



OaklandWorks

A School-To-Career Partnership

Business, Finance, and Marketing
Career Cluster Standards

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WestEd

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Introduction to Business, Finance, and Marketing

Business is one of the nation's faster growing sectors, currently employing millions of workers in many different industries. Business careers fall into a variety of areas: Administration and Management, Accounting, Banking and Finance, Sales and Marketing, Customer and Personal Service, Real Estate, Trade, Travel, Office Administration, and Human Resources.

Occupations that have the largest number of projected employment openings during the 1996-2006 time period include top level executives, financial managers, salespersons, receptionists, office clerks, marketing, advertising and public relations managers, computer programmers, data processors, accountants, and auditors. The typical level of education for occupations within business varies, ranging from short-term on-the-job training for some administrative and retail positions to a minimum of a Bachelor's degree for general managers.

Current trends in business include new advances in technology and information systems, the shrinking and restructuring of big government and big business, emphasis on quality products and excellent customer service, and the development of a global economy. In recent years, American businesses have increasingly emphasized the need for young people to be adequately prepared to work in a rapidly changing business environment. Many businesses now place increased responsibility on entry-level positions

Career Pathways within the Industry/Education Partnership

The Business Career Cluster Standards are targeted to the following:

- Career academies in the Oakland Unified School District that focus on Business (Oakland Tech, McClymonds, and Fremont)
- Community college programs that include:
 - ❖ College of Alameda, Laney College, Merritt College, Vista College - Accounting and Finance
 - ❖ College of Alameda, Laney College, Merritt College, Vista College - Business Administration
 - ❖ College of Alameda, Laney College, Merritt College, Vista College - Marketing
 - ❖ Laney College - Banking & Finance
 - ❖ Vista College - Information Technology
 - ❖ Merritt College - Real Estate
 - ❖ College of Alameda - Legal Assistant
 - ❖ College of Alameda - Small Business
 - ❖ College of Alameda, Laney College, Merritt College, Vista College – Sales
 - ❖ College of Alameda, Laney College, Merritt College, Vista College – Office Administration
- California State University, Hayward programs in the following areas:
 - ❖ Accounting
 - ❖ Business Administration
 - ❖ Computer Information Systems
 - ❖ Finance
 - ❖ General Business
 - ❖ Human Resources Management
 - ❖ Managerial Economics
 - ❖ Small Business Organizational Communication/Public Relations
 - ❖ Production and Operations Management
 - ❖ Promotion
 - ❖ Purchasing and Materials Management
 - ❖ Real Estate Management
 - ❖ Telecommunications Management



and have changed their employment criteria to include more broad-based skills for all workers. These skills, which include teamwork, quantitative abilities and reasoning, proficiency in technology, and many career-related skills, enable workers to perform a wider variety of job functions.

The OaklandWorks Industry/Education career cluster approach to standards is to identify broad career-technical, rather than job-specific skills, that are common to a group or cluster of similar occupations, highlighting the integration of academic and vocational content. This approach helps to provide students with a general understanding of “all aspects of an industry.”

The OaklandWorks Standards Format

The standards in this document identify the core knowledge and skills for the Business Career Cluster for the OaklandWorks Industry/Business School-to-Work Partnership. The standards specify in broad terms the knowledge and skills necessary for initial success in each program area (grades 13-14). They consist of content standards (specifying what a student should know and be able to do) and examples of performance indicators (products or actions and tasks that provide evidence of success).

The OaklandWorks standards format includes three different types/levels of standards. They include the following:

- *Employability Skills*—These skills and qualities are foundational to occupations in the cluster.
- *Career-Technical Standards*—These standards define general knowledge and skills—not job-specific skills—that are common across the multitude of occupations within the cluster.
- *Academic Standards*—The academic standards represent generic academic skills that support the career cluster. These standards have been synthesized from the district-adopted standards and highlight academic standards identified as important to this career cluster by the development teams. The performance indicators are examples of how the general academic skills can be contextualized by career-specific content.

The academic standards adopted by Oakland Unified School District in Language Arts, Mathematics, History/Social Science, and Science have been cross-referenced to related performance indicators to enhance their usability. For example, the sample performance indicator for Employability Skill Standard 2: Thinking and Problem Solving, “Demonstrates the use of strategic thinking and analytical skills and processes to make business-related decisions”, is cross-referenced to the district’s mathematics standard, Mathematics: Standard 5: Mathematical Reasoning (e.g.,[Mathematics 5]). When more than one topic is identified for a standard an alphanumeric coding system is used (e.g., Language Arts Standard 1: Reading: Topic A: Reading Skills and Fluency is coded as Language Arts 1A). A complete list of the alphanumeric codes related to the district’s academic standards appears at the end of this document.

Employability Skill Standards for Business

Employability Skill Standards	Sample Performance Indicators
<p>Standard 1: Appropriate Work Behavior Students will understand how personal skill development affects their employability. They will exhibit positive attitudes, self-confidence, integrity, honesty, and perseverance.</p>	<ul style="list-style-type: none"> • Exhibits flexibility, enthusiasm, and imagination • Prioritizes tasks to manage time and balance personal and business priorities • Assesses own skills and performance • Explains importance of attendance, timeliness, appropriate professional appearance, and demeanor • Understands the concept of social responsibility and ethical decision making in business
<p>Standard 2 : Thinking and Problem Solving Students will exhibit critical analysis and creative thinking skills. They will use a variety of problem solving strategies for managing business situations.</p>	<ul style="list-style-type: none"> • Demonstrates the use of strategic thinking and analytical skills and processes to make business-related decisions [Mathematics 5] • Gathers and organizes business-related information and evaluates for relevancy • Assesses applicability of different business strategies • Continually seeks and applies new knowledge and skills
<p>Standard 3: Working with Others Students will understand key concepts in group dynamics, conflict resolution, and negotiation. They will share responsibilities, accept supervision, and cooperate effectively across gender and cultural groups.</p>	<ul style="list-style-type: none"> • Understands principles of teamwork, such as communication, collaboration, cooperation, respect, diplomacy, professionalism, synergy, and delegation • Demonstrates teamwork concepts through role playing • Interacts with colleagues in a respectful and considerate manner [Language Arts 4C] • Shares information and collaborates with others to solve problems [Language Arts 4C] • Demonstrates self-respect, initiative, and leadership through managerial skills

Employability Skill Standards for Business

Employability Skill Standards	Sample Performance Indicators
<p>Standard 4: Communication Skills Students will understand the principles of effective communication. They will communicate with clients, customers, and associates in a businesslike manner.</p>	<ul style="list-style-type: none"> • Listens actively to others and asks questions as appropriate [Language Arts 4B-C] • Communicates in a clear, courteous, complete, concise, and correct manner on personal and professional levels • Adapts communication to individual needs, including paraphrasing or translating • Organizes and presents written and oral information using appropriate media and support materials [Language Arts 3A-C, 4A] • Writes technical reports, documents, and business communications clearly and accurately [Language Arts 3A-C]
<p>Standard 5: Career Literacy Students will understand how employability skills enhance their employment opportunities and job satisfaction. They will accept responsibility for professional growth and continuous improvement of knowledge and skills.</p>	<ul style="list-style-type: none"> • Applies knowledge of industry trends and own interests to set career goals • Understands need for flexibility, adaptability, and creativity in working towards career goals • Evaluates personal strengths and weaknesses as they relate to career development to fuel self-improvement • Develops a strategy for reaching career goals within the chosen field

Employability Skill Standards for Business

Employability Skill Standards	Sample Performance Indicators
<p>Standard 6: Application of Technology Students will understand the general nature of computer hardware and software systems and adapt to changing technology. They will use contemporary technologies to be productive and develop solutions.</p>	<ul style="list-style-type: none"> • Uses electronic communications, such as e-mail and fax, and telecommunications systems, such as voicemail • Uses appropriate software programs and computer applications to convey project information, solve problems, complete assignments, and produce business documents • Selects and uses word processing, desktop publishing, database, spreadsheet, presentation graphics, multimedia, and industry-specific software • Uses technologies, such as the Internet and on-line databases, to obtain information for projects

Business Technical Content Standards

Technical Content Standards	Sample Performance Indicators
<p>Standard 1: Economics Students will understand economic concepts and principles. They will analyze, apply, interpret, and communicate the application of economic principles.</p>	<ul style="list-style-type: none"> • Identifies how the U.S. economy impacts business [History/Social Science 3A-E] • Describes major economic principles as they relate to supply and demand, competition, factors of production, inflation and deflation, and the role of government in economic policy [History/Social Science 3A, 3C-D] • Analyzes and relates major economic trends, such as globalization and the rapid growth of the Internet [History/Social Science 3B, 3E]
<p>Standard 2: Accounting and Finance Students will understand basic accounting and financial principles and procedures affecting businesses. They will prepare, maintain, and interpret basic accounting records and financial statements.</p>	<ul style="list-style-type: none"> • Uses mathematics to analyze and solve business problems for such areas as savings and investment, cash flow and budgeting, sales, taxation, and depreciation [Mathematics 1-2] • Explains how accounting principles are used to determine the value of assets, liabilities, owner's equity, and profit gain and loss [Mathematics 1] • Uses computerized spreadsheets and ten key by touch to prepare, interpret, and analyze financial statements • Explains investment and financing options available to businesses and recognizes time value of money

Business Technical Content Standards

Technical Content Standards	Sample Performance Indicators
<p>Standard 3: Business Management Students will understand the principles and processes involved in managing a business. They will demonstrate the ability to implement business strategies.</p>	<ul style="list-style-type: none"> • Demonstrates an understanding of major business management concepts, such as finance, operations, human resources, and technology • Describes the social, cultural, political, legal, and economic factors and trends that shape and impact the business environment • Creates and effectively communicates a business plan • Analyzes business information to identify options and make long-term and short-term management recommendations
<p>Standard 4: Marketing Students will understand the principles, methods, and trends involved in marketing for a diversified marketplace. They will demonstrate the ability to apply this knowledge to a variety of business situations.</p>	<ul style="list-style-type: none"> • Explains key marketing concepts, such as market identification and research, product service and design, pricing structure, and customer satisfaction • Explains key promotion concepts such as advertising, public relations, and branding • Explains major sales concepts such as selling techniques, quality service standards, alternative sales channels, and customer retention • Develops and presents a marketing plan

Business Technical Content Standards

Technical Content Standards	Sample Performance Indicators
<p>Standard 5: Business Information Systems Students will understand how to use business information systems. They will gather, process, and analyze information for business decision making.</p>	<ul style="list-style-type: none"> • Demonstrates an understanding of the distinctions among information, data, and knowledge • Uses a breadth of internal (in-house) and external information resources • Selects and uses appropriate business information sources and technology • Applies research and data collection methods, such as interviews and survey research [Mathematics 4]
<p>Standard 6: Business Law and Regulations Students will understand how the structure and operation of the U.S. legal system affects business. They will describe how these laws and regulations impact routine business operations.</p>	<ul style="list-style-type: none"> • Demonstrates an understanding of the forms of legal ownership and selection • Demonstrates an understanding of business law concepts such as government regulations, contract law, consumer law, and employment law as they relate to the conduct of business in the national and international marketplaces [History/Social Science 2B-C, 2F] • Demonstrates an understanding of the relationship between ethics and law
<p>Standard 7: Entrepreneurship Students will understand how to organize and operate a small business. They will demonstrate how to prepare and present a business plan for an entrepreneurial venture.</p>	<ul style="list-style-type: none"> • Describes the characteristics and behaviors of a successful entrepreneur • Generates ideas for new and improved products or services • Designs a business plan for a target market and develops a budget [Mathematics 1] • Locates sources of capital and understands the costs involved in financing a new business venture

Academic Standards for Business

Academic Standards	Sample Performance Indicators
<p>Standard 1: Language Arts Students will demonstrate reading, writing, speaking and listening skills, media literacy, and an appreciation for cultural diversity in literature and language.</p>	<ul style="list-style-type: none"> • Uses a wide range of strategies to read, comprehend, interpret, evaluate, and respond to a variety of business-related materials [Language Arts 1A-B, 1D, 3A-C] • Reads and comprehends a range and breadth of written material including public and functional documents [Language Arts 1A-B, 1D] • Expresses business ideas and information in written form clearly and accurately and tailors to the intended purpose and audience (e.g., technical reports, business documents) [Language Arts 3A-C] • Actively listens and communicates in a clear, courteous, and complete manner on personal and professional levels [Language Arts 4B-C] • Organizes and presents oral and written information using appropriate media resources and support materials [Language Arts 5A]
<p>Standard 2: Mathematics Students are able to reason, communicate, solve problems and develop understanding of numbers, measurement, geometry, functions, statistics and probability, logic, algebra, trigonometry, and calculus.</p>	<ul style="list-style-type: none"> • Analyzes and solves business problems (e.g., savings and investments, cash flow and budgeting, sales, taxation) by selecting and applying appropriate quantitative methods [Mathematics 1-5] • Analyzes and interprets numeric business information (e.g., economic statistics and financial data) [Mathematics 1-6, 8, 10] • Applies mathematical equations and formulas in the management of resources (e.g., budgeting) [Mathematics 1-6, 8] • Applies mathematical concepts (e.g., numbers, accounting, statistics and probability) to understand the costs involved in financing a new business venture [Mathematics 1-5]

Academic Standards for Business

Academic Standards	Sample Performance Indicators
<p>Standard 3: History/Social Science Students will demonstrate historical thinking (e.g., chronological/spatial thinking, examining evidence, diversity/multiple perspectives, interpretation, significance, and participation) and understanding of government (e.g., courts and contemporary issues) and economics (e.g., fundamental economic concepts, comparative economic systems, microeconomics, macroeconomics, and international economic concepts) in business.</p>	<ul style="list-style-type: none"> • Analyzes major economic trends (e.g., globalization, rapid growth of the Internet) and how they impact business [History/Social Science 1A-D, 3A, 3E] • Describes major economic principles as they relate to the role of government and policymaking [History/Social Science 1B, 2F, 3A] • Identifies how contemporary issues and fundamental economic concepts impact business [History/Social Science 2F, 3A] • Understands business law concepts (e.g., government relations, laws, and policies) as they relate to the conduct of business in the national and international marketplaces [History/Social Science 2B-C, 3A, 3D]
<p>Standard 4: Science Students will understand physical science, biology, chemistry, and physics and scientific connections and applications as they relate to business (i.e., biotechnology and engineering).</p>	<ul style="list-style-type: none"> • Applies basic scientific concepts to solve health and safety problems in business environments [Science 1A-E] • Demonstrates understanding of the impact of technology and science as they have contributed to productivity and efficiency [Science 1A-M, 2E, 2G] • Understands the impact of science (e.g., historical and contemporary contributions) and interactions between science and society (e.g., biotechnology production processes, minimization of waste, and ecological systems) [Science 1A-M, 2E, 2G]

Resources

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