

Arkansas Department of Career Education
Survey of Business Model Framework

Course Title	Survey of Business
Career Pathway	All
Career Cluster	All
Course Number	492120
CIP Number	52.0101
Grade Level	9, 10, 11, 12
Course Credit	1.0
Course Type	Foundation
End of Course	None
Standards Alignment	Common Career Technical Core
Teacher Certification	031, 032, 034, 037, 225, 250
CTSO	FBLA/DECA
Facility Requirements	http://arkansasfacilities.arkansas.gov/facilities/arkansas-school-facilities-manual-updated
Industry Certifications	Microsoft Office Specialists (MOS), National Retail Federation Customer Service Certification
Prerequisites	Keyboarding or KeyCode
Industry & Post-Secondary Partners	Brian Poland, <i>Walmart</i>
Teacher Contributors	Misty Christian, <i>Mountainburg High School</i> ; Kim Conant, <i>Nashville Junior High School</i> ; Amy Harrison, <i>Springdale High School</i> ; Tracy Laird, <i>Prairie Grove High School</i> ; Kevin Thrasher, <i>Viola High School</i>

Purpose

The purpose of the *Survey of Business* course is to develop foundational skills in software applications pertinent to education and careers.

Course Description

Survey of Business is a two-semester course. It is designed to introduce students to business and marketing programs of study and related technology to help students succeed in business and marketing careers. The clusters and related programs of study are: Business Management & Administration: Management, Medical Office Administration, and Office Administration; Finance: Accounting, Banking, and Securities, Investments, Risk and Insurance; Hospitality and Tourism: Hospitality and Tourism; Marketing: Marketing and Entrepreneurship; Information Technology: Web Technologies and Social Media and Communications; and Transportation, Distribution, and Logistics: Supply Chain and Logistics. Using industry recognized software, students will focus on skills in word processing, spreadsheets, database, presentations, and cloud computing as they relate to business and marketing careers. This course will focus on skills needed to obtain Microsoft Office Specialist (MOS) certifications.

Course Standards

Survey of Business Objectives and Indicators			
Standard 1.0			
Determine and discuss the value of professionalism and involvement in professional, academic, and leadership activities, and identify the career clusters related to business and marketing.			
Performance Indicator 1.1		National/ Industry Standards	Career Ready Practice
Recognize and discuss the academic and professional benefits of participating in a CTSO.			
1.1.1	Research the Career and Technical Student Organizations (CTSO) and draw connections between participation and success. Identify and discuss successful professionals and their involvement in either FBLA or DECA.	MK 05	CRP8 CRP10
1.1.2	Discuss and evaluate CTSO activities which reinforce and connect real-world application to the curriculum taught in the classroom. Research CTSO competitive events and identify sources to help prepare for success in competitive events.		
Performance Indicator 1.2		National/ Industry Standards	Career Ready Practice
Develop employability skills for success in business careers (soft skills).			
1.2.1	Demonstrate effective communication skills through writing, speaking, listening, and reading.	MK-COM 1 MK 02	CRP1 CRP4 CRP8
1.2.2	Comprehend and explain the importance of punctuality and attendance.		
1.2.3	Describe integrity, ethical leadership, and the importance of these in one's career and business; evaluate real-world scenarios and discuss the ethical considerations involved in those situations.		
1.2.4	Understand the concept of teamwork in the workplace.	MK 04 MK 05 MK 06 MK 07	CRP1 CRP5 CRP9

1.2.5	Participate in quarterly work skills evaluations. (Evaluations should be similar to employee performance reviews used in the workplace.)	BM-ADM 3 BM-HR 2	CRP5 CRP12
1.2.6	Understand, explain, and demonstrate the concept and importance of <i>digital presence</i> .	MK-COM 5 MK 05	CRP2 CRP6
Performance Indicator 1.3 Develop a plan for marketing yourself.		National/ Industry Standards	Career Ready Practice
1.3.1	Prepare career-oriented documents and practice related activities, such as a letter of application, resume, follow-up letter, job interview strategies, digital portfolio, etc. Explore and utilize online resume builders and apps.	MK-COM 5 MK 05	CRP4 CRP6 CRP1
1.3.2	Identify job search and career advice websites and apps (e.g. LinkedIn, Indeed.com, CareerBuilder.com, and also local sites).		
Performance Indicator 1.4 Analyze the six career clusters from which business and marketing programs of study are developed.		National/ Industry Standards	Career Ready Practice
1.4.1	Research and describe careers in the Business Management and Administration career cluster, and identify related business technology skills. Look specifically at the Management, Office Administration, and Medical Office Administration programs of study.	BM3	CRP5 CRP7
1.4.2	Research and describe careers in the Finance career cluster, and identify related business technology skills. Look specifically at Accounting, Banking, and Securities, Investments, Risk and Insurance programs of study.	BM-HR3 HT6 MK 05	CRP1 CRP3 CRP5 CRP7
1.4.3	Research and describe careers in the Hospitality and Tourism career cluster, and identify related business technology skills. Look specifically at careers found in Arkansas in the Hospitality and Tourism program of study.		
1.4.4	Research and describe careers in the Marketing career cluster, and identify related business technology skills. Look specifically at opportunities in Marketing and entrepreneurship programs of study. Identify opportunities for entrepreneurship within the local communities in Arkansas.		
1.4.5	Research and describe careers in the Transportation, Distribution, and Logistics cluster, and identify related business technology skills. Look specifically at career opportunities in the supply chain management program of study.	TD6	CRP5 CRP7
1.4.6	Research and describe careers in the Information Technology cluster, and identify related business technology skills. Look specifically at career opportunities in the Social Media and Communications and Web Design programs of study.	IT18	
Standard 2.0 Understand computer hardware and software, and demonstrate safe online behavior.			
Performance Indicator 2.1 Identify computer hardware and types of software.		National/ Industry Standards	Career Ready Practice
2.1.1	Name and define the different parts of the computer (external and internal).	IT 11	CRP2 CRP10
2.1.2	Identify and explain system and application software.	IT 12	

Performance Indicator 2.2 Demonstrate effective and safe online practices within each of the business and marketing programs of study: Accounting, Banking, Entrepreneurship, Hospitality and Tourism, Management, Marketing, Office Administration, Medical Office Administration, Social Media and Communications, Web Technologies, and Securities, Investments, Risk and Insurance.		National/ Industry Standards	Career Ready Practice
2.2.1	Understand and explain the risks (economic and security) viruses and malware, hacking, phishing, and identity theft.	IT 08	CRP2 CRP6 CRP7 CRP10
2.2.2	Explain digital citizenship and contrast good and bad digital citizenship.	IT 04 IT 08	
2.2.3	Describe cyberbullying and discuss ways to prevent it.	IT 10	
2.2.4	Access and explore available online resources for obtaining information related to business and marketing programs of study and validate the reliability and relevance of those resources.	MK-COM 3 MK-RES 2 MK-RES 3 HT-TT 01	
Performance Indicator 2.3 Use the features of the operating system for efficient file management and to increase productivity in the workplace.		National/ Industry Standards	Career Ready Practice
2.3.1	Explain the importance of efficient and organized file management.	BM 4 FN-BNK 4 BM-BIM 3	CRP 2 CRP10
2.3.2	Create, delete, sort, copy, move, search, and maintain folders, paying attention to hierarchy of main folders and subfolders.		
2.3.3	Move, copy, delete, sort and search for files.		
2.3.4	Compress and extract files. Explain the purpose of compressing files (e.g., easier to send electronically, uses less storage space, etc.).		
2.3.5	Discuss and utilize primary operating system functions: date/time, notification area, printer status notification, connectivity notification, print screen, calculator, snipping tool (if available), etc.		
Standard 3.0 Demonstrate effective use of word processing software to develop the skills needed to create business documents.			
Performance Indicator 3.1 Develop professional word processing skills.		National/ Industry Standards	Career Ready Practice
3.1.1	Use paragraph formatting such as line and paragraph spacing; bullets and numbering; indents and tabs; paragraph alignment; styles; sort.	BM 4 FN-BNK 4	CRP 2 CRP6 CRP10

3.1.2	Apply document formatting such as page numbering, columns, breaks, page alignment, headers & footers, orientation, page size, margins, page setup, themes.	BM 4 FN-BNK 4	CRP 2 CRP6 CRP10
3.1.3	Demonstrate save, save as, save as alternative file types; print all and parts of a document; assign file properties; use different document views.		
Performance Indicator 3.2 Revise and enhance documents using basic features.		National/ Industry Standards	Career Ready Practice
3.2.1	Demonstrate editing features such as cut, copy, and paste; drag and drop; find and replace; spelling and grammar check; thesaurus; show/hide formatting marks; keyboard shortcuts.	BM 4 FN-BNK 4	CRP2 CRP6 CRP10
3.2.2	Manipulate a document using images, text boxes, graphics, symbols, special characters.		
Performance Indicator 3.3 Create business documents in appropriate format that would be used in the business and marketing programs of study: Accounting, Banking, Entrepreneurship, Hospitality and Tourism, Management, Marketing, Office Administration, Medical Office Administration, Social Media and Communications, Web Technologies, and Securities, Investments, Risk and Insurance.		National/ Industry Standards	Career Ready Practice
3.3.1	Apply word processing skills to create business documents (e.g., block style business letters, memos, reports, resumes, and cover letters).	BM4 FN-BNK4 IT-WD 06 BM-ADM 2	CRP2 CRP6 CRP10
3.3.2	Practice desktop publishing skills to prepare business documents (e.g., newsletters, flyers, brochures, business cards, invoice, receipt, greeting card, press release, order form, bill of sale, meeting minutes, etc.) applicable to business and marketing programs of study.		
3.3.3	Create a template from a blank document and use it to create subsequent documents.		
3.3.4	Create, format and print envelopes and mailing labels, name tags, inventory tags, etc.		
Performance Indicator 3.4 Employ advanced word processing features.		National/ Industry Standards	Career Ready Practice
3.4.1	Apply advanced formatting in documents: hyperlinks, captions, watermarks, borders and shading to paragraphs and documents, citations, protect documents, endnotes/footnotes, bookmarks; add alternative titles/text.	BM4 FN-BNK4 IT-WD 06 BM-ADM 2	CRP2 CRP6 CRP10
3.4.2	Create and format tables: apply borders and shading, convert text to tables, convert tables to text, use formulas, merge/split cells, etc.		
3.4.3	Produce documents using mail merge (expert level).	BM4 FN-BNK4 IT-WD 06 BM-ADM 2	CRP2 CRP6 CRP10
3.4.4	Utilize basic formulas in a table (sum, average, add/subtract/multiply/divide, etc.).		
3.4.5	Create, format, and protect a form.		

Standard 4.0
Demonstrate effective use of spreadsheet software.

Performance Indicator 4.1 Develop fundamental spreadsheet skills.		National/ Industry Standards	Career Ready Practice
4.1.1	Identify and locate the parts of the spreadsheet (rows, columns, cells, ranges, worksheets, workbooks).	BM 4 BM-ADM 2 FN-BNK 4 TD-SAL 1	CRP2 CRP6 CRP10
4.1.2	Categorize the types of data in a spreadsheet (labels, values).		
4.1.3	Employ basic formatting such as font, font size, font style and color, format painter, format numbers, cell styles, insert/delete cells, wrap text, cell alignment, etc.		
4.1.4	Design and arrange a worksheet by utilizing formatting features such as insert/delete rows and columns, adjust height and width, merge cells, hide/unhide rows and columns, headers and footers, rename tabs, change worksheet tab color, add/delete a worksheet, copy/move worksheets, change worksheet order, hide/unhide worksheets, views, split and freeze panes.		
4.1.5	Demonstrate save, save as, saving alternative file types; file properties.		
4.1.6	Use print features such as print all or part of a workbook (print area, print selection, etc.), print titles, print scaling, and page setup.		
Performance Indicator 4.2 Revise and enhance a spreadsheet.		National/ Industry Standards	Career Ready Practice
4.2.1	Demonstrate editing features such as cut, copy, and paste; drag and drop; find and replace; spelling and grammar check; autofill series.	BM 4 BM-ADM 2 FN-BNK 4 TD-SAL 1	CRP2 CRP6 CRP10
4.2.2	Design a worksheet that contains pictures and other graphics; format pictures and graphics in the worksheet.		
4.2.3	Insert and format charts such as adding/modifying chart elements, adding additional data series, move charts, apply chart layouts and styles.		
Performance Indicator 4.3 Incorporate basic functions and formulas into spreadsheets that could be used in the business and marketing programs of study: Accounting, Banking, Entrepreneurship, Hospitality and Tourism, Management, Marketing, Office Administration, Medical Office Administration, Social Media and Communications, Web Technologies, and Securities, Investments, Risk and Insurance.		National/ Industry Standards	Career Ready Practice
4.3.1	Distinguish between operators and operands.	BM 4 BM-ADM 2 FN-BNK 4 TD-SAL 1	CRP2 CRP6 CRP10 CRP11
4.3.2	Explain and practice the mathematical order of operations and utilize it in creating spreadsheet formulas.		
4.3.3	Devise formulas using relative and absolute cell referencing; autofill formulas.		

4.3.4	Utilize basic functions such as SUM, AVERAGE, COUNT, MAX, MIN.	BM 4 BM-ADM 2 FN-BNK 4 TD-SAL 1	CRP2 CRP6 CRP10 CRP11
4.3.5	Use named ranges in a formula.		
4.3.6	Create spreadsheets as they would be used in each of the business and marketing programs of study, e.g., income statements, balance sheets, payroll registers, inventory logs, stock portfolio tracking, etc.		
Performance Indicator 4.4 Understand, evaluate, and discuss financial documents that are key to a small business.		National/ Industry Standards	Career Ready Practice
4.4.1	Employ advanced formatting in spreadsheets using conditional formatting, format as a table, custom sort (based on values, cell/font color, or icons), filter, convert table to a range, remove duplicates, total row, inspect and protect a workbook, add alternative titles/text, import data.	BM 4 BM-ADM 2 FN-BNK 4 TD-SAL 1	CRP2 CRP6 CRP10 CRP11
4.4.2	Solve problems using advanced spreadsheet functions: SUMIF, COUNTIF, AVERAGEIF, IF, RIGHT, LEFT, MID, CONCATENATE, PROPER, LOWER, and UPPER.		
4.4.3	Insert and format pivot tables (expert level).		
Standard 5.0 Demonstrate effective use of database software.			
Performance Indicator 5.1 Develop basic database skills.		National/ Industry Standards	Career Ready Practice
5.1.1	Identify and locate the parts of a database (e.g., tables, forms, queries, reports, data types, fields, records, primary key).	MK 04 MK-RES 3 BM 4 BM-ADM 2 BM-BIM 3 BM-OM 2 FN 12 IT-PRG 10 TD-LOG 2 TD-OPS 2 TD-SYS 2	CRP2 CRP6 CRP10
5.1.2	Name and save a database file.		
5.1.3	Create a database table and form.		
5.1.4	Import and export data from and into a database.		
5.1.5	Adjust and customize file properties.		
5.1.6	Identify information needs specific to each business and marketing program of study. Discuss ethical, privacy, and even financial concerns involved in managing data.		

Performance Indicator 5.2 Incorporate basic database features.		National/ Industry Standards	Career Ready Practice
5.2.1	Construct queries to find specific information (use AND, OR, <, >, =).	MK 04 MK-RES 3 BM 4 BM-ADM 2 BM-BIM 3 BM-OM 2 FN 12 IT-PRG 10 TD-LOG 2 TD-OPS 2 TD-SYS 2	CRP2 CRP6 CRP10 CRP11
5.2.2	Generate reports displaying information in a usable format.		
Standard 6.0 Demonstrate effective use of organizational and communication software.			
Performance Indicator 6.1 Use productivity software for communication purposes.		National/ Industry Standards	Career Ready Practice
6.1.1	Use an email application, such as Microsoft Outlook, to create and format email messages in a variety of text formats (e.g. RTF, HTML, Plain Text).	BM-ADM 2	CRP2 CRP4 CRP10
6.1.2	Use productivity software to manage contacts, create distribution lists, and schedule email messages to be sent at a later date.		
6.1.3	Compose email messages that contain attachments.		
Performance Indicator 6.2 Use productivity software for organizational purposes.		National/ Industry Standards	Career Ready Practice
6.2.1	Use productivity software, such as Microsoft Outlook, to create appointments and schedule tasks.	BM-ADM 2	CRP2 CRP4 CRP10
6.2.2	Use calendar software, such as Microsoft Outlook, to schedule meetings and appointments, view availability, invite multiple attendees, etc.		
6.2.3	Use productivity software to set the priority of various tasks, messages, and appointments, and flag them for follow up.		

Standard 7.0
Demonstrate effective use of presentation software.

Performance Indicator 7.1 Develop basic presentation skills.		National/ Industry Standards	Career Ready Practice
7.1.1	Employ basic slide formatting features using slide layouts; apply formatting and styles to text; create bulleted and numbered lists; format into columns; insert text boxes, images, and graphics; format background; apply templates; change slide size; alignment, reorder slides.	MK-MER 7 MK-SAL 2 BM 4	CRP2 CRP6 CRP10 CRP11
7.1.2	Utilize save, save as, save as different file types; file properties.	BM-ADM 2 FN-BFN 4	
7.1.3	Create presentations using integration features such as import slides from an outline and other presentations, create a presentation from an outline in a word processing program, link to a spreadsheet graph, etc.	FN-SEC 5 HT-TT 12	
7.1.4	Manage and customize file properties.	IT-PRG 06 IT-WD 05	
7.1.5	Use various view and print options: normal view, slide show view, slide sorter view, presenter view; print slides, handouts, notes, outlines; print in color, grayscale, black and white.	IT-WD 06	
Performance Indicator 7.2 Create professional presentations in deliverable format.		National/ Industry Standards	Career Ready Practice
7.2.1	Demonstrate consistency and simplicity by incorporating the 7x7 rule, professional style fonts, and appropriate backgrounds to effectively communicate the presentation's purpose.	MK-MER 7 MK-SAL 2 BM 4	CRP2 CRP4 CRP6 CRP10
7.2.2	Create slide shows that employ appropriate transitions and animations and that use automatic and rehearsed timings.	BM-ADM 2 FN-BFN 4 FN-SEC 5 HT-TT 12 IT-PRG 06 IT-WD 05 IT-WD 06 TD-WAR 1	
Performance Indicator 7.3 Employ advanced presentation software skills to create presentations that would be used in the business and marketing programs of study: Accounting, Banking, Entrepreneurship, Hospitality and Tourism, Management, Marketing, Office Administration, Medical Office Administration, Social Media and Communications, Web Technologies, and Securities, Investments, Risk and Insurance.		National/ Industry Standards	Career Ready Practice
7.3.1	Use the slide master feature to modify slides.	MK-MER 7 MK-SAL 2	CRP2 CRP6
7.3.2	Insert slide headers, footers, and page numbers.	BM 4 BM-ADM 2	CRP10 CRP11

7.3.3	Create presentations with hyperlinks that link to other slides and to external files and/or web pages.	FN-BFN 4 FN-SEC 5 HT-TT 12 IT-PRG 06 IT-WD 05 IT-WD 06 TD-WAR 1	CRP2 CRP6 CRP10 CRP11
7.3.4	Organize and enhance the planning of presentations using features such as create and rename sections, create and modify slide layouts, modify handout and notes master, insert and review comments, inspect and protect a presentation, export to other formats, configure slide show options, create custom slide shows, reorder animations, and hide/unhide slides.		
7.3.5	Create slideshows with multimedia and graphics such as audio and video, images, charts and tables.		
7.3.6	Configure playback options for audio and video.		
7.3.7	Manage images and objects by changing the order/stacking, aligning and grouping objects.		
Performance Indicator 7.4 Develop effective presentation skills that would be used in the business and marketing programs of study: Accounting, Banking, Entrepreneurship, Hospitality and Tourism, Management, Marketing, Office Administration, Medical Office Administration, Social Media and Communications, Web Technologies, and Securities, Investments, Risk and Insurance.		National/ Industry Standards	Career Ready Practice
7.4.1	Deliver effective presentations using proper body language and verbal and written communication techniques.	MK-MER 7 MK-SAL 2 BM 4 BM-ADM 2 FN-BFN 4 FN-SEC 5 HT-TT 12 IT-PRG 06 IT-WD 05 IT-WD 06	CRP2 CR4 CRP6 CRP10
7.4.2	Research current topics in business and marketing programs of study and create presentations to communicate skills and concepts learned.		
7.4.3	Prepare a presentation so that it can be presented effectively without the use of a projector, sound, etc. (i.e. know the content, know the audience, be prepared with handouts of presentation).		
Standard 8.0 Demonstrate effective use of cloud computing.			
Performance Indicator 8.1 Explore cloud computing applications as they relate to word processing, spreadsheets, database, and presentations.		National/ Industry Standards	Career Ready Practice
8.1.1	Discuss and use available cloud computing applications (e.g., Google, Office 365, Prezi, etc.).	BM-ADM 3 BM-BIM 4 BM-HR 3 IT-PRG 02 IT-WD 01 IT-WD 06	CRP1 CRP2 CRP6 CRP10 CRP12
8.1.2	Create various projects using cloud applications.		
8.1.3	Collaborate with a team to create a cloud based project.		

Performance Indicator 8.2 Utilize various cloud storage options that would be used in the business and marketing programs of study: Accounting, Banking, Entrepreneurship, Hospitality and Tourism, Management, Marketing, Office Administration, Medical Office Administration, Social Media and Communications, Web Technologies, and Securities, Investments, Risk and Insurance.		National/ Industry Standards	Career Ready Practice
8.2.1	Compare and contrast cloud storage options such as Google Drive, OneDrive, and Dropbox.	MK-COM 5 FN-BNK 4 BM-ADM 2 BM-HR 4 HT-RBF 06	CRP2 CRP6 CRP10
8.2.2	Demonstrate syncing methods of various storage and cloud computing applications.		
8.2.3	Use an email program to construct effectively written email messages.		
8.2.4	Construct professional text messages for a variety of workplace situations.		
8.2.5	Identify apps that can be used to manage time, tasks, and projects.		
8.2.6	Explain the pros and cons of cloud computing and discuss potential security and privacy concerns especially with regards to syncing devices.		