Introduction to Business & Technology
Georgia 07.44130-2013

This document provides the correlation between Business&ITCenter21 interactive e-learning curriculum, and the Introduction to Business & Technology standards, published by the state of Georgia.

Business&ITCenter21 Template

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Written Communication

Module Resources
Examine Written Communication
Effective Business Writing
Writing Emails and Letters
Writing Your Own Communications
Reflection Questions and Discussion
Current Event

Business Communication

Business Communication Scenarios
Introduction to Communication
Verbal and Non-Verbal Communication
Collaborative Communication
Reflection Questions and Discussion
Your Communication Style
Current Event

Professionalism

Characteristics of Professionalism
Personal Qualities
Personal Management Skills
Teamwork
Workplace Integrity
Reflection Questions and Discussion
Professionalism and Teamwork
Current Event

Career Development

Module Resources
Career Choices
Career Exploration and Research
Career Goals and Barriers
Reflection Questions and Discussion
Effects of Information Technology on the Job Market
Current Event

Job Seeking Skills

Job Interview Role Playing
Job Seeking Scenario and Discussion
Entering the Workforce
Applications and Resumes
Interviews and Resignations
Questions and Discussion
Research Job Listings
Current Event

International Business

Successful International Businesses
The Global Economy
A Diverse Workforce
International Entrepreneurship
International Business Project
Reflection Questions and Discussion
Current Event

Digital Citizenship

Digital Citizenship Choices
Digital Literacy
Digital Communication
Online Safety
Reflection Questions and Discussion
Resolving Issues
Ethical Issues with Electronic Communications
Ethical Issues with Intellectual Property Rights
Current Event

Web Research

Reliable Sources on the Internet
Seek It
Find It
Evaluate It
Reflection Questions and Discussion
Resolve Web Related Issues
Additional Browser Investigation
Current Event

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Microsoft Word Skills Project

Module Resources
Research and Draft a Document
Peer Review a Document
Revise, Edit and Publish a Document

Google Collaboration

Module Resources
Basic Collaboration
Team Collaboration

Microsoft Word Business Project

Job Description Booklet Project

Microsoft Excel Skills Project

Module Resources
Worksheet Data and Cells
Functions, Formulas and Tables
Workbooks, Worksheets and Charts
What-If Analysis and Printing

Microsoft PowerPoint Skills Project

Module Resources
Start Your Presentation
Build Slides and Format Objects
Animations, Transitions, and Final Review

Microsoft PowerPoint Business Project

Movie Theater Presentation Project

Microsoft Integration Skills Project

Sharing Information

Marketing Project

IMAX Theater Project
Challenge Tasks

Getting Started with Microsoft Office

Introduction
Common Office Features

Microsoft Word Fundamentals

Introduction to Microsoft Word
Paragraph & Document Formatting

Management

Introduction to Management
Management and Managing
Management Types
Situational Management
Reflection Questions and Discussion
Resolving Management Issues
Current Event

Marketing

Logo Identification
Product Planning
Principles of Marketing
Pricing, Promotion & Distribution
Review Challenge
Juice Box Package Design
Reflection Questions and Discussion
Current Event

Microsoft Access Fundamentals

Introduction to Microsoft Access
Database Tables
Queries & Reports

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Entrepreneurship
Famous Entrepreneurs
Being an Entrepreneur
Evaluating the Market
Running a Business
Reflection Questions and Discussion
Franchise Ownership
Current Event

Business Law
Identifying Ethical, Unethical and Illegal
Behavior
Business Ethics
US Legal & Judicial
Business Law
Reflection Questions and Discussion
Law Making Process
Current Event

Accounting
Accounting Terms
Accounting Overview
Accounting Cycle
Financial Analysis
Accounting Project
Reflection Questions and Discussion
Current Event

Microsoft Excel Business Project
Income Statement Project (Part 1)
Income Statement Project (Part 2)

Personal Financial Literacy
Determine Living Costs
Earning Income
Managing Your Money
Using Credit
Reflection Questions and Discussion
Budgeting
Current Event

BMA-IBT-1	Course Standard 1	5 / 6
1.1	Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities	Business Communication Professionalism Written Communication
1.2	Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.	
1.3	Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.	Career Development Job Seeking Skills
1.4	Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.	International Business Professionalism
1.5	Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.	Professionalism
1.6	Present a professional image through appearance, behavior and language.	Professionalism
BMA-IBT-2	**Course Standard 2 - Apply technology as a tool to increase productivity to create, edit, and publish industryappropriate documents.**	**10 / 10**
2.1	Practice respectful and responsible use of technology.	Digital Citizenship
2.2	Demonstrate ethical and legal actions with regards to plagiarism, fair use, and copyright laws.	Digital Citizenship
2.3	Execute efficient online searches for specific and creditable resources.	Digital Citizenship Web Research
2.4	Model the ability to work independently and as a team member.	Multiple Locations
2.5	Demonstrate time-management and organizational skills to complete tasks in allotted time.	Marketing Project Microsoft Excel Skills Project Microsoft Integration Skills Project Microsoft PowerPoint Business Project Microsoft PowerPoint Skills Project Microsoft Word Business Project Microsoft Word Skills Project
2.6	State how changes in technology affect the workplace and society: Social media, cell phones, tablets, cloud computing, operating systems, and other emerging technologies.	Digital Citizenship

2.7	Apply good design principles to create professional appearing and functioning business documents.	Marketing Project Microsoft Excel Skills Project Microsoft PowerPoint Skills Project Microsoft Word Business Project
2.8	Compare and contrast technology tools' uses for efficiency in business.	Getting Started with Microsoft Office
2.9	Apply practices that deter, detect, and defend against identity theft for a business and personal safety.	Digital Citizenship
2.10	Utilize technology in a variety of ways while solving business problems.	Multiple Locations
BMA-IBT-3	**Course Standard 3 - Master word processing software to create, edit, and publish professional-appearing business documents.**	**6 / 7**
3.1	Create, share and maintain documents: Apply different views and templates, protect the document, manage document versions, share and save documents.	Microsoft Word Business Project Microsoft Word Fundamentals Microsoft Word Skills Project
3.2	Format document content: Apply font and paragraph attributes, navigate and search, create and manipulate tables, and apply bullets.	Microsoft Word Business Project Microsoft Word Fundamentals Microsoft Word Skills Project
3.3	Apply page layout and reusable content to documents: Apply and manipulate page setup settings, apply themes, construct content using the Quick Parts tools, create and manipulate page backgrounds, and create and modify headers and footers.	Microsoft Word Business Project Microsoft Word Fundamentals Microsoft Word Skills Project
3.4	Insert illustrations and graphics in a document: Insert and format pictures, clip art, shapes, WordArt, and SmartArt, and apply and manipulate text boxes.	Microsoft Word Business Project Microsoft Word Fundamentals Microsoft Word Skills Project
3.5	Proofread documents to validate content: Use spelling and grammar check, configure AutoCorrect settings, and insert and modify comments in a document.	Microsoft Word Skills Project
3.6	Apply references and hyperlinks in a document: Apply hyperlinks; create endnotes, footnotes, and a table of contents.	Microsoft Word Skills Project
3.7	Perform mail merge operations: Setup and execute a mail merge.	

BMA-IBT-4	Course Standard 4 - Analyze and integrate leadership skills and management functions within the business environment.	4 / 9
4.1	Explain the interrelationships between the functions of business: accounting, finance, production, marketing, sales, and management.	
4.2	Define, explain and apply various management functions including planning, organizing, directing, and controlling.	Management
4.3	Explain the importance of a vision, a mission statement, and goal-setting within the context of the business environment.	
4.4	Apply the decision making process to a business situation.	Management
4.5	Discuss the impact of the business and personal reputation and image including online presence as part of the management of the business.	
4.6	Understand employee impact and management's role in contributing to successful business operations.	Management
4.7	Exhibit organizational skills while planning and executing business projects.	Marketing Project
4.8	Implement strategic plans to manage business growth, profit, and goals.	
4.9	Investigate leadership skills within a successful business environment.	
BMA-IBT-5	Course Standard 5 - Demonstrate understanding of the concept of marketing and its importance to business ownership.	3 / 6
5.1	Explain the fundamental marketing concepts used by a small business.	Marketing
5.2	Understand target market and demographics in marketing strategies.	Marketing
5.3	Create a customer database using database software to create and maintain an accurate customer list.	Microsoft Access Fundamentals
5.4	Use customer database to pull specific data to target for marketing campaign.	

5.5	Evaluate different types of promotional tools for business product and/or services: Traditional tools and online tools, personal networking.	
5.6	Use innovation to gain a competitive advantage in the marketplace.	
BMA-IBT-6	**Course Standard 6 - Use professional oral, written, and digital communication skills to create, express, and interpret information and ideas.**	**7 / 7**
6.1	Exhibit appropriate business (oral, written, and digital) communication skills needed in the workplace to facilitate information and communication.	Microsoft PowerPoint Business Project
6.2	Explore social media etiquette and importance of digital presence.	Digital Citizenship
6.3	Produce written communications that utilize proper tone, grammar, and bias-free language for the workplace: Resume	Job Seeking Skills Microsoft Word Business Project Written Communication
6.4	Employ critical thinking and problem-solving strategies both individually and collaboratively to solve real-world and/or business-related problems.	Multiple Locations
6.5	Using presentation software, create and deliver simple, clear and compelling presentations effectively to target audiences.	Microsoft PowerPoint Business Project
6.6	Use technology to enhance the effectiveness of communication in a business environment: Email, video conferencing, phone conferencing, instant messaging, online chat, blogs, newsgroups, list serve, etc.	Written Communication
6.7	Use appropriate technology to plan, develop, practice, and present material to different types of audiences for specific business purpose: Research paper, web site, multimedia presentation, publications, speech, online media, video, avatar, etc.	Marketing Project Microsoft PowerPoint Business Project Microsoft PowerPoint Skills Project
BMA-IBT-7	**Course Standard 7 - Demonstrate an understanding of entrepreneurship through recognizing a business opportunity, how to start a business based on the recognized opportunity, and basics of how to operate and maintain that business.**	**2 / 7**

7.1	Identify the unique characteristics, traits, and concepts of the successful entrepreneur.	Entrepreneurship
7.2	Describe the importance of developing and organizing a successful business plan.	
7.3	Identify components and format of a business plan.	
7.4	Examine the business opportunities available in local school and community.	
7.5	Participate as part of a team in an effort to accomplish a common goal leading to a successful business endeavor.	
7.6	Differentiate between the types of business ownership.	Business Law International Business
7.7	Explain the implications of technology on business development and future growth.	
BMA-IBT-8	**Course Standard 8 - Understand, interpret, and use accounting principles to make financial decisions.**	**4 / 5**
8.1	View financial statements of a business and utilizes those statements to make informed business decisions.	Accounting
8.2	Explain the purpose of the various steps in the accounting cycle.	Accounting
8.3	Differentiate between debits and credits.	Accounting
8.4	Analyze and describe sources of income for the business venture (i.e., sales and labor).	
8.5	Using basic features of spreadsheet software to produce professional financial statements representative of a small business.	Microsoft Excel Business Project
BMA-IBT-9	**Course Standard 9 - Develop effective money management strategies and understand the role and functions of financial institutions.**	**2 / 6**
9.1	Develop a budget including all essential elements for personal and business use.	Personal Financial Literacy
9.2	Compare and contrast the types of financial institutions, both depository and nondepository including the functions and purpose: Commercial banks, savings and loan associations, credit unions, investment banks, financial services companies, and insurance companies.	

9.3	Examine the principles of banking transactions and the various services of a bank: Item processing, collection functions, procedures, bookkeeping, loans, investments, and trust operations.	
9.4	Apply mathematical operations and processes as well as financial planning strategies to commonly occurring situations in the workplace to accomplish job objectives and enhance workplace performance.	
9.5	Examine the features and effects of online banking including mobile banking for the business and the consumer.	
9.6	Explore a personal credit report and the impact of credit on business and personal life.	Personal Financial Literacy
BMA-IBT-10	**Course Standard 10 - Research and interpret the various risks involved in operating a business while determining the role of insurance for a business.**	**0 / 5**
10.1	Identify possible business threats and employ risk management strategies and techniques to minimize potential financial loss.	
10.2	Identify types of business insurance and the need for insurance in a business.	
10.3	Explain basic insurance concepts: insurance, policyholder, premium, probability, risk, claim, coverage, deductible, policy, insured, insurer, and liability.	
10.4	Analyze risks to make insurance decisions.	
10.5	Explore the various career options associated with the insurance field.	
BMA-IBT-11	**Course Standard 11 - Examine basic human resources and the legal aspects of a business while incorporating the methods into business practices.**	**3 / 5**
11.1	Differentiate among types of business crimes and identify the strategies that business can use to deter crimes.	Business Law
11.2	Demonstrate understanding of specific legal areas that most commonly affect personal and business relationships.: Contract law, insurance, bankruptcy, property law, computer law, harassment, discrimination.	Business Law
11.3	Describe the legal requirements of obtaining a business license, permit, contract, patent, copyright, trademark, and logo.	Business Law

11.4	Create a plan for recruiting, hiring, and retaining a new employee and the associated costs: Job application, social media impacts, credit report analysis, appearance impact, etc.	
11.5	Review employment and labor laws impacting business.	
BMA-IBT-12	**Course Standard 12 - Explore how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, entrepreneurship development, and competitive events.**	**0 / 5**
12.1	Explain the goals, mission and objectives of Future Business Leaders of America.	
12.2	Explore the impact and opportunities a student organization (FBLA) can develop to bring business and education together in a positive working relationship through innovative leadership and career development programs.	
12.3	Explore the local, state, and national opportunities available to students through participation in related student organization (FBLA) including but not limited to conferences, competitions, community service, philanthropy, and other FBLA activities.	
12.4	Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development.	
12.5	Explore the competitive events related to the content of this course and the required competencies, skills, and knowledge for each related event for individual, team, and chapter competitions.	