computers and networks.
- ___ ___ ___ ___ 4. Explain the consequences of illegal and unethical uses of information technologies, e.g., piracy; illegal downloading; copyright violations; licensing infringement; and inappropriate uses of software, hardware, and mobile devices.
- ___ ___ ___ ___ 5. Discuss negative social issues related to use of the Internet.
- ___ ___ ___ ___ 6. Differentiate between freeware, shareware, and public domain software copyrights.
- ___ ___ ___ ___ 7. Identify Internet etiquette.
- ___ ___ ___ ___ 8. Discuss computer crimes, terms of use, and legal issues such as copyright laws, fair use laws, and ethics pertaining to scanned and downloaded clip art images, photographs, documents, video, recorded sounds and music, trademarks, and other elements for use in Web publications.

- ___ ___ ___ ___ 9. Describe ethical practices in business professions.
- ___ ___ ___ ___ 10. Discuss the necessity of safeguarding the confidentiality of business-related information.

B. Employability Skills

3 2 1 N

- ___ ___ ___ ___ 1. Identify positive work attitudes, e.g., punctuality, time management, and organization.
- ___ ___ ___ ___ 2. Demonstrate positive interpersonal skills, e.g., communication, respect, and teamwork.

C. Student Organizations

3 2 1 N

- ___ ___ ___ ___ 1. Explain how related student organizations are integral parts of career and technology education courses.
- ___ ___ ___ ___ 2. Explain the goals and objectives of related student organizations.
- ___ ___ ___ ___ 3. List opportunities available to students through participation in related student organization conferences and other activities.
- ___ ___ ___ ___ 4. Explain how participation in career and technology education student organizations can promote lifelong

responsibility for community service and professional development.

D. Basic Economics Concepts

3 2 1 N

- ___ ___ ___ ___ 1. Explain the major characteristics of the American economic system.
- ___ ___ ___ ___ 2. Explain the principles of the production and marketing of goods and services.
- ___ ___ ___ ___ 3. Explain the economic role played by business in satisfying customer needs and wants in a free enterprise system.
- ___ ___ ___ ___ 4. Explain the economic responsibilities of citizenship in a free enterprise system.
- ___ ___ ___ ___ 5. Distinguish between economic systems around the world and their effect on how businesses operate in the United States.

E. Business and Operations Management

3 2 1 N

- ___ ___ ___ ___ 1. Identify the management functions.
- ___ ___ ___ ___ 2. Explain the management theory of Total Quality management (TQM).
- ___ ___ ___ ___ 3. Describe the use of sales forecasting in marketing, including estimating

sales in dollars or units for a specific time period.

- ___ ___ ___ 4. List the advantages and disadvantages of various types of business ownership.
- ___ ___ ___ 5. Explain the interrelationships between the five functions of business: accounting, finance, production, marketing, and management.
- ___ ___ ___ 6. Describe types of business activities (i.e., service and production).
- ___ ___ ___ 7. Determine major causes of business failure.
- ___ ___ ___ 8. Describe how government affects business.

F. International Business

3 2 1 N

- ___ ___ ___ 1. Define international business.
- ___ ___ ___ 2. Discuss the role the United States has played in international trade throughout history.
- ___ ___ ___ 3. Describe the impact of international business activities on the local, state, and national economies.
- ___ ___ ___ 4. Identify small business opportunities in international trade.

G. Consumer Rights and Responsibilities

3 2 1 N

- ___ ___ ___ 1. List sources of consumer information.
- ___ ___ ___ 2. List rights of consumers.
- ___ ___ ___ 3. List methods that can be used to protect consumer rights.
- ___ ___ ___ 4. Identify consumer responsibilities.

H. Financial Planning

3 2 1 N

- ___ ___ ___ 1. Develop long- and short-term financial goals.
- ___ ___ ___ 2. Develop a budget.
- ___ ___ ___ 3. Demonstrate procedures for managing a checking account.
- ___ ___ ___ 4. Describe several kinds of savings plans.

- ___ ___ ___ 5. Identify various ways in which money can be invested (stocks, bonds, mutual funds, real estate, etc.).
- ___ ___ ___ 6. Compound simple and compound interest.

I. Understanding and Using Credit

3 2 1 N

- ___ ___ ___ 1. Compare and contrast various sources of credit.
- ___ ___ ___ 2. Explain the advantages and disadvantages of using credit.
- ___ ___ ___ 3. Compute simple interest loans.
- ___ ___ ___ 4. Explain how a good credit record can be established and maintained.
- ___ ___ ___ 5. Explain how businesses use credit.

J. Risk Management (Insurance)

3 2 1 N

- ___ ___ ___ 1. Identify reasons for buying personal and business insurance
- ___ ___ ___ 2. Distinguish among the various types of insurance (home, life, medical, automobile, liability, disability, etc.).

K. Information Technology

3 2 1 N

- ___ ___ ___ 1. Identify use of technology in the workplace.
- ___ ___ ___ 2. Describe the impact of technology on the skills needed in the workplace and worker productivity.
- ___ ___ ___ 3. Apply appropriate application software to common business tasks.
- ___ ___ ___ 4. Use online databases, Web-based sources, and other information sources to retrieve information.

L. Securities and Investment

3 2 1 N

- ___ ___ ___ 1. Compare and contrast investing and saving.
- ___ ___ ___ 2. Identify the features and types of corporate bonds.
- ___ ___ ___ 3. Describe federal and municipal government securities and bonds.

M. Marketing Communications (Advertising)

3 2 1 N

- ___ ___ ___ 1. Define advertising.
- ___ ___ ___ 2. Explain why creativity is important in advertising.
- ___ ___ ___ 3. Explain the advantages and disadvantages of various types of advertising.
- ___ ___ ___ 4. Identify factors related to advertising costs.

N. Merchandising (Retailing)

3 2 1 N

- ___ ___ ___ 1. Define merchandising and other related terms.
- ___ ___ ___ 2. Explain the concept of product mix.
- ___ ___ ___ 3. Demonstrate an understanding of the buying process.
- ___ ___ ___ 4. Analyze methods used by buyers in retailing.
- ___ ___ ___ 5. Describe the factors affecting selling price.
- ___ ___ ___ 6. Explain the use of visual merchandising.
- ___ ___ ___ 7. Explain the relationship of merchandising and visual merchandising.

O. Career Planning

3 2 1 N

- ___ ___ ___ 1. Identify personal qualities and characteristics.
- ___ ___ ___ 2. Identify careers that utilize these personal qualities and characteristics.
- ___ ___ ___ 3. Develop a career plan to include writing a resume, completing a job application, preparing for an interview, dressing appropriately, etc.
- ___ ___ ___ 4. Demonstrate oral and written communication skills.