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Business, Management, and Administration Cluster

End of Program Assessment Blueprint

Applies to the following programs:

CIP Code	Common Name
52.0000	Business
52.0101	Business/Commerce, General
52.0305	Accounting and Business/Management
52.0407	Business/Office Automation/Technology/Data Entry
52.1401	Marketing/Marketing Management, General

ENTREPRENEURSHIP

8%

TLO 1: The student will demonstrate a working understanding of the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods (including starting a new project or venture).

1. Describe the various business functions performed by entrepreneurs including: Financial Management, Information Management, Marketing Management, Operations Management, Risk Management, and Strategic Management.
2. Recognize legal and regulatory concepts that apply to business such as: nature and scope, consumer credit and protection, and business structures.

BUSINESS ETHICS

10%

TLO 2: The student will demonstrate a working understanding of ethical standards that govern business operations and transactions, and employee behavior.

1. Explain the nature of business ethic including differences between ethical and legal issues; concept of business social responsibility; the role of organizational policies and procedures in business ethics; and the concepts and principles underlying ethical behavior in business (e.g., ethical use of information systems).

BUSINESS PRINCIPLES

5%

TLO 3: The student will demonstrate a working understanding of economic principles and concepts fundamental to the operation and/or management of a business.

1. Identify fundamental economic concepts such as basics of business cycle (inflation, etc.) economic goods and services, principles of supply and demand, functions of prices in markets, and concept of competition.
2. Recognize how economic systems influence environments in which businesses function, including: types of economic systems and concepts of private enterprise.
3. Recognize indicators of economic health such as consumer spending and unemployment rate.

HUMAN RESOURCES MANAGEMENT

4%

TLO 4: The student will demonstrate a working understanding of the tools, techniques, and systems that businesses use to plan, staff, lead, and organize its human resources.

1. Recognize the role and function of human resource management including: job descriptions, job applications, employee manuals, and employee orientations.
2. Recognize safety, health, and environmental regulations such as: individual and organizational responsibilities to create and maintain a safe work environment; OSHA standards and their impact on the workplace; and general safety, health, and environmental concepts, policies, and procedures (e.g., MSDS).
3. Recognize human resources laws and regulations such as nature and scope of human resource laws and regulations; employment laws and regulations; employment contracts and relationships; workplace regulations (e.g., ADA, EEOC); and workforce programs (e.g.; AAP).

FINANCIAL MANAGEMENT

12%

TLO 5: The student will demonstrate a working understanding of the tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.

1. Recognize personal finance as it relates to income, money management, spending, credit and investing.
2. Identify how accounting information is used to make business decisions including: accounting principles and procedures that affect business decisions; account payables vs. account receivables; payroll processes and procedures, and basic financial statements.

INFORMATION MANAGEMENT

11%

TLO 6: The student will demonstrate a working understanding of the tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making.

1. Demonstrate a basic working knowledge of technology applicable to the business environment including the use of computers and the Internet for information processing and business decision-making (e.g., spreadsheets for budgeting, market research, social media).

PROFESSIONAL DEVELOPMENT

9%

TLO 7: The student will demonstrate a working understanding of the concepts, tools, and strategies used to explore, obtain, and develop a business career.

1. Identify and describe functions of career development concepts, tools, and strategies (e.g., career planning, portfolio/resume, web-based tools such as job postings and ongoing professional development/training).
2. Identify effective job interviewing skills; professional attire, personal hygiene; and appearance codes set by management).

COMMUNICATION 12%

TLO 8: The student will demonstrate a working understanding of the concepts, strategies, and systems used to communicate clearly, effectively and with reason.

1. Describe the elements of effective verbal, nonverbal and written communication skills (e.g. email, business letter, presentation skills, social media, listening).

CUSTOMER RELATIONS 12%

TLO 9: The student will demonstrate a working understanding of the techniques and strategies used to foster positive, ongoing relationships with customers.

1. Identify and describe good customer service (including the concepts of: educating customers in products, services, prices, options, etc.).

MARKETING 7%

TLO 10: The student will demonstrate a working understanding of the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives through customer needs.

1. Identify and describe elements of effective sales/marketing strategies (5P's - product, price, place, promotion, people).
2. Identify and describe elements of three factors for success (3C's – customer, competitors, corporation).
3. Define the role of branding in advertising strategies within marketing.
4. Define market research and its role in sales/marketing strategies.

LEADERSHIP AND TEAMWORK 10%

TLO 11: The student will demonstrate a working understanding of leadership and teamwork concepts and principles.

1. Discuss the roles and responsibilities of leaders and members in a business environment.
2. Identify and describe elements of effective leadership.
3. Identify and describe elements of effective teamwork.