



Competency	Performance Indicator	Meets Expectations
Communication Skills	Demonstrate communication (e.g. email, memos) and research (e.g. Internet, online database) skills in creating, expressing, and interpreting information.	I can understand and evaluate information from a variety of online communication and presentation tools (eg. email, chat, hangout) and resources, and use appropriate language (i.e. formality, grammar, spelling) when constructing informative communications.
	Apply word processing knowledge (e.g. document formatting, managing tables, applying references, and mail merge) to complete business tasks (e.g. writing a memo, letter, or MLA report with proper citation).	I can create a professional document in an applicable word processing tool and write a properly formatted memo using a variety of tools from the application (i.e. all the tools in the ribbon).
	Apply spreadsheet functionality (e.g. formatting, performing calculations, and creating charts in any platform) to complete business tasks.	I can create a spreadsheet, input data into it, and use basic functions and formulas to manipulate, input and calculate output values. I can create appropriate charts and other representations of data and apply them in my spreadsheet.
Economics	Distinguish between economic goods and services.	I can explain the similarities and differences between goods and services and provide examples of each.
	Explain the concept of economic resources.	I can define the concepts of scarcity and excess as they apply to business.
	Explain the principles of supply and demand.	I can explain how changes in supply and/or demand affect price, and describe how supply and demand graphs are used to make business decisions.

Economics (continued)	Explain the concept of competition.	I can describe how competing businesses and industries affect price, product offerings, and market penetration opportunities.
	Explain how organizations adapt to today's markets.	I can explain the concept of flexibility and identify opportunities for firms to pivot or modify product/service offerings.
	Determine the relationship between government and business.	I can describe government's role in business and explain how governmental policy may affect business operations.
Finance	Explain the concept of accounting.	I can explain the concept of accounting and describe different types of financial reports.
	Explain the role of finance in business.	I can make sound, evidence-based financial decisions given factual or theoretical scenarios.
	Compare the various methods to forecast sales (e.g. top-down and bottom-up) and use results to plan a budget.	I can create a sales forecast and create a fiscally responsible budget.
Managing Human Resources	Identify factors impacting human-resources management (e.g., availability of qualified people, employment laws, compensation and benefits) and propose strategies for addressing these factors.	I can conduct analysis of a company or area's human resource environment to develop a hiring/retention strategy.
	Apply techniques for analyzing employee workloads and quantitative approaches to assigning work priorities (e.g. rating scale for importance and urgency).	I can use project management skills to adequately resource and staff an organization to meet clear goals.
	Calculate employee turnover rates, analyze causes, identify corrective measures, and make recommendations to improve retention.	I can forecast upcoming vacancies and address performance concerns to hire appropriate numbers of staff and retain existing employees.
Information Management	Implement accepted techniques for managing documentation (e.g. expense reports, insurance information, customer relations data, quality data, human resources).	I can develop an organizational method for creating, communicating, and storing company data.

Information Management (continued)	Use a project planning processes (i.e., project charter and statement of work) to set objectives, outputs, and resource requirements for a project.	I can use project management techniques to set and achieve measurable, time-bound goals.
	Use project management tools (e.g. PERT, Gantt) to sequence a project, allocate resources, and schedule tasks to ensure on-time and on-budget completion.	I can utilize a project management tool to sequence a project and hold all involved staff accountable for specific deliverables.
Marketing	Explain marketing and its importance in a global economy.	I can explain the 4 'P's of marketing and their individual role in marketing.
Entrepreneurship	Demonstrate techniques (e.g. experiments, simulation of prototypes, reverse engineering) that entrepreneurs use to identify business opportunities.	I can propose a business opportunity by identifying market needs and opportunities.
	Conduct a feasibility study for a new product or service by researching the potential costs, revenues and profits and marketing strategy.	I can conduct research on a specific organization or industry to make feasibility decisions relating to a new business opportunity.
	Explain types of business ownership.	I can explain benefits and drawbacks of each type of legal business ownership in order to best decide which type of business makes the most sense for a specific firm.
	Explain the nature of positive customer relations.	I can explain the importance of customer relationship management and its effect on a company's bottom line.
	Explain the nature of business ethics.	I can compare/contrast concepts of ethics and law in the business environment.