

**Business Management and Administration Career Cluster**  
**Business and Technology**  
**Course Number: 07.44100**

**Course Description:**

How is technology used to solve business problems and communicate solutions? Business and Technology is designed to prepare students with the knowledge and skills to be an asset to the collaborative, global, and innovative business world of today and tomorrow. Mastery use of spreadsheets and the ability to apply leadership skills to make informed business decisions will be a highlight of this course for students. Publishing industry appropriate documents to model effective communication and leadership will be demonstrated through project based learning. Students will use spreadsheet and database software to manage data while analyzing, organizing and sharing data through visually appealing presentation.

Various forms of technologies will be used to expose students to resources, software, and applications of business practices. Professional communication skills and practices, problem-solving, ethical and legal issues, and the impact of effective presentation skills are enhanced in this course to prepare students to be college and career ready. Employability skills are integrated into activities, tasks, and projects throughout the course standards to demonstrate the skills required by business and industry. Competencies in the co-curricular student organization, Future Business Leaders of America (FBLA), are integral components of the employability skills standard for this course.

Business and Technology is the second course in the Business and Technology pathway in the Business Management and Administration cluster. Students enrolled in this course should have successfully completed Introduction to Business and Technology.

**Course Standard 1**

**BMA-BT-1**

The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

**Standard: Demonstrate employability skills required by business and industry.**

The following elements should be integrated throughout the content of this course.

**1.1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.**

<b>Person-to-Person Etiquette</b>	<b>Telephone and Email Etiquette</b>	<b>Cell Phone and Internet Etiquette</b>	<b>Communicating At Work</b>	<b>Listening</b>
Interacting with Your Boss	Telephone Conversations	Using Blogs	Improving Communication Skills	Reasons, Benefits, and Barriers
Interacting with Subordinates	Barriers to Phone conversations	Using Social Media	Effective Oral Communication	Listening Strategies
Interacting with Co-workers	Making and Returning Calls		Effective Written Communication	Ways We Filter What We Hear
Interacting with Suppliers	Making Cold Calls		Effective Nonverbal Skills	Developing a Listening Attitude
	Handling Conference Calls		Effective Word Use	Show You Are Listening

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	Handling Unsolicited Calls		Giving and Receiving Feedback	Asking Questions
				Obtaining Feedback
				Getting Others to Listen

Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application
Reading Body Language and mixed Messages	Constructive Criticism in Writing	One-on-One Conversations	Writing a Cover Letter
Matching Verbal and Nonverbal communication		Small Group Communication	Things to Include in a Résumé
Improving Nonverbal Indicators		Large Group Communication	Selling Yourself in a Résumé
Nonverbal Feedback		Making Speeches	Terms to Use in a Résumé
Showing Confidence Nonverbally		Involving the Audience	Describing Your Job Strengths
Showing Assertiveness		Answering Questions	Organizing Your Résumé
		Visual and Media Aids	Writing an Electronic Résumé
		Errors in Presentation	Dressing Up Your Résumé

### 1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

Teamwork and Problem Solving	Meeting Etiquette
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Facilitating Discussions and Closing
	Preparing Visual Aids
	Virtual Meetings

### 1.3 Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

Problem Solving	Customer Service	The Application Process	Interviewing Skills	Finding the Right Job
Transferable Job Skills	Gaining Trust and Interacting with Customers	Providing Information, Accuracy and Double Checking	Preparing for an Interview	Locating Jobs and Networking
Becoming a Problem Solver	Learning and Giving Customers What They Want	Online Application Process	Questions to Ask in an Interview	Job Shopping Online
Identifying a Problem	Keeping Customers Coming Back	Following Up After Submitting an Application	Things to Include in a Career Portfolio	Job Search Websites
Becoming a Critical Thinker	Seeing the Customer's Point	Effective Résumés:	Traits Employers are Seeking	Participation in Job Fairs
Managing	Selling Yourself and the Company	Matching Your Talents to a Job	Considerations Before Taking a Job	Searching the Classified Ads
	Handling Customer Complaints	When a Résumé Should be Used		Using Employment Agencies

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	Strategies for Customer Service			Landing an Internship
				Staying Motivated to Search

### 1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

Workplace Ethics	Personal Characteristics	Employer Expectations	Business Etiquette	Communicating at Work
Demonstrating Good Work Ethic	Demonstrating a Good Attitude	Behaviors Employers Expect	Language and Behavior	Handling Anger
Behaving Appropriately	Gaining and Showing Respect	Objectionable Behaviors	Keeping Information Confidential	Dealing with Difficult Coworkers
Maintaining Honesty	Demonstrating Responsibility	Establishing Credibility	Avoiding Gossip	Dealing with a Difficult Boss
Playing Fair	Showing Dependability	Demonstrating Your Skills	Appropriate Work Email	Dealing with Difficult Customers
Using Ethical Language	Being Courteous	Building Work Relationships	Cell Phone Etiquette	Dealing with Conflict
Showing Responsibility	Gaining Coworkers' Trust		Appropriate Work Texting	
Reducing Harassment	Persevering		Understanding Copyright	
Respecting Diversity	Handling Criticism		Social Networking	
Making Truthfulness a Habit	Showing Professionalism			
Leaving a Job Ethically				

### 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.

Expected Work Traits	Teamwork	Time Management
Demonstrating Responsibility	Teamwork Skills	Managing Time
Dealing with Information Overload	Reasons Companies Use Teams	Putting First Things First
Transferable Job Skills	Decisions Teams Make	Juggling Many Priorities
Managing Change	Team Responsibilities	Overcoming Procrastination
Adopting a New Technology	Problems That Affect Teams	Organizing Workspace and Tasks
	Expressing Yourself on a Team	Staying Organized
	Giving and Receiving Constructive Criticism	Finding More Time
		Managing Projects
		Prioritizing Personal and Work Life

### 1.6 Present a professional image through appearance, behavior and language.

On-the-Job Etiquette	Person-to-Person Etiquette	Communication Etiquette	Presenting Yourself
Using Professional Manners	Meeting Business Acquaintances	Creating a Good Impression	Looking Professional
Introducing People	Meeting People for the First Time	Keeping Phone Calls Professional	Dressing for Success
Appropriate Dress	Showing Politeness	Proper Use of Work Email	Showing a Professional Attitude
Business Meal Functions		Proper Use of Cell Phone	Using Good Posture

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Behavior at Work Parties		Proper Use in Texting	Presenting Yourself to Associates
Behavior at Conventions			Accepting Criticism
International Etiquette			Demonstrating Leadership
Cross-Cultural Etiquette			
Working in a Cubicle			

### Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10:

Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses.

### Course Standard 2

#### BMA-BT-2

**Create, edit, and publish industry appropriate documents using technology as a tool to increase productivity.**

- 2.1 Utilize information and technology tools to conduct business effectively and efficiently to work in the digital world.
- 2.2 Explore the applications of digital technology on the Internet for business and educational uses.
- 2.3 Create a digital portfolio to showcase knowledge and skills learned throughout pathway courses.
- 2.4 Produce a document that began with pre-planning process until final produce.
- 2.5 Apply basic design principles to documents to produce professional quality products.

### Course Standard 3

#### BMA-BT-3

**Develop organizational communication skills through professional leadership, personal ethics, and customer/business relationships.**

- 3.1 Assure that important information is effectively conveyed in a timely fashion for business operations.
- 3.2 Analyze the impact evolving technology has on the mode and methods of communications.
- 3.3 Communicate effectively for acquiring a job.
- 3.4 Explain and model the importance of clear and concise communication with customer interaction.
- 3.5 Establish protocols for digital and oral communication within a business setting.
- 3.6 Present technical information to customers in format for ease of understanding.

### Course Standard 4

#### BMA-BT-4

**Manage data in spreadsheet software for effective use in a business environment.**

- 4.1 Manage the worksheet environment by navigating through a worksheet, printing a worksheet or workbook, and personalizing the environment.
- 4.2 Create cell data by constructing cell data, applying AutoFill, and applying and manipulating hyperlinks.
- 4.3 Format cells and worksheets by applying and modifying cell formats, merging or splitting cells, creating row and column titles, hiding and revealing rows and columns, manipulate page setup options for worksheets, creating and applying cell styles.

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- 4.4 Manage worksheets and workbooks by creating and formatting worksheets, manipulating window views, and manipulating workbook views.
- 4.5 Apply formulas and functions by creating formulas, enforcing precedence, applying cell references in formulas, applying conditional logic in a formula, applying named ranges in formulas, and applying cell ranges in formulas.

### Course Standard 5

#### **BMA-BT-5**

##### **Master use of spreadsheet software to analyze, organize and share data from a spreadsheet while presenting the data visually in a business environment.**

- 5.1 Present data visually by creating charts based on worksheet data, applying and manipulate illustrations, and creating and modifying images by using the Image Editor.
- 5.2 Share worksheet data with other users by sharing spreadsheets and managing comments.
- 5.3 Analyze and organizing data by filtering data, sorting data, and applying conditional formatting.

### Course Standard 6

#### **BMA-BT-6**

##### **Develop creditable research skills to use information from a variety of sources.**

- 6.1 Demonstrate the ability to utilize electronic research tools to gather, manipulate, and report data in accepted business formats.
- 6.2 Understand and apply copyright laws and risk of using plagiarized content.
- 6.3 Acquire and evaluate data, organize and maintain files, and use computers to process information.

### Course Standard 7

#### **BMA-BT-7**

##### **Acquire database skills to manage data in a business environment.**

- 7.1 Manage the database environment by creating and managing a database, configuring the navigation pane, and applying application parts.
- 7.2 Build Tables by creating tables, creating and modifying fields, sorting and filtering records, setting relationships, and importing data from a single data file.
- 7.3 Build forms through creating forms, applying Form Design Tab options, applying Form Arrange Tab options, and applying Form Format Tab options.
- 7.4 Create and manage queries through constructing queries, managing source tables and relationships, manipulate fields, calculate totals, and generating calculated fields.
- 7.5 Design reports through creating reports, applying Report Design Tab options, applying Report Arrange Tab options, applying Report Format Tab options and applying Report Page Setup Tab options.

### Course Standard 8

#### **BMA-BT-8**

##### **Develop personal leadership skills to work on teams, teach others, serve customers, lead, negotiate, and work effectively and efficiently in a business environment.**

- 8.1 Comprehend, refine, and apply decision-making skills through classroom, family, community, and business and industry (work related) experiences.
- 8.2 Analyze the complex responsibilities of the leader and follower and demonstrate the ability to both lead and follow.

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- 8.3 Select organizational skills necessary to be a successful leader, citizen, and practice those skills in real-life situations.
- 8.4 Understand the basics of leadership and motivation.
- 8.5 Determine necessary attributes to lead and motivate individuals, teams, and organizations.
- 8.6 Develop leadership in ourselves and others by becoming adept at assessing leadership traits and qualities.
- 8.7 Demonstrate self-advocacy skills by creating SMART (specific, measureable, attainable, realistic, and time-bound) goals, achieving planned individual goals, and using self-reflection for improvement.

### Course Standard 9

#### **BMA-BT-9**

**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.**

- 9.1 Explain the goals, mission and objectives of Future Business Leaders of America.
- 9.2 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.
- 9.3 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.
- 9.4 Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development.
- 9.5 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.