

**Springfield Public Schools
Business Education/Marketing**

BUSINESS CONCEPTS

MAJOR INSTRUCTIONAL GOALS

The student will:

1. develop and apply research skills.
2. demonstrate communication and interpersonal skills.
3. develop employability skills.
4. investigate business operations.
5. develop economic awareness.
6. explore entrepreneurship.
7. demonstrate successful financial management skills.
8. identify and demonstrate criteria on which to base wise consumer choices.

COMPUTER APPLICATIONS

MAJOR INSTRUCTIONAL GOALS

The student will:

1. execute basic computer operations.
2. create and evaluate word processing applications.
3. design and critique spreadsheet applications.
4. investigate database applications.
5. demonstrate proper business use of the Internet.
6. develop basic presentation software skills.

COLLEGE COMPUTER APPLICATIONS

MAJOR INSTRUCTIONAL GOALS

The student will:

1. demonstrate advanced word processing applications.
2. construct and utilize advanced spreadsheet applications.
3. create database projects.
4. develop professional presentation skills using presentation software.
5. design projects which integrate word processing, spreadsheets, database, and presentation applications.
6. apply advanced Internet skills.
7. manage files and identify basic operating system functions.

DESKTOP PUBLISHING/MULTIMEDIA

MAJOR INSTRUCTIONAL GOALS

The student will:

1. define and explain introductory desktop publishing concepts.
2. create and manipulate text using desktop publishing software.
3. incorporate design rules and guidelines into documents and web pages.
4. generate and manipulate graphics
5. identify introductory multimedia concepts.
6. discuss appropriate ethical standards and copyright laws.
7. design and evaluate web pages.
8. create electronic presentations.
9. investigate career opportunities.

ENTREPRENEURSHIP

MAJOR INSTRUCTIONAL GOALS

The student will:

1. explore the characteristics and roles of an entrepreneur.
2. identify all aspects of market analysis.
3. develop an understanding of basic economic principles and how they impact business development.
4. examine legal issues that apply to the development of a business.
5. analyze and interpret all financial aspects of a business.
6. understand and apply ethical business management principles.
7. identify the major components of and create a business plan.

PERSONAL AND BUSINESS LAW I

MAJOR INSTRUCTIONAL GOALS

The student will:

1. explain the foundations of law.
2. explore the court system.
3. describe trial procedures.
4. investigate criminal law.
5. explore tort law.
6. explore laws for minors.
7. develop an understanding of laws for families.
8. investigate consumer law.

PERSONAL AND BUSINESS LAW II

MAJOR INSTRUCTIONAL GOALS

The student will:

1. examine contract law.
2. investigate the sales contract.
3. explain the transfer of ownership and risk of loss.
4. describe consumer rights in relation with defective products.
5. explore debts and bankruptcy.
6. describe collateral and repossessions.
7. develop an understanding of employment contracts.
8. explain employment discrimination.
9. explain the role and responsibilities of the landlord and tenant.

PERSONAL FINANCE

MAJOR INSTRUCTIONAL GOALS

The student will:

1. develop an understanding of income.
2. learn the importance of money management
3. be able to identify good spending and credit habits.
4. be able to analyze the risks and rewards of saving and investing.
5. explore risk/insurance management.

COMPUTER KEYBOARDING

MAJOR INSTRUCTIONAL GOALS

The student will:

1. identify the components of computers and peripheral hardware.
2. use appropriate functions of computer operating systems.
3. demonstrate proper keyboarding technique.
4. demonstrate formatting skills.
5. demonstrate proofreading and editing skills.
6. format and produce personal and business documents.
7. demonstrate a basic level of keyboarding speed and accuracy.

COLLEGE COMPUTER KEYBOARDING

MAJOR INSTRUCTIONAL GOALS

The student will:

1. demonstrate composition skills.
2. format and produce reports.
3. format and produce tables.
4. prepare other business-related documents.
5. prepare employment documents.
6. demonstrate an advanced level of speed and accuracy.
7. navigate the Internet.

NETWORK ADMINISTRATION

MAJOR INSTRUCTIONAL GOALS

The student will:

1. explain basic computer concepts.
2. explain and demonstrate basic networking concepts.
3. analyze a variety of computer lab safety measures.
4. communicate effectively in oral, written and electronic form.
5. install a variety of computer hardware.
6. compare and contrast methods of connectivity.
7. analyze, install and protect various software.
8. operate and maintain a network.
9. troubleshoot and manage a computer system.

ACCOUNTING I

MAJOR INSTRUCTIONAL GOALS

The student will:

1. define and apply basic accounting concepts.
2. complete and analyze the accounting cycle.
3. maintain cash control accounts.
4. complete payroll documents.
5. enter data into and analyze reports from a computerized accounting system.

ACCOUNTING II

MAJOR INSTRUCTIONAL GOALS

The student will:

1. complete the accounting cycle process for departmentalized businesses.
2. maintain voucher control systems.
3. prepare accounting adjustments.
4. complete the accounting cycle process for corporations.
5. apply cost accounting procedures.
6. demonstrate managerial accounting procedures.
7. manage detailed computerized accounting systems.

PRACTICAL ECONOMICS

MAJOR INSTRUCTIONAL GOALS

The student will:

1. identify and evaluate production factors.
2. classify and analyze factors of consumption.
3. explain and interpret exchange of goods and services.
4. evaluate various aspects of savings.
5. explain and analyze investment strategies.
6. illustrate and interpret economic data.
7. explore the types and availability of economic-related careers.

MARKETING I

MAJOR INSTRUCTIONAL GOALS

The student will:

1. interpret and apply effective communication skills in marketing
2. discuss economic concepts.
3. investigate employment and advancement opportunities.
4. develop skills in human relations as related to marketing.
5. perform and understand marketing operations.
6. develop marketing management strategies.
7. analyze and plan advertising and sales promotion activities.
8. describe the buying process and conduct a sales presentation.
9. analyze marketing concepts and strategies.

MARKETING II

MAJOR INSTRUCTIONAL GOALS

The student will:

1. apply advanced communication skills in marketing.
2. investigate employment and advancement opportunities.
3. identify human, ethical and social responsibilities in marketing.
4. understand and perform complex marketing operations.
5. demonstrate marketing management strategies.
6. develop and manage advertising and sales promotion activities.
7. utilize specialized selling skills and techniques.
8. relate marketing concepts to domestic, international and e-commerce marketing activities.

EMPLOYMENT INTERNSHIP

MAJOR INSTRUCTIONAL GOALS

The student will:

1. interpret and complete internship placement forms.
2. develop an occupational objective.
3. research and analyze potential careers.
4. identify and secure an internship position.
5. document and evaluate internship duties and responsibilities.
6. interpret and analyze his/her internship assessments.

RETAIL FASHION MERCHANDISING

MAJOR INSTRUCTIONAL GOALS

The student will:

1. explore and investigate the retail industry.
2. identify retail business strategies.
3. explain merchandising techniques.
4. evaluate location and store design.
5. identify and utilize retail business functions.
6. describe legal and ethical retailing.
7. analyze trends in fashion.
8. develop a fashion merchandising promotion plan.

MARKETING AND COOPERATIVE EDUCATION I

MAJOR INSTRUCTIONAL GOALS

The student will:

1. interpret and apply effective communication skills in marketing
2. discuss economic concepts.
3. investigate employment and advancement opportunities.
4. develop skills in human relations as related to marketing.
5. perform and understand marketing operations.
6. develop marketing management strategies.
7. analyze and plan advertising and sales promotion activities.
8. describe the buying process and conduct a sales presentation.
9. analyze marketing concepts and strategies.

Marketing and Cooperative Education II

Major Instructional Goals

The student will:

1. apply advanced communication skills in marketing.
2. investigate employment and advancement opportunities.
3. identify human, ethical and social responsibilities in marketing.
4. understand and perform complex marketing operations.
5. demonstrate marketing management strategies.
6. develop and manage advertising and sales promotion activities.
7. utilize specialized selling skills and techniques.
8. relate marketing concepts to domestic, international and e-commerce marketing activities.