

Iowa CTE Core Standard	Iowa Core Standard (Employability Skills)	National Standards	Other source
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Introduction to Business			
			Understands the concepts, strategies, and systems used to obtain and convey ideas and information. (Core Standard 2)
			Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision making. (Core Standard 9)
			Apply the processes and systems needed to monitor, plan, and control the day-to-day activities for continued business functioning. (Core Standard 11)
			Understands the techniques and strategies used to foster positive, ongoing relationships with customers. (Core Standard 3)
			Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career. (Core Standard 12)
			Communicate and work productively with others, incorporating different perspectives and cross cultural understanding, to increase innovation and the quality of work. (21.9-12.ES.1)
			Adapt to various roles and responsibilities and work flexibly in climates of ambiguity and changing priorities. (21.9-12.ES.2)
			Demonstrate leadership skills, integrity, ethical behavior, and social responsibility while collaborating to achieve common goals. (21.9-12.ES.3)
			Demonstrate initiative and self-direction through high achievement and lifelong learning while exploring the ways individual talents and skills can be used for productive outcomes in personal and professional life. (21.9-12.ES.4)
			Relate the importance of lifelong learning to personal and career success. (Career Development)
			Apply interpersonal skills in personal and professional environments to communicate effectively. (Communication)
			Explain the role of international business and identify its benefits and costs; analyze how it impacts business at all levels, including the local, state, national, and international levels. (International Business)
			Describe the interrelatedness of the social, cultural, political, legal, economic, and technological factors that shape and impact the global business environment. (International Business)
			Relate the balance of trade concepts to the import/export process. (International Business)
			Analyze the management functions and their implementation and integration within the business environment. (Management)
			Analyze the organization of a business. (Management)

Examine the role of ethics and social responsibility in decision making. (Management)

Describe human resource functions and their importance to an organization's successful operation. (Management)

Describe the role of organized labor and its influence on government and business. (Management)

Introduction to Accounting

Understands the concepts, strategies, and systems used to obtain and convey ideas and information. (Core Standard 2)

Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources. (Core Standard 7)

Communicate and work productively with others, incorporating different perspectives and cross cultural understanding, to increase innovation and the quality of work. (21.9-12.ES.1)

Adapt to various roles and responsibilities and work flexibly in climates of ambiguity and changing priorities. (21.9-12.ES.2)

Demonstrate leadership skills, integrity, ethical behavior, and social responsibility while collaborating to achieve common goals. (21.9-12.ES.3)

Demonstrate initiative and self-direction through high achievement and lifelong learning while exploring the ways individual talents and skills can be used for productive outcomes in personal and professional life. (21.9-12.ES.4)

Explain the role that accountants play in business and society. (Accounting)

Describe career opportunities in the accounting profession. (Accounting)

Demonstrate the skills and competencies required to be successful in the accounting profession and / or in an accounting related career. (Accounting)

Identify and describe generally accepted accounting principles (GAAP), explain how the application of GAAP impacts the recording of financial transactions and the preparation of financial statements. (Accounting)

Complete the steps in the accounting cycle in order to prepare the financial statements. (Accounting)

Advanced Accounting

Understands the concepts, strategies, and systems used to obtain and convey ideas and information. (Core Standard 2)

Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources. (Core Standard 7)

Communicate and work productively with others, incorporating different perspectives and cross cultural understanding, to increase innovation and the quality of work. (21.9-12.ES.1)

Adapt to various roles and responsibilities and work flexibly in climates of ambiguity and changing priorities. (21.9-12.ES.2)

Demonstrate leadership skills, integrity, ethical behavior, and social responsibility while collaborating to achieve common goals. (21.9-12.ES.3)

Demonstrate initiative and self-direction through high achievement and lifelong learning while exploring the ways individual talents and skills can be used for productive outcomes in personal and professional life. (21.9-12.ES.4)

Explain the role that accountants play in business and society. (Accounting)

Demonstrate the skills and competencies required to be successful in the accounting profession and / or in an accounting related career. (Accounting)

Use an annual report and financial statements to make informed business decisions. (Accounting)

Assess the financial condition and operating results of a company and analyze and interpret financial statements and information to make informed business decisions.(Accounting)

Identify and describe generally accepted accounting principles (GAAP), explain how the application of GAAP impacts the recording of financial transactions and the preparation of financial statements. (Accounting)

Complete the steps in the accounting cycle in order to prepare the financial statements. (Accounting)

Use planning and control principles to evaluate the performance of an organization and apply differential analysis and present- value concepts to make informed business decisions. (Accounting)

Explain the individual income tax procedures and requirements to comply with tax laws and regulations. (Accounting)

Apply appropriate accounting practices to payroll. (Accounting)

Marketing
Understands the concepts, strategies, and systems used to obtain and convey ideas and information. (Core Standard 2)
Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives. (Core Standard 10)
Understands the techniques and strategies used to foster positive, ongoing relationships with customers. (Core Standard 3)
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Relate the importance of lifelong learning to personal and career success. (Career Dev.)
Apply interpersonal skills in personal and professional environments to communicate effectively. (Communication)
Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society. (Marketing)
Analyze the characteristics, motivations, and behaviors of consumers. (Marketing)
Analyze the influence of external factors on marketing. (Marketing)
Analyze the elements of the marketing mix, their interrelationships, how they are used in the marketing process, and their role in positioning. (Marketing)
Describe the elements, design, and purpose of a marketing plan. (Marketing)
Analyze the role of marketing research in decision-making. (Marketing)
Understands communication and pricing of products, services, and images. (North Carolina)
Understands the uses of social media platforms in marketing and how it integrates with digital marketing and traditional marketing. (Utah Standard)

Sports and Entertainment Marketing

Understands the concepts, strategies, and systems used to obtain and convey ideas and information. (Core Standard 2)

Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives. (Core Standard 10)

Understands business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions. (Core Standard 1)

Understands the techniques and strategies used to foster positive, ongoing relationships with customers. (Core Standard 3)

Communicate and work productively with others, incorporating different perspectives and cross cultural understanding, to increase innovation and the quality of work. (21.9-12.ES.1)

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Relate the importance of lifelong learning to personal and career success. (Career Development)

Apply interpersonal skills in personal and professional environments to communicate effectively. (Communication)

Analyze the elements of the marketing mix, their interrelationships, how they are used in the marketing process, and their role in positioning. (Marketing)

Analyze the role of markets and prices in the U.S. economy. (Economics & Personal Finance)

Analyze the choices available for protection against risk and financial loss. (Economics & Personal Finance)

Analyze the field of marketing as it relates to the elements of the entertainment industry: television, radio, music, movies, theater, and fine arts. (Georgia Standard)

Understands communication and pricing of products, services, and images. (North Carolina Standard)

Understands the economic principles and concepts fundamental to business operations. (MBA Research Standards)

Understands the uses of social media platforms in marketing and how it integrates with digital marketing and traditional marketing. (Utah Standard)

Entrepreneurship (DMACC)

Understands the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or business venture. (Core Standard 6)

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Recognize that entrepreneurs possess unique characteristics and examine the role of innovation in entrepreneurial opportunities. (Entrepreneurship)

Develop a marketing vision to introduce a product or service. (Entrepreneurship)

Use the financial concepts and tools needed by the entrepreneur in making business decisions. (Entrepreneurship)

Recognize that entrepreneurs must establish, maintain, and analyze appropriate records to make business decisions. (Entrepreneurship)

Develop a management plan for an entrepreneurial venture. (Entrepreneurship)

Analyze how forms of business ownership, government regulations, and legal regulations affect entrepreneurial ventures. (Entrepreneurship)

Develop a business plan. (Entrepreneurship)

Business Law

Understands the concepts, strategies, and systems used to obtain and convey ideas and information. (Core Standard 2)

Understands business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions. (Core Standard 1)

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Relate the importance of lifelong learning to personal and career success. (Career Development)

Apply interpersonal skills in personal and professional environments to communicate effectively. (Communication)

Analyze the relationship between ethics and the law and describe the sources of the law, the structure of the court system, different classifications of procedural law, and different classifications of substantive law. (Business Law)

Analyze the relationships between contract law, law of sales, and consumer law. (Business Law)

Analyze the role and importance of agency law, and employment law as they relate to the conduct of business in the national and international marketplaces. (Business Law)

Explain the legal rules that apply to personal property, real property, and intellectual property. (Business Law)

Analyze the functions of negotiable instruments, insurance, secured transactions, and bankruptcy. (Business Law)

Explain how advances in computer technology impact such areas as intellectual property, contract law, criminal law, tort law, and international law. (Business Law)

Explain the legal rules that apply to environmental law and energy regulation. (Business Law)

Explain the legal rules that apply to marriage, divorce, and child custody. (Business Law)

Determine the appropriateness of wills and trusts in estate planning. (Business Law)