

# Business, Marketing, and Computer Education

## [27.410]

### STANDARD 1

**The competent business, marketing, and computer education teacher understands the foundations of work, the career development process, occupational skill standards, and workplace skill requirements.**

**Knowledge Indicators** - *The competent business, marketing, and computer education teacher:*

- 1A. understands the history, organization, and future of work and how work relates to needs and functions of the economy and society.
- 1B. understands career development concepts, the relationship between work and learning, and the career planning process.
- 1C. understands the use of the relevant Illinois Occupational Skill Standards in development of curriculum (see "Accounting Services Cluster" (2001), "Administrative Support Cluster" (1999), "Court Reporter/Captioner" (2000), "Information Processing Cluster" (1997), "Insurance Cluster" (2001), "Legal Office Cluster" (1998), and "Medical Office Cluster" (1998), all published by the Illinois Occupational Skills Standards and Credentialing Council, 2450 Foundation Drive, Springfield IL 62703-5432; no later editions or revisions are incorporated).

**Performance Indicators** - *The competent business, marketing, and computer education teacher:*

- 1D. relates workplace cultural expectations to workplace skills.
- 1E. develops partnerships with members of the business community to provide learning opportunities for students.
- 1F. provides advice in the career planning process.
- 1G. selects appropriate skill standards for the program areas.

### STANDARD 2

**The competent business, marketing, and computer education teacher demonstrates the ability to plan, deliver, and evaluate instruction based upon knowledge of subject matter in the field; student organizations; student, community and work needs; curriculum goals; and findings of educational research.**

**Knowledge Indicators** - *The competent business, marketing, and computer education teacher:*

- 2A. understands pedagogy unique to the discipline.
- 2B. understands the rationale for integrating student organizations' activities into the curriculum.
- 2C. understands professional literature relating to specific content area and to workplace needs.
- 2D. understands economic/socio-economic conditions, patterns of business development, and changing labor and career opportunities and their impact on the relevancy of classroom instruction.

**Performance Indicators** - *The competent business, marketing, and computer education teacher:*

- 2E. utilizes appropriate pedagogy unique to the individual discipline within career and technical education.

- 2F. creates learning environments and classroom activities that develop life/workplace skills and knowledge in the discipline.
- 2G. identifies and utilizes educational research findings that justify teaching strategies.
- 2H. applies curricular content and processes in order to achieve the goals of student organizations.
- 2I. applies post-secondary admission standards and occupational skill standards when designing curriculum and assessment.
- 2J. designs appropriate assessment plans for and by students.
- 2K. develops collaborative partnerships with students, colleagues, community, business/industry, and parents to maximize resources.
- 2L. participates in appropriate professional organizations and develops a plan for continued personal and professional growth.
- 2M. plans, organizes, and manages laboratories/technical facilities for instruction that meet diverse needs of students (i.e., safety, inventory, filing, requisitioning equipment and materials, maintenance, budgeting).
- 2N. implements laws and policies relating to safe environments and incorporates appropriate safety standards, healthy practices, and ergonomic needs.

### **STANDARD 3**

**The competent business, marketing, and computer education teacher understands the process of reading and demonstrates instructional abilities to teach reading in the content area of business, marketing, and computer education.**

**Knowledge Indicators** - *The competent business, marketing, and computer education teacher:*

- 3A. understands that the reading process is the construction of meaning through the interactions of the reader's background knowledge and experiences, the information in the text, and the purpose of the reading situation.
- 3B. recognizes the relationships among the four language arts (reading, writing, listening, and speaking), and knows how to provide opportunities to integrate these through instruction.
- 3C. understands how to design, select, modify and evaluate materials in terms of the reading needs of the learner.
- 3D. understands the importance of and encourages the use of literature for adolescents in the curriculum and for independent reading.
- 3E. understands the relationship between oral and silent reading.
- 3F. understands the role of subject-area vocabulary in developing reading comprehension.
- 3G. understands the importance of the unique study strategies required of the specific content area in developing reading comprehension.
- 3H. understands the importance of the relationship between assessment and instruction in planning.

**Performance indicators:** *The competent business, marketing, and computer education teacher:*

- 3I. plans and teaches lessons for students that develop comprehension of content-area materials through instructional practices that include analyzing critically, evaluating sources, synthesizing, and summarizing material.
- 3J. plans and teaches lessons on how to monitor comprehension and correct confusions and misunderstandings that arise during reading.
- 3K. plans and models use of comprehension strategies before, during, and after reading of text.
- 3L. provides opportunities for students to develop content-area vocabulary through instructional practices that develop connections and relationships among words, use of context clues, and understanding of connotative and denotative meaning of words.
- 3M. plans and teaches lessons that encourage students to write about the content read in order to improve understanding.
- 3N. plans and teaches lessons to help students develop study strategies that include previewing and preparing to read text effectively, recognizing organizational patterns unique to informational text, and using graphic organizers as an aid for recalling information.

- 3O. plans and teaches units that require students to carry out research or inquiry using multiple texts, including electronic resources.
- 3P. provides continuous monitoring of students' progress through observations, work samples, and various informal reading assessments.
- 3Q. analyzes and evaluates the quality and appropriateness of instructional materials in terms of readability, content, length, format, illustrations, and other pertinent factors.
- 3R. promotes the development of an environment that includes classroom libraries that foster reading.

## **STANDARD 4**

**The competent business, marketing, and computer education teacher understands computational and accounting principles and practices.**

**Knowledge Indicators** - *The competent business, marketing, and computer education teacher:*

- 4A. understands the various steps of the accounting cycle for a proprietorship, partnership, and corporation.
- 4B. understands assets, liabilities, and owner's equity according to generally accepted accounting principles.
- 4C. understands accounting principles as they apply to ownership, payroll, income taxation, and managerial systems.
- 4D. understands computational and algebraic operations.

**Performance Indicators** - *The competent business, marketing, and computer education teacher:*

- 4E. prepares, interprets, and analyzes financial statements using manual and computerized systems.
- 4F. applies appropriate accounting principles to various forms of ownership payroll, income taxation, and managerial systems.
- 4G. uses planning and control principles to evaluate the performance of an organization and applies differential analysis and present value concepts to make decisions.
- 4H. uses statistical analysis to interpret consumer and business data to solve problems.

## **STANDARD 5**

**The competent business, marketing, and computer education teacher understands content related to economics and consumer economics.**

**Knowledge Indicators** - *The competent business, marketing, and computer education teacher:*

- 5A. understands the basic features of different economic systems.
- 5B. understands the major features of the U.S. economy.
- 5C. understands the role of exchange and money in an economic system.
- 5D. understands the role of government in an economic system, especially the role of government in the U.S. economy.
- 5E. understands the role of international trade and investment and international monetary relations in the global economy.
- 5F. understands the different consumer agencies that address consumer issues and concerns.

**Performance Indicators** - *The competent business, marketing, and computer education teacher:*

- 5G. identifies opportunity costs and trade-offs involved in making choices about how to use scarce economic resources.

- 5H. explains why societies develop economic systems.
- 5I. describes the effect of interdependence on economic activity.
- 5J. describes different types of competitive structures and illustrates the role of competitive markets in the U.S. and other economies.
- 5K. examines the importance of economic relationships among nations.
- 5L. applies problem-solving skills to consumer economic principles of purchasing auto, health, and life insurance, food, clothing, and recreation.
- 5M. demonstrates financial decision making in the areas of budgeting and investing (stock market, precious metals, jewelry, and collectibles), and taxes.
- 5N. chooses among checking and savings options offered by banks and credit unions.

## **STANDARD 6**

**The competent business, marketing, and computer education teacher understands the principles of marketing, entrepreneurship, management, law, and international business.**

**Knowledge Indicators** - *The competent business, marketing, and computer education teacher:*

- 6A. understands external business factors' impact on marketing.
- 6B. understands the principles of the four Ps of marketing (product, price, place, promotion).
- 6C. understands the role of marketing and its impact on individuals, businesses, and society.
- 6D. understands the basic tenets of management theories and why they are important.
- 6E. understands the importance of the basic tenets of management theories in the successful operation of the organization.
- 6F. understands various organizational structures and the advantages and disadvantages of each.
- 6G. understands the role of organized labor and its influences on government and business.
- 6H. understands the relevance of generally accepted operations management principles and procedures in order to be able to design an operations plan.
- 6I. understands the relationship between ethics and the law, the sources of the law, the structure of the court system, the different classifications of procedural law, and the different classifications of substantive law.
- 6J. understands the relationships among contract law, law of sales, and consumer law.
- 6K. understands the role and importance of agency law and employment law as they relate to the conduct of business in the national and international marketplaces.
- 6L. understands legal rules that apply to personal property and real property.
- 6M. understands the advancements in computer technology and how they affect areas such as property law, contract law, criminal law, and international law.
- 6N. understands international business related to ethics, finance, management, marketing, import/export trade concepts, communication/culture, and the environment.

**Performance Indicators** - *The competent business, marketing, and computer education teacher:*

- 6O. develops a marketing plan, using the principles of the four Ps of marketing.
- 6P. applies forecasting principles to marketing data.
- 6Q. illustrates how the functions of management are implemented and explains why they are important.
- 6R. analyzes financial data influenced by internal and external factors in order to make long-term and short-term management decisions.
- 6S. describes the activities of human resource managers.
- 6T. develops and uses general managerial skills such as time management, technology, networking, and entrepreneurial thinking.
- 6U. applies the ethical considerations in education to various issues confronted by businesses.
- 6V. identifies unique characteristics of an entrepreneur and evaluates the degree to which one possesses those characteristics.
- 6W. applies economic concepts when making decisions for an entrepreneurial venture.
- 6X. develops a business plan for an entrepreneurial venture.

## STANDARD 7

**The competent business, marketing, and computer education teacher understands the principles of business communications and is able to apply them in oral, written, and electronic forms.**

**Knowledge Indicators** - *The competent business, marketing, and computer education teacher:*

- 7A. understands principles of appropriate oral, written, and electronic communications.
- 7B. understands the effects of non-verbal communication.

**Performance Indicators** - *The competent business, marketing, and computer education teacher:*

- 7C. communicates in a clear, courteous, concise, and correct manner on personal and professional levels.
- 7D. applies basic social communication skills in personal and professional situations.
- 7E. uses technology to enhance the effectiveness of communications.
- 7F. demonstrates proficiency in written and oral communication using manual and electronic methods.

## STANDARD 8

**The competent business, marketing, and computer education teacher understands and applies basic concepts of keyboarding and computer applications.**

- 8A. **Knowledge Indicator** - The competent business, marketing, and computer education teacher understands learning principles as related to psychomotor skill development when learning keyboarding and computer applications.

**Performance Indicators** - *The competent business, marketing, and computer education teacher:*

- 8B. demonstrates keyboarding skills to enter and manipulate text and data with acceptable speed and accuracy, using appropriate techniques.
- 8C. formats business documents according to industry standards.
- 8D. selects and uses word processing, desktop publishing, database, spreadsheet, and presentation software.
- 8E. uses computer systems to run software to access, generate and manipulate data, and to publish results.
- 8F. evaluates the performance of hardware and software components of computer systems.
- 8G. applies basic troubleshooting strategies as needed.
- 8H. applies tools for enhancing professional growth and productivity.
- 8I. uses technology in communicating, collaborating, conducting research, and solving problems.
- 8J. plans and participates in activities that encourage lifelong learning and promote equitable, ethical, and legal use of computer/technology resources.
- 8K. uses computers and related technologies to support instruction.
- 8L. plans and delivers instructional units that integrate a variety of software applications and learning tools, all reflecting effective grouping and assessment strategies for diverse populations.

# Business Computer Programming

In addition to the standards for all business, marketing, and computer education teachers set forth in this Section [27.410], **those who specialize in the teaching of business computer programming shall be required to understand and demonstrate competence in computer technology, systems, and programming as specified in this subsection (i).**

**Knowledge Indicators** - *The competent business, marketing, and computer education teacher:*

- 1A. understands the logic and abstraction of programming.
- 1B. understands the societal issues of computing.
- 1C. understands computer architecture and operating systems.
- 1D. understands the theory of networking.
- 1E. understands database management concepts.

**Performance Indicators** - *The competent business, marketing, and computer education teacher:*

- 1F. designs, codes, enters, runs, and debugs computer programs.
- 1G. differentiates among generations of programming languages.
- 1H. analyzes the impact of computers on society and the environment.
- 1I. configures, installs, and upgrades computer systems.
- 1J. installs, upgrades, and customizes application software.
- 1K. diagnoses and solves problems with various types of operating systems.
- 1L. compares and contrasts network topologies.
- 1M. plans and designs communication systems.
- 1N. applies knowledge of protocol standards to solve connectivity problems.
- 1O. creates, edits, adds, and deletes records using database management software.
- 1P. performs queries and creates reports using database management software.