

Idaho PTE Business Education Course w/Essential Learning Outcomes

Course Title	BUSINESS ESSENTIALS		
SDPTE Course ID	BE 0100 (ME 0100)	IBED	IBED 12001

A course designed to introduce students to career exploration strategies with a focus on foundational skills and knowledge necessary for occupations in business. Establishment of employability traits will occur through the study and development of interpersonal, communication and leadership skills and knowledge. The course includes integration of skills and knowledge in reading, writing, mathematics, and economics as they relate to business occupations.

Term	Semester/Trimester	Preq	None
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Notes:

Career Development CDev_1: Demonstrate Knowledge of Self-Awareness

- CDev_1.1 Assess personal skills, abilities, and aptitudes as they relate to career exploration and development.
- CDev_1.2 Assess personal strengths and weaknesses as they relate to career exploration and development.

Career Development CDev_3: Demonstrate Knowledge of Workplace Expectations

- CDev_3.1 Relate work ethic to career development.
- CDev_3.2 Relate workplace relationships to career development.
- CDev_3.3 Relate workplace diversity to career development.
- CDev_3.4 Relate workplace communication skills to career development.

Career Development CDev_4: Demonstrate Knowledge of Career Strategy

- CDev_4.2 Demonstrate an understanding of the goal setting process through setting short- and long-term career goals.

Career Development CDev_5: Demonstrate Knowledge of School-to-Work Transition

- CDev_5.1 Utilize different workplace experiences to make an effective transition from school to work.

Communications Comm_1: Demonstrate Knowledge of Foundations of Communications

- Comm_1.1 Through vocal expression, communicate in a clear, courteous, concise, and correct manner on personal and professional levels.
- Comm_1.2 Obtain and interpret information through reading.
- Comm_1.3 Communicate in a written format in a clear, courteous, concise, and correct manner on personal and professional levels.
- Comm_1.4 Students will demonstrate active listening skills.

Communications Comm_2: Demonstrate Knowledge of Social Communications

- Comm_2.1 Demonstrate the development of a positive self-concept through personal appearance and interaction with others.
- Comm_2.2 Apply basic social communication skills in personal and professional situations.

Communications Comm_3: Demonstrate Knowledge of Technological Communications

- Comm_3.1 Use technology to enhance the effectiveness of communications.

Communications Comm_4: Demonstrate Knowledge of Employment Communications

- Comm_4.1 Integrate all forms of communication in the successful pursuit of a career.

Communications Comm_5: Demonstrate Knowledge of Organizational Communications

- Comm_5.1 Incorporate appropriate customer-service strategies to communicate effectively with various business constituencies.

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- Comm_5.2 Incorporate appropriate standards of personal ethics to communicate effectively with various business constituencies.
- Comm_5.3 Incorporate appropriate leadership techniques to communicate effectively with various business constituencies.
- Comm_5.4 Incorporate appropriate supervision techniques to communicate effectively with various business constituencies.
- Comm_5.5 Incorporate standards of personal ethics to communicate effectively with various business constituencies.
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Computation Comp_1: Demonstrate Knowledge of Mathematical Foundations for All Computational Skills and Concepts

- Comp_1.1 Apply basic mathematical operations to solve problems.
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Computation Comp_6: Demonstrate Knowledge of Problem-Solving Applications

- Comp_6.5 Use mathematical procedures to analyze and solve business problems for financial statements.
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Economics and Personal Finance EcPF_2: Demonstrate Knowledge of Personal Decision Making

- EcPF_2.1 Use a rational decision-making process as it applies to the roles of citizens, workers, and consumers.
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Economics and Personal Finance EcPF_4: Demonstrate Knowledge of Economic Systems

- EcPF_4.1 Explain why societies develop economic systems, identify the basic features of different economic systems, and discuss the major features of the U.S. economy.
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Economics and Personal Finance EcPF_8: Demonstrate Knowledge of Supply and Demand

- EcPF_8.1 Analyze the role of the law of supply and demand in the U.S. economy.
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Economics and Personal Finance EcPF_10: Demonstrate Knowledge of the Role of Consumers

- EcPF_10.1 Demonstrate sound consumer decision making when purchasing goods or services and the effects they have on budgeting.
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Economics and Personal Finance EcPF_15: Demonstrate Knowledge of Making Career Choices

- EcPF_15.1 Relate personal interests, wants and abilities to career choices and assess how conditions in the labor market may affect career choices.
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Entrepreneurship Entr_1: Demonstrate Knowledge of Entrepreneurship Characteristics

- Entr_1.2 Characterize the role of an entrepreneur in business.
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Entrepreneurship Entr_3: Demonstrate Knowledge of Economics

- Entr_3.1 Apply economic concepts when making decisions for an entrepreneurial venture.
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International Business IntB_1: Demonstrate Knowledge of International Business Awareness

- IntB_1.1 Explain the role of international business and analyze its impact on careers and doing business at the local, state, national, and international levels.
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Marketing Mktg_1: Demonstrate Knowledge of Marketing Roles

- Mktg_1.1 Identify the roles of marketing and analyze the impact of marketing on the individual, business, and society.
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Marketing Mktg_3: Demonstrate Knowledge of External Factors to Business

- Mktg_3.2 Identify and explain how the economic environment influences/dictates marketing decisions.
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Marketing Mktg_4: Demonstrate Product Knowledge

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Mktg_4.4 Describe the characteristics of a product mix and extensions.

Marketing Mktg_5: Demonstrate Knowledge of Price

Mktg_5.1 Explain the role of pricing in the marketing process.

Marketing Mktg_9: Identify Characteristics of a Market

Mktg_9.1 Identify buying motives and strategies to influence buying.

Mktg_9.2 Differentiate between the types of markets.

Mktg_9.3 Describe market segmentation, why it is important, and how a business uses market segmentation to reach market goals.
