

# Idaho PTE Business Education Course w/Essential Learning Outcomes

Course Title	BUSINESS MANAGEMENT		
SDPTE Course ID	BE 0150 (ME 0150)	IBED	IBED 12052

A course designed to introduce students to essential business and marketing competencies required for business operations. Units of instruction include general business and management principles, leadership, salesmanship, marketing/entrepreneurship, public speaking, and the use of accounting information for making business decisions.

Term	Semester/Trimester/Year	Preq	BE 0022
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Notes:

## **Accounting Acct\_2: Financial Reports**

Acct\_2.1 Develop an understanding and working knowledge of an annual report and financial statements.

## **Accounting Acct\_3: Financial Analysis**

Acct\_3.1 Interpret financial statements to make informed business decisions.

## **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.

## **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\_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.

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.

## **Computation Comp\_6: Demonstrate Knowledge of Problem-Solving Applications**

Comp\_6.1 Use mathematical terminology and procedures to analyze and solve business problems for such areas as taxation.

Comp\_6.2 Use mathematical procedures to analyze and solve business problems for savings and investment.

Comp\_6.3 Use mathematical procedures to analyze and solve business problems for payroll records.

Comp\_6.4 Use mathematical procedures to analyze and solve business problems for cash management.

Comp\_6.5 Use mathematical procedures to analyze and solve business problems for financial statements.

Comp\_6.6 Use mathematical procedures to analyze and solve business problems for credit management.

Comp\_6.7 Use mathematical procedures to analyze and solve business problems for purchases.

Comp\_6.8 Use mathematical procedures to analyze and solve business problems for sales.

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- Comp\_6.9 Use mathematical procedures to analyze and solve business problems for inventory records.
- Comp\_6.10 Use mathematical procedures to analyze and solve business problems for depreciation, cost recovery, and depletion.
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## **Entrepreneurship Entr\_1: Demonstrate Knowledge of Entrepreneurship Characteristics**

- Entr\_1.1 Identify unique characteristics of an entrepreneur and evaluate the degree to which one possesses those characteristics.
- Entr\_1.2 Characterize the role of an entrepreneur in business.
- Entr\_1.3 Analyze potential business opportunities in relation to personal preferences, financial worthiness, and perceived risk.
- Entr\_1.4 Apply the steps in the problem-solving process to solve actual and potential business problems.
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## **Entrepreneurship Entr\_2: Demonstrate Knowledge of Marketing**

- Entr\_2.1 Develop a marketing plan for identifying the market.
- Entr\_2.2 Develop a marketing plan for reaching the market.
- Entr\_2.3 Develop a marketing plan for keeping and increasing your market.
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## **Entrepreneurship Entr\_5: Demonstrate Knowledge of Accounting**

- Entr\_5.1 Explain why it is important to keep appropriate records to make business decisions.
- Entr\_5.2 Identify, describe, and compare various types of business records.
- Entr\_5.3 Demonstrate an understanding of how to establish and use appropriate records based on the needs of a business.
- Entr\_5.4 Analyze appropriate records to make business decisions.
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## **Entrepreneurship Entr\_6: Demonstrate Knowledge of Management**

- Entr\_6.1 Develop a vision for yourself or a specific business.
- Entr\_6.2 Identify the characteristics of a good employee and implement a plan to recruit individuals with those characteristics.
- Entr\_6.3 Demonstrate an understanding of building and motivating a team to accomplish a shared vision.
- Entr\_6.4 Develop a plan for measuring the achievement of a vision.
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## **Management Mgmt\_1: Demonstrate Knowledge of Functions of Management**

- Mgmt\_1.1 Illustrate how the planning function is implemented and explain why it is important.
- Mgmt\_1.2 Illustrate how the organizing function is implemented and explain why it is important.
- Mgmt\_1.3 Illustrate how the directing function is implemented and explain why it is important.
- Mgmt\_1.4 Illustrate how the controlling and evaluating functions are implemented and explain why they are important.
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## **Management Mgmt\_2: Demonstrate Knowledge of Theories of Management**

- Mgmt\_2.1 Compare and contrast the basic tenets of management theories and explain why they are important.
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## **Management Mgmt\_4: Demonstrate Knowledge of Competitive Analysis and Marketing Strategies**

- Mgmt\_4.1 Identify and describe factors related to business competition.
- Mgmt\_4.2 Demonstrate an understanding of techniques used to gain and maintain competitive advantage.
- Mgmt\_4.3 Justify the need to gain and maintain competitive advantage through the use of internal comparisons and external research services.
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## **Management Mgmt\_10: Demonstrate Knowledge of Functions of Organized Labor**

Mgmt\_10.1 Describe the role of organized labor and its influences on government and business.

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## **Management Mgmt\_11: Demonstrate Knowledge of Operations Management**

Mgmt\_11.1 Apply generally accepted operations management principles and procedures to design a product and schedule its production.

Mgmt\_11.2 Apply generally accepted operations management principles and procedures to procurement of materials.

Mgmt\_11.3 Apply generally accepted operations management principles and procedures to managing inventory.

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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\_2: Demonstrate Knowledge of Ethics in Marketing**

Mktg\_2.1 Define, develop, and apply a code of ethics to various marketing issues.

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## **Marketing Mktg\_3: Demonstrate Knowledge of External Factors to Business**

Mktg\_3.1 Identify and explain how government regulations influence/dictate marketing decisions.

Mktg\_3.2 Identify and explain how the economic environment influences/dictates marketing decisions.

Mktg\_3.3 Identify and explain how special interest groups influence/dictate marketing decisions.

Mktg\_3.4 Identify and explain how cultural differences influence/dictate marketing decisions.

Mktg\_3.5 Identify and explain how technology influences/dictates marketing decisions.

Mktg\_3.6 Identify and explain how competition influences/dictates marketing decisions.

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