

Flint Hills Map and Education Program

Business Education Standards – Pathways

BUSINESS ENTREPRENEURSHIP AND MANAGEMENT PATHWAY

<http://www.ksde.org/LinkClick.aspx?fileticket=F7Jplul3eTE%3d&tabid=453&portalid=0&mid=1359>

BUSINESS FINANCE PATHWAY

[http://www.ksde.org/Portals/0/CSAS/Content%20Area%20\(A-E\)/Business/Finance/Business%20Finance%20Design%20Sheet%202-18-16.pdf?ver=2016-02-18-094026-890](http://www.ksde.org/Portals/0/CSAS/Content%20Area%20(A-E)/Business/Finance/Business%20Finance%20Design%20Sheet%202-18-16.pdf?ver=2016-02-18-094026-890)

MARKETING PATHWAY

[http://www.ksde.org/Portals/0/CSAS/Content%20Area%20\(A-E\)/Business/Marketing/Marketing%2016-17.pdf?ver=2016-01-28-135658-093](http://www.ksde.org/Portals/0/CSAS/Content%20Area%20(A-E)/Business/Marketing/Marketing%2016-17.pdf?ver=2016-01-28-135658-093)

TRAVEL AND TOURISM PATHWAY

<http://www.ksde.org/LinkClick.aspx?fileticket=1-K22PnA-tE%3d&tabid=716&portalid=0&mid=2003>

INFORMATION SUPPORT & SERVICES PATHWAY

http://www.ksde.org/LinkClick.aspx?fileticket=aEBximvh4_g%3d&tabid=473&portalid=0&mid=2011

Activity Number & Related Pathway

1. Starting a new business in your community

- a. **Business Essentials**—Examine and employ business and economic principles and concepts in making informed business decisions to continue business operations; Communications; Ethics and Legal Responsibilities; Create, communicate, and deliver value to customers while managing customer relationships; Emotional intelligence; Entrepreneurship; Financial Analysis; Information Technology Applications; Marketing; Employability and Career Development
- b. **Business Economics**—Demonstrate an operational understanding of fundamental terms and concepts to describe what societies can do to improve people’s lives individually and collectively; Develop an understanding of how markets allocate scarce resources and goods and services they produce; Explain the analytical process of economic decisions, involving profit maximization and loss minimization; Demonstrate and experience the value and role of marketplace competition and labor economics; Ethics and Legal Responsibilities; Demonstrate and understand that personal spending, saving, and credit decisions have significant implications for the future; Explain how nations grow and prosper depending on many factors, including resources, technology, and consumers; Explore, obtain, and develop strategies for ensuring a successful career
- c. **Entrepreneurship**—Economics; Marketing principles; Human relations and psychology; Business and labor law; Legal rights and responsibilities of ownership; Business and financial planning; Finance and accounting; Communication
- d. **Business Management**—Identify, analyze, and process business data and information to make business decisions and enhance business management duties; Examine and employ business and economic principles and concepts in making informed business decisions to continue business operations; Obtain and convey ideas and information to impact business decisions and report on organizational activities; Evaluate and use information resources to accomplish specific occupational tasks; Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences; Employ critical thinking skill independently and in teams to solve problems and make decisions; Employ critical thinking and interpersonal skills to resolve conflicts with staff and/or customers; Identify, write and monitor workplace performance goals to guide progress in assigned areas of responsibility and accountability; Analyze accounting systems’ contribution to the fiscal stability of a business; Understand the methods that businesses use to recruit, train and develop human resources; Assess and implement safety, health, and environmental controls to enhance business productivity; Employ leadership skills to accomplish organizational goals and objectives; Employ and explore organizational and staff development skills to foster positive working relationships and accomplish organizational goals; Describe business’s responsibility to know and abide by laws and regulations that affect business operations; Explore, obtain, and develop strategies for ensuring a successful business career; Access, process, maintain, evaluate, and disseminate information to assist in business decision-making; Employ and explore tools and strategies to influence, plan, control, and organize an organization/department; Plan, monitor, and control day-to-day business functions to ensure

continued business operations; Examine-risk management strategies and techniques in order to minimize potential business loss; Plan, organize, and control an organization/department to optimize overall business success

- e. **Accounting**—Utilize accounting tools, strategies, and systems to maintain, monitor, control, and plan the use of financial resources; Explain cash control procedures; Perform accounting functions specific to a merchandising business; Perform accounts payable and accounts receivable functions to a merchandising business; Maintain inventory records to track the location, quantity and value of current assets; Complete payroll procedures to calculate, record, and distribute payroll earnings
- f. **Business Communications**—Vocabulary skills; Written business communications; Sample written communications; Compose goodwill letters; Perform business operations; Verbal communication; Human relations skills; Job seeking skills; Computer technology
- g. **Business Law**—Basics of law; Types of law; Business organizations; Bankruptcy
- h. **Marketing**—Channel management; Marketing-information management; Product/Service management; Promotion; Market Planning; Pricing; Selling
- i. **Digital Marketing**—E-commerce; Ethics; Culture influences; Social and ethical implications; Basic economic impact; Laws; Search engine optimization; Advertising; Email marketing; Web site analytics as a marketing function; Digital, graphical displays of information; Social media decisions
- j. **Web Page Design**—Create and produce content; Demonstrate knowledge of HTML, XHTML, and CSS
- k. **Principles of Advertising**—Why advertise; Concept of advertising; Ethics in advertising; How culture influences global advertising; Basic economic impact of advertising; Laws; Contracts; Marketing and advertising research; Planning; Various forms of media; Media pricing decisions; Marketing segmentation criteria; Promotion; Point-of-purchase; Sales promotion plan; Advertising plan; Public relations plan; Selling function; Product information; Customer's buying motives; Demonstrate a product; Recommend a product; Sales presentation; Customer/client needs; Building a clientele; Suggestive selling and follow-up; Close a sale

2. Hunting and guiding business

- a. **Business Essentials**—Examine and employ business and economic principles and concepts in making informed business decisions to continue business operations; Communications; Ethics and Legal Responsibilities; Create, communicate, and deliver value to customers while managing customer relationships; Emotional intelligence; Entrepreneurship; Financial Analysis; Information Technology Applications; Marketing; Employability and Career Development
- b. **Business Economics**—Demonstrate an operational understanding of fundamental terms and concepts to describe what societies can do to improve people's lives individually and collectively; Develop an understanding of how markets allocate scarce resources and goods and services they produce; Explain the analytical process of economic decisions, involving profit maximization and loss minimization; Demonstrate and experience the value and role of marketplace competition and labor economics; Ethics and Legal Responsibilities; Demonstrate and understand that personal spending, saving, and credit decisions have significant implications for the future; Explain how nations grow and prosper depending on many factors, including resources, technology, and consumers; Explore, obtain, and develop strategies for ensuring a successful career
- c. **Entrepreneurship**—Economics; Marketing principles; Human relations and psychology; Business and labor law; Legal rights and responsibilities of ownership; Business and financial planning; Finance and accounting; Communication
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to accomplish organizational goals and objectives; Employ and explore organizational and staff development skills to foster positive working relationships and accomplish organizational goals; Describe business's responsibility to know and abide by laws and regulations that affect business operations; Explore, obtain, and develop strategies for ensuring a successful business career; Access, process, maintain, evaluate, and disseminate information to assist in business decision-making; Employ and explore tools and strategies to influence, plan, control, and organize an organization/department; Plan, monitor, and control day-to-day business functions to ensure continued business operations; Examine-risk management strategies and techniques in order to minimize potential business loss; Plan, organize, and control an organization/department to optimize overall business success

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- l. **Foundations of Travel & Tourism**—Safety, Health and Environmental; Leadership and Teamwork; Ethics and Legal Responsibilities; Employability and Career Development; Synthesize knowledge, skills and practices required for careers in hospitality, tourism and recreation
- m. **Event Planning & Management**—Synthesize knowledge, skills and practices required for careers in hospitality, tourism and recreation
- n. **Foundations of Lodging**—Synthesize knowledge, skills and practices required for careers in hospitality, tourism and recreation

3. Agri-tourism business

- a. **Business Essentials**—Examine and employ business and economic principles and concepts in making informed business decisions to continue business operations; Communications; Ethics and Legal Responsibilities; Create, communicate, and deliver value to customers while managing customer relationships; Emotional intelligence; Entrepreneurship; Financial Analysis; Information Technology Applications; Marketing; Employability and Career Development
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- c. **Entrepreneurship**—Economics; Marketing principles; Human relations and psychology; Business and labor law; Legal rights and responsibilities of ownership; Business and financial planning; Finance and accounting; Communication
- d. **Business Management**—Identify, analyze, and process business data and information to make business decisions and enhance business management duties; Examine and employ business and economic principles and concepts in making informed business decisions to continue business operations; Obtain and convey ideas and information to impact business decisions and report on organizational activities; Evaluate and use information resources to accomplish specific occupational tasks; Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences; Employ critical thinking skill independently and in teams to solve problems and make decisions; Employ critical thinking and interpersonal skills to resolve conflicts with staff and/or customers; Identify, write and monitor workplace performance goals to guide progress in assigned areas of responsibility and accountability; Analyze accounting systems' contribution to the fiscal stability of a business; Understand the methods that businesses use to recruit, train and develop human resources; Assess and implement safety, health, and environmental controls to enhance business productivity; Employ leadership skills to accomplish organizational goals and objectives; Employ and explore organizational and staff development skills to foster positive working relationships and accomplish organizational goals; Describe business's responsibility to know and abide by laws and regulations that affect business operations; Explore, obtain, and develop strategies for ensuring a successful business career; Access, process, maintain, evaluate, and disseminate information to assist in business decision-making; Employ and explore tools and strategies to influence, plan, control, and organize an organization/department; Plan, monitor, and control day-to-day business functions to ensure continued business operations; Examine-risk management strategies and techniques in order to minimize potential business loss; Plan, organize, and control an organization/department to optimize overall business success
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- m. **Event Planning & Management**—Synthesize knowledge, skills and practices required for careers in hospitality, tourism and recreation
- n. **Foundations of Lodging**—Synthesize knowledge, skills and practices required for careers in hospitality, tourism and recreation

4. Small industry or manufacturing

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- b. **Entrepreneurship**—Economics; Marketing principles; Human relations and psychology; Business and labor law; Legal rights and responsibilities of ownership; Business and financial planning; Finance and accounting; Communication
- c. **Marketing**—Channel management; Marketing-information management; Product/Service management; Promotion; Market Planning; Pricing; Selling
- d. **Accounting**—Utilize accounting tools, strategies, and systems to maintain, monitor, control, and plan the use of financial resources; Explain cash control procedures; Perform accounting functions specific to a merchandising business; Perform accounts payable and accounts receivable functions to a merchandising business; Maintain inventory records to track the location, quantity and value of current assets; Complete payroll procedures to calculate, record, and distribute payroll earnings
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5. Invasive species control business

- a. **Marketing**—Channel management; Marketing-information management; Product/Service management; Promotion; Market Planning; Pricing; Selling
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- c. **Entrepreneurship**—Economics; Marketing principles; Human relations and psychology; Business and labor law; Legal rights and responsibilities of ownership; Business and financial planning; Finance and accounting; Communication
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6. Retro-fitting older buildings for greater energy-efficiency

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- b. **Entrepreneurship**—Economics; Marketing principles; Human relations and psychology; Business and labor law; Legal rights and responsibilities of ownership; Business and financial planning; Finance and accounting; Communication
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7. Xeriscaping greenhouse and/or landscaping business

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- b. **Business Economics**—Demonstrate an operational understanding of fundamental terms and concepts to describe what societies can do to improve people’s lives individually and collectively; Develop an understanding of how markets allocate scarce resources and goods and services they produce; Explain the analytical process of economic decisions, involving profit maximization and loss minimization; Demonstrate and experience the value and role of marketplace competition and labor economics; Ethics and Legal Responsibilities; Demonstrate and understand that personal spending, saving, and credit decisions have significant implications for the future; Explain how nations grow and prosper depending on many factors, including resources, technology, and consumers; Explore, obtain, and develop strategies for ensuring a successful career
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8. Eco-tourism business

- a. **Foundations of Travel & Tourism**—Safety, Health and Environmental; Leadership and Teamwork; Ethics and Legal Responsibilities; Employability and Career Development; Synthesize knowledge, skills and practices required for careers in hospitality, tourism and recreation
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- f. **Event Planning & Management**—Synthesize knowledge, skills and practices required for careers in hospitality, tourism and recreation
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- 9. Using database information technology to share biodiversity**
- a. **Computer Applications**—Research and Internet; Word Processing and Presentations; Spreadsheets; Data; Ethics and Security; History/Quality Assurance
 - b. **Computing Systems**—Configure systems to provide optimal system interfaces; Determine audience and information needs; Document procedures and actions; Evaluate information; Gather information; Identify new IT technologies and assess their potential importance and impact on the future; Operate computer-driven equipment and machines; Understand data communications trends and issues; Understand types and functions of business; Use available reference tools as appropriate
 - c. **Database Applications**—Use user interface development tools; Identify the use of program design tools in a software development process; Develop scripts and forms that permit access via websites to the database; Implement solutions in code and documentation