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Business and Marketing Education Content Standards

● addresses the standard directly
O somewhat addresses standard
C can be used as a context

	GoVenture Lemonade Stand	GoVenture Micro Business	GoVenture Accounting	GoVenture Small Business	GoVenture Entrepreneur	GoVenture Big Business Marketing	GoVenture Stock Market	GoVenture Investment	GoVenture Financial Literacy	GoVenture Personal Finance	GoVenture Point of Sale	GoVenture.NETWork
Accounting I & II Competencies												
Apply accounting concepts	O	●	●	●	●	●	O	O	●	●	O	
Complete the accounting cycle process	C	●	●	●	●	●	O	O	O	O	C	
Maintain cash control	●	●	●	●	●	●	●	●	●	●	●	
Complete payroll procedures		O	O	●	●							
Complete special accounting procedures	C	C	C	C	C	C	C	C	C	C	C	
Maintain computerized accounting systems	C	O	●	O	O	O	C	C	C	C	C	
Demonstrate Employability skills	O	●	●	●	●	●	●	●	●	●	●	
Complete the Accounting Cycle Process for departmentalized business		C	C	C	C	C						
Prepare Advanced Accounting Adjustments		C	C	C	C	C						
Complete the Accounting Cycle Process for Corporations		C	C	C	C	C						
Complete Cost Accounting Procedures		O	O	O	O	O						
Complete Managerial Accounting Procedures Financial Statements	C	C	C	C	C	C	C	C	C	C	C	
Apply the Appropriate Accounting Principles to Various forms of ownership	C	C	C	C	C	C	C	C	C	C	C	
Manage Computerized Accounting Systems	C	C	●	C	C	C	C	C	C	C	C	
Business Communication Competencies												
Develop Communication Foundation Skills	O	O	O	O	O	O	O	O	O	O	O	
Develop Social Communication Skills	C	C	C	C	C	C	C	C	C	C	C	
Use Technological Communications	C	C	C	C	C	C	C	C	C	C	C	
Develop Employment Communication Skills	C	O	O	O	O	O	O	O	O	O	C	
Develop Organizational Communication Skills	C	O	O	O	O	O	O	O	O	O	C	
Business Economics Competencies												
Production	●	●	●	●	●	●	C	C	O	O	C	
Consumption	●	●	●	●	●	●	●	●	●	●	●	
Exchange	●	●	●	●	●	●	●	●	●	●	●	
Savings	O	O	O	O	O	O	●	●	●	●		
Investment	●	●	●	●	●	●	●	●	●	●		
Measurement concepts and methods	●	●	●	●	●	●	●	●	●	●	●	
Careers	O	O	O	O	O	O	O	O	O	O	O	
Business Management Competencies												
Apply Economic Concepts	●	●	●	●	●	●	●	●	●	●	●	
Identify Management Responsibilities	●	●	●	●	●	●	O	O	O	O	O	
Use of Communication Skills	O	O	O	O	O	O	O	O	O	O	O	
Demonstrate Interpersonal Skills	C	C	C	C	C	C	C	C	C	C	C	
Define Elements of Marketing	O	●	●	●	●	●	O	O	O	O		
Explain Financial Issues	●	●	●	●	●	●	●	●	●	●	●	
Explore Human Resources	C	●	●	●	●	C	C	C	C	C		
Discuss Legal, Ethical, and Social Aspects	C	C	C	O	O	●	C	C	C	C		
Business Technology Competencies												
Explore Careers in Business	●	●	●	●	●	●	●	●	●	●	●	
Prepare for Employment	●	●	●	●	●	●	●	●	●	●	●	
Develop Career Management Strategies	O	O	O	●	●	O	O	O	●	●	O	
Communicate Effectively	O	O	O	O	O	O	O	O	O	O	O	
Use Business Equipment	C	C	C	C	C	C	C	C	C	C	●	
Demonstrate Proper Workplace Behaviors	O	●	●	●	●	●	O	O	O	O	O	
Apply Business Administrative Skills	●	●	●	●	●	●	●	●	●	●	●	
Apply Technology to Business Applications	C	C	O	O	O	C	C	C	C	C	●	
Use Internet as a Business Tool	C	C	C	C	C	C	C	C	C	C	C	
Demonstrate Entrepreneurial Awareness	●	●	●	●	●	●	O	O	O	O	O	
Computer Business Applications Competencies												
Apply Input Methods	C	C	C	C	C	C	C	C	C	C	C	

Execute Basic Computer Operations	C	C	C	C	C	C	C	C	C	C	C	
Use Word Processing Applications	C	C	C	C	C	C	C	C	C	C	C	
Use Spreadsheet Applications	C	C	C	C	C	C	C	C	C	C	C	
Use Database Applications	C	C	C	C	C	C	C	C	C	C	C	
Apply Desktop Publishing Principles	C	C	C	C	C	C	C	C	C	C	C	
Use Presentation Software	C	C	C	C	C	C	C	C	C	C	C	
Explore the Internet	C	C	C	C	C	C	C	C	C	C	C	
Use Multimedia in Applications	C	C	C	C	C	C	C	C	C	C	C	
Create a Web Page	C	C	C	C	C	C	C	C	C	C	C	
International Business Competencies												
Develop Communication and Interpersonal Skills	○	○	○	○	○	○	○	○	○	○	○	
Develop Employability Skills	●	●	●	●	●	●	●	●	●	●	●	
Investigate Business Operations	●	●	●	●	●	●	●	●	●	●	●	
Develop Economic Awareness	●	●	●	●	●	●	●	●	●	●	●	
Explore Entrepreneurship	●	●	●	●	●	●	●	●	●	●	●	
Manage Personal Finance	●	●	●	●	●	●	●	●	●	●	○	
Make Wise Consumer Choices	○	○	○	○	○	○	●	●	●	●		
Mathematics in Business Competencies												
Math Applications	●	●	●	●	●	●	●	●	●	●	●	
Workplace Technology	○	○	○	○	○	○	○	○	○	○	○	
Personal Money Management	●	●	●	●	●	○	●	●	●	●		
Entrepreneurial Math	●	●	●	●	●	●	●	●	●	●	●	
International Math	C	C	C	C	C	C	C	C	C	C	C	
Communications in Marketing												
Facilitate communications among employees, management, and customers	C	C	C	C	C	C	C	C	C	C		
Interpret marketing information	●	●	●	●	●	●	○	○	○	○		
Train employees	C	○	○	●	○	○					C	
Use oral communication in marketing	C	C	C	C	C	C	C	C	C	C	C	
Use written communications in marketing.	C	C	C	C	C	C	C	C	C	C	C	
Employment & Advancement												
Apply marketing management abilities	●	●	●	●	●	●	C	C	C	C	C	
Complete a marketing employment interview		C	C	C	C	C	C	C	C	C	C	
Identify a marketing occupational objective		○	○	●	○	●	C	C	C	C		
Secure a marketing position		○	○	●	○	●	C	C	C	C		
Secure advanced marketing employment		○	○	●	○	●	C	C	C	C		
Marketing Operations												
Calculate prices of products or services	●	●	●	●	●	●	●	●	●	●	●	
Handle payments for purchases of products or services	●	●	●	●	●	●	●	●	●	●	●	
Operate a check-out area	C	C	C	C	C	C	C	C	C	C	●	
Perform basic mathematical computations in marketing	●	●	●	●	●	●	○	○	○	○		
Process purchase/payment forms and records	C	●	●	●	●	●	○	○	○	○	●	
Manage inventory	●	●	●	●	●	●	○	○	○	○	●	
Understand financial statements	○	●	●	●	●	●	●	●	●	●	○	
Understand inventory control	●	●	●	●	●	●					●	
Advertising & Sales Promotion												
Analyze the advertising media	C	●	●	●	●	●			○	○		
Evaluate promotional activities	C	●	●	●	●	●						
Manage promotional activities	C	●	●	●	●	●						
Develop and plan promotional activities	C	●	●	●	●	●						
Utilize visual merchandising in the promotion mix	C	C	C	C	C	○						
Marketing Concepts												
Analyze the marketing mix	C	●	●	●	●	●						
Classify channels of distribution	C	C	C	C	C	○						
Identify marketing strategies	C	●	●	●	●	●						
Identify markets for a product and/or service	●	●	●	●	●	●	○	○	○	○		
Identify the importance of marketing	○	●	●	●	●	●	○	○	○	○		
Describe the importance of international marketing	C	C	C	C	C	●	C	C	C	C		
Economic Concepts												
Identify business risks in the marketplace	●	●	●	●	●	●	●	●	●	●		
Identify Gross Domestic Product							●	●	●	●		
Understand economics and economic activities	●	●	●	●	●	●	●	●	●	●		
Understand government regulations in marketing enterprises	C	C	C	C	C	C	C	C	C	C	C	
Understand profits	●	●	●	●	●	●	●	●	●	●	●	
Understand the private enterprise system	●	●	●	●	●	●	●	●	●	●	○	
Understand the relationship between supply and demand	●	●	●	●	●	●	●	●	●	●	●	

Human Relations												
Develop effective personal human relations skills for marketing	C	C	C	C	C	C	C	C	C	C	C	
Identify the ethical and social responsibilities of marketing	C	C	C	C	C	●	C	C	C	C	C	
Motivate marketing employees	C	C	C	O	O	O	C	C	C	C	C	
Participate in professional marketing related activities	C	●	●	●	●	●	C	C	C	C		
Understand human relations in a marketing enterprise	C	C	C	C	C	C	C	C	C	C		
Participate in problem solving work teams	O	O	O	O	O	O	O	O	O	O	O	
Marketing Management												
Conduct marketing research	C	●	●	●	●	●	O	O	O	O		
Develop specific products and/or services for specific markets	O	O	O	O	O	●	C	C	C	C		
Establish pricing policies	●	●	●	●	●	●	C	C	C	C	C	
Examine the development of new products	C	C	C	C	C	●	C	C	C	C		
Plan for product and services in the marketplace	O	O	O	O	O	O	C	C	C	C		
Understand the marketing cycle of a product	O	O	O	O	O	O	C	C	C	C		
Selling												
Plan a sales presentation.	C	C	C	C	C	C	C	C	C	C		
Conduct a sales presentation.	C	C	C	C	C	C	C	C	C	C		
Identify various types of selling.	C	C	C	C	C	C	C	C	C	C	C	
Utilize specialized selling techniques.	C	C	C	C	C	C	C	C	C	C		
Utilize organizational skills in professional selling.	C	C	C	C	C	C	C	C	C	C		
Understand the buying process.	●	●	●	●	●	●	●	●	●	●	C	

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SOURCES: http://www.dese.state.mo.us/divvoced/biz_be_competencies.htm - 04/29/2005

http://www.dese.state.mo.us/divvoced/mark_cur_le arner_outcomes.htm - 04/29/2005