Student's Name/Initials	/	Date	Teacher's Initials	Date

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 was 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.