

Legend:
CVT ~ Montana Career and Vocational Technical Education
WCS ~ Montana Workplace Competency
TS ~ Montana Technology Standards



Golden Triangle Cooperative

Standards for Business Education

CVT=[Montana Career and Vocational Technical Education](#) Standards

WCS=[Montana Workplace Competency](#) Standards

TS=Montana Technology Standards

GTCC= Golden Triangle Coop Curriculum

This document was aligned to the Framework for Business Education in Montana, OPI, 2015.

INDEX OF COURSES

BUSINESS EDUCATION FOUNDATIONS (BE)

- Keyboarding or Input Technology
- Computer Applications
- Business Ethics
- Communication
- Career Development
- Financial Literacy

BUSINESS MANAGEMENT AND ADMINISTRATION CLUSTER (BMA)

- Business Communication
- Business Law
- Business Management
- Entrepreneurship
- International Business

FINANCE CLUSTER (F)

- Accounting I and II
- Business Economics
- Personal Finance (Business Math)

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INFORMATION TECHNOLOGY CLUSTER (IT)

- Computer Maintenance and Management
- Database Management
- Integrated Computer Applications
- Multimedia Development
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BUSINESS EDUCATION FOUNDATIONS

- Keyboarding or Input Technology
- Computer Applications
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- Communication
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KEYBOARDING OR INPUT TECHNOLOGY

GTCC OBJECTIVES:

GTCC.BE.1.1 Use various input technologies to enter and manipulate information appropriately including but not limited keyboarding, voice recognition, hand-writing recognition and mouse. (TS2B12#3,4) (TS3B12#1,2) (CVT4BII#1) (WCS5B12#1)

COMPETENCIES:

1. Develop touch keyboarding techniques
2. Enter and manipulate numeric data using the touch method on a 10-key keypad
3. Identify, compare, and explain features of various keyboards
4. Develop touch keyboarding skills at acceptable speed and accuracy levels of 30 wpm with five (5) or fewer errors
5. Proofread and edit copy for accuracy, content, correct grammar, spelling, and punctuation
6. Use pointing devices such as the mouse
7. Explore the use of speech recognition software

COMPUTER APPLICATIONS

OBJECTIVES:

GTCC.BE.2.1 The student will demonstrate a basic understanding of word processing. (WC5B12#1) (CVT4BII#5) (TS1B12#1)

GTCC.BE.2.2 The student will demonstrate a basic understanding of database applications. (WC5B12#1) (CVT4BII#5) (TS1B12#1)

GTCC.BE.2.3 The student will demonstrate a basic understanding of spreadsheet applications. (WC5B12#1) (CVT4BII#5) (TS1B12#1)

GTCC.BE.2.4 The student will demonstrate a basic understanding of desktop publishing applications. (WC5B12#1) (CVT4BII#5) (TS1B12#1)

GTCC.BE.2.5	The student will demonstrate a basic understanding of presentation applications. (WC5B12#1) (CVT4BII#5) (TS1B12#1)
GTCC.BE.2.6	The student will demonstrate the applications of multimedia. (WC5B12#1) (CVT4BII#5) (TS1B12#1)
GTCC.BE.2.7	The student will demonstrate a basic understanding of electronic communications. (WC5B12#1) (CVT4BII#5) (TS1B12#1)
GTCC.BE.2.8	The student will demonstrate an understanding of web design and development. (WCS4#3) (CVT4#1,3,4)
GTCC.BE.2.9	The student will develop employability skills. (CVT1BII#1,3) (CVT3BII#1-6) (WCS6#2) (WCS2#3)

COMPETENCIES:

1. The student will demonstrate a basic understanding of word processing.
 - a. Explain the purposes, functions, and common features of word processing software
 - b. Define common word processing terminology
 - c. Use word processing software to complete common file management techniques such as saving, retrieving, printing, and merging documents
 - d. Demonstrate editing functions including find and replace, cutting, pasting, and importing and exporting text and graphics
 - e. Apply layout and insert functions including tabs, margins, hanging indents, word-wrap, columns, headers and footers, and tables
 - f. Apply formatting functions including fonts, sizes, styles, and positioning
 - g. Apply word processing functions including spell checking, thesaurus, grammar checking, and the help functions of the software
 - h. Proofread and edit documents for accuracy and content, and for correct grammar, spelling, and punctuation
 - i. Input, edit, store, and output letters, reports, tables and other documents
 - j. Convert files to a variety of common protocols including (but not limited to) PDF and rich text format
 - k. Integrate word processing with other applications
2. The student will demonstrate a basic understanding of spreadsheet applications.
 - a. Explain the purposes, functions, and common features of spreadsheet software
 - b. Define common spreadsheet terms
 - c. Use spreadsheet software to complete common file management techniques such as saving, retrieving, printing, and merging documents
 - d. Enter, edit, and copy text, formulas and values
 - e. Apply formatting functions such as fonts, styles, size, column width and row height
 - f. Change numeric formats for data
 - g. Create and format graphs from worksheet data
 - h. Navigate the worksheet by using the mouse or by a variety of keystrokes
 - i. Use spell checking and the help menu

- j. Use functions such as sum, max, min, count, if, round and average to create appropriate formulas
 - k. Design, create and edit worksheets that permit users to use conditional formatting
 - l. Test spreadsheet formulas and design for accuracy
 - m. Integrate spreadsheets with other applications
3. The student will demonstrate a basic understanding of database applications.
- a. Explain the purposes, functions, and common features of database software
 - b. Define common database terminology
 - c. Define the interrelationships between fields, records, primary fields, files, and databases
 - d. Demonstrate knowledge of the advantages and disadvantages of file management versus relational database software
 - e. Use database software to complete common file management techniques such as saving, retrieving, and printing documents
 - f. Design and modify an appropriate database structure
 - g. Insert, edit, and delete records
 - h. Query and sort data from files and databases
 - i. Use spell checking and online help
 - j. Plan, create, modify, and print reports
 - k. Locate requested information on a computer printout
 - l. Edit and verify print out information and totals
 - m. Identify and describe electronic and microform storage media appropriate for a variety of tasks
 - n. Integrate database with other applications
4. The student will demonstrate a basic understanding of desktop publishing applications.
- a. Define terminology related to desktop publishing applications.
 - b. Design and produce attractive desktop published documents.
 - c. Utilize and modify template designs.
 - d. Use the help feature to identify new features or to answer questions associated with this software.
 - e. Demonstrate a basic understanding of integrating different computer applications.
5. The student will demonstrate a basic understanding of presentation applications.
- a. Explain the purposes, functions, and common features of presentation software.
 - b. Define common presentation software terms.
 - c. Create slideshows using presentation software.
 - d. Utilize creative techniques to design presentations.
 - e. Demonstrate knowledge of the principles of slide design and layout.
 - f. Integrate scanned images, graphics, sound and/or video clips, text, hyperlinks and other data into slide shows.
 - g. Demonstrate knowledge of print options including notes, handouts and outlines using presentation software.
 - h. Create self-running and portable (e.g. pack and go) slide shows.

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- i. Demonstrate a basic understanding of integrating different computer applications.
6. The student will demonstrate the applications of multimedia.
 - a. Explore ways multimedia is transforming the workplace.
 - b. Integrate scanned images, sound and/or video clips, text and other data into a variety of documents.
 - c. Explore compatible graphic formats and means for converting, compressing and decompressing files.
 - d. Use electronic media to assist with research projects.
 - e. Identify and select various imaging software and hardware appropriate for tasks.
 - f. The students will demonstrate knowledge and the ability to communicate through various multimedia programs.
 - g. The student will demonstrate organizational and professional skills.
7. The student will demonstrate the applications of web design.
 - a. The student will understand basic terminology as well as career possibilities in web design.
 - b. The student will demonstrate a basic understanding of making a web page.
 - c. The student will understand graphic elements and templates.
 - d. The student will demonstrate an understanding of working with iframes, and cascade style sheets.
 - e. The student will explore various software related to web design.
 - f. The student will use a web page to communicate effectively.
 - g. The student will demonstrate organizational and professional skills, including the compliance with copyright and licensing issues.

BUSINESS ETHICS

OBJECTIVES:

GTCC.BE.3.1 Define, develop, and apply a code of ethics to various issues confronted by businesses. (CVT3BIII#2) (TS2B12#2) (WCS5B12#4)

COMPETENCIES:

1. Describe a personal code of ethical behavior
2. Explain the importance of trust for the successful conduct of business
3. Give examples of how unethical behavior results in higher prices for consumers (e.g. illegal music downloads, insurance fraud)
4. Describe how and why different cultures have different ethical systems
5. Explain the difference between ethics and governmental regulations
6. Describe a business code of ethical behavior
7. Give examples of how unethical behavior leads to government regulations Identify ethical considerations resulting from technological advances (e.g. computer snooping and hacking)

8. Explain the basic laws regarding computer software (e.g. purchasing site licenses)
9. Describe how a computer virus works and the steps individuals can take to prevent viruses
10. Explain why computer backup is important and different ways it can be accomplished
11. Identify and explain Internet-related security and privacy issues
12. Discuss issues relating to information privacy
13. Discuss issues relating to computer and information access among different socioeconomic classes
14. Identify ethical considerations resulting from increasing business positioning with politicians (e.g. lobbying, gifts for business gain)
15. Identify ethical considerations involving employer/employee relationships (e.g. poor working conditions, employee theft)
16. Identify ethical considerations affecting consumers (e.g. false advertising, shoplifting)

COMMUNICATIONS

OBJECTIVES:

- GTCC.BE.4.1** Listen actively, use the communication process, read and research information, and integrate technology to enhance communication effectiveness. (WCS2B12#1,3) (WCSB12#3-4) (TS2B12#1-4)
- GTCC.BE.4.2** Apply interpersonal skills in personal and professional environments to communicate effectively. (WCS2B12#1-5) (TS2B12#1,3)
- GTCC.BE.4.3** Prepare clear, complete, concise, correct, and courteous written messages for personal and professional uses. (WCS3B12#2-3) (TS4B12#1)
- GTCC.BE.4.4** Demonstrate professional speaking techniques and strategies. (WCS2B12#3,5) (WCS3B12#3) (TS2B12#2)

COMPETENCIES:

1. Listen actively, use the communication process, read and research information, and integrate technology to enhance communication effectiveness.
 - a. Demonstrate courteous attention when listening to others
 - b. Following oral directions
 - c. Evaluate effectiveness of digital and spoken presentations
 - d. Using questioning techniques for understanding
 - e. Identify the barriers to listening
2. Apply interpersonal skills in personal and professional environments to communicate effectively.
 - a. Demonstrate positive nonverbal communication
 - b. Differentiate between positive and negative communication styles
 - c. Using courtesy and tact when communicating with others
 - d. Respect the rights and feelings of others

- e. Work cooperatively with peers and authority figures
- f. Describe qualities of a person with a positive work ethic
- g. Demonstrate respect for diversity
- 3. Prepare clear, complete, concise, correct, and courteous written messages for personal and professional uses.
 - a. Use correct spelling, grammar, word and number usage, punctuation and formatting
 - b. Adapt language and style for specific audiences
 - c. Document properly both print and digital sources to avoid plagiarism
 - d. Proofread business documents to ensure that they are clear, correct, concise, complete, consistent, and courteous
 - e. Identify factors affecting the readability of text
 - f. Communications should be written legibly
- 4. Demonstrate professional speaking techniques and strategies.
 - a. Organize thoughts to reflect logical thinking before speaking
 - b. Identify vocal segregates such as um, uh, er, like, etc
 - c. Use speed, tone, emphasis, and volume to deliver content professionally
 - d. Use strategies to reduce or eliminate vocal segregates such as um, uh, er, like, etc.
 - e. Discuss the importance of taking responsibility for all spoken communication
 - f. Establish rapport and build credibility with the audience

CAREER DEVELOPMENT

OBJECTIVES:

- GTCC.BE.5.1** Apply knowledge gained through individual assessment to develop a comprehensive set of goals and an individual career plan. (CVT1BII#1,2) (CVT3BII#1-5) (WCS6B12#1-6)
- GTCC.BE.5.2** Utilize career resources to develop an information base to develop a personalized career pathway that includes international career opportunities. (CVT1BII#1,2) (CVT3BII#1-5) (WCS6B12#1-6)
- GTCC.BE.5.3** Relate the importance of career readiness skills to career development and application in the workplace. (CVT1BII#1,2) (CVT3BII#1-5) (WCS6B12#1-6)
- GTCC.BE.5.4** Develop Workplace Relationships. (CVT1BII#1,2) (CVT3BII#1-5) (WCS6B12#5)
- GTCC.BE.5.5** Appreciate Workplace Diversity. (CVT1BII#1,2) (CVT3BII#1-5) (WCS6B12#5)
- GTCC.BE.5.6** Workplace Communication Skills. (CVT1BII#1,2) (CVT3BII#1-5) (WCS6B12#1-6)
- GTCC.BE.5.7** Workplace Safety and Environment. (CVT3BII#1-5) (WCS6B12#1-6)

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1. Apply knowledge gained through individual assessment to develop a comprehensive set of goals and an individual career plan.
 - a. List positive characteristics about yourself
 - b. Identify personal likes and dislikes; personal, physical and mental characteristics; and individual talents and interests
 - c. Correlate personal, physical, and mental characteristics with the requirements of various career opportunities
 - d. Complete a variety of standardized interest and career assessments
 - e. Compare personal skills and aptitudes with various career options
 - f. Assess and analyze personal talents and interests to future careers
 - g. Determine attitudes needed for career success
 - h. Model the concepts of honesty and dependability
 - i. Provide examples of how behavior can influence the feelings and actions of others
 - j. Demonstrate and practice the steps involved in resolving a conflict/stress situation
 - k. Demonstrate the ability to implement and accept constructive based feedback
 - l. Demonstrate ability to adapt to change
2. Utilize career resources to develop an information base to develop a personalized career pathway that includes international career opportunities.
 - a. Identify and learn about careers of family members and/or friends
 - b. Define and give examples of career clusters
 - c. List and describe various types of occupations in the community (e.g., banker, realtor, etc.)
 - d. Identify community, regional, national, and international business people and learn about career opportunities
 - e. Research several occupational interests using a variety of research tools and technological resources
 - f. Explain advantages of early career planning
 - g. Select and use resources to project career opportunities and trends
 - h. Investigate educational opportunities (e.g., resources for training/retraining, career transition)
 - i. Design a questionnaire to be used for a career exploration interview (e.g., educational requirements, starting salaries, career ladder opportunities) Identify a network of business people to assist in securing a job
3. Relate the importance of career readiness skills to career development and application in the workplace.
 - a. Adhere to policies, rules, and regulations of the organization
 - b. Follow oral and written instructions
 - c. Explain the importance of becoming involved in company
 - d. activities
 - e. Be prompt and establish a good attendance record
 - f. Complete tasks within given time frames
 - g. Respect and adhere to the chain of command when a conflict or

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- h. problem occurs
- i. Discuss the necessity of assuming responsibility for quality of work performed
- j. Explain the value of seeking additional tasks and responsibilities
- k. Discuss the importance of displaying loyalty to the organization
- 4. Develop Workplace Relationships
 - a. Demonstrate the importance of cooperation among people to accomplish a task
 - b. Describe work-related activities in the home, community, and school
 - c. Explain the importance of dress code, attendance, and other expectations in the workplace
 - d. Explain the importance of respect for the feelings and beliefs of others
 - e. Demonstrate appropriate social skills for the workplace
 - f. Demonstrate problem-solving skills
 - g. Describe how the workplace environment influences behavior
 - h. Show how behavior influences the actions of co-workers
 - i. Practice appropriate interpersonal skills for working with and for others
 - j. Role-play appropriate and inappropriate employer and employee interactions in workplace situations
 - k. Use teamwork and cooperation to solve a variety of business problems
 - l. Discuss the importance of positive attitudes in creating a positive working atmosphere
- 5. Appreciate Workplace Diversity
 - a. Discuss the importance of being able to work productively with people who are different from oneself
 - b. Describe ways in which work may be affected by social and economic problems
 - c. Provide an example of how personal beliefs and attitudes affect decision-making
 - d. Show how behavior towards diversity influences the actions of co-workers
 - e. Describe different cultural behaviors and expectations
 - f. Discuss advantages and disadvantages of entering non-traditional occupations
 - g. Identify the changing roles of men and women in business and family
 - h. Identify stereotypes, biases, and discriminatory behaviors that may impact opportunities for women and men in certain occupations
 - i. Discuss social and economic factors that have resulted in changing career patterns for women and men
 - j. Specify techniques for eliminating gender bias and stereotyping
 - k. Formulate strategies for working effectively with co-workers of varying age groups
- 6. Workplace Communication Skills
 - a. Practice effective interpersonal skills in a work relationship
 - b. Express thoughts and ideas succinctly using various forms of communication (e.g., verbal, written, body language, etc.)
 - c. Explain the importance of tolerance and flexibility in interpersonal and group situations
 - d. Illustrate strategies for responding to and working with individuals under stress

- e. Develop skills to give and receive constructive criticism
 - f. Model workplace communication competencies such as reading and comprehending written communications and information; using correct grammar, job-related terminology, telephone etiquette, and proper listening techniques; writing legibly; following written and oral directions; using questioning techniques for understanding; and locating information to accomplish tasks
7. Workplace Safety and Environment
- a. Comply with safety and health rules
 - b. Select correct tools and equipment for the task
 - c. Utilize equipment correctly
 - d. Check to make sure work area is ergonomically correct
 - e. Use appropriate action during emergencies
 - f. Maintain clean and orderly work area

FINANCIAL LITERACY

OBJECTIVES:

- GTCC.BE.6.1** Analyze income sources and steps to protect personal and financial information. (WCS1B12#2) (WCS6B12#3,6) (CVT2BII#1) (TS3B3#4)
- GTCC.BE.6.2** Evaluate services provided by financial deposit institutions. (WCS6B12#3,6) (CVT2BII#1) (TS3B3#4)
- GTCC.BE.6.3** Analyze factors that affect the choice of credit, the cost of credit, and the legal aspects of using credit. (WCS6B12#3,6) (CVT2BII#1) (TS3B3#4)
- GTCC.BE.6.4** Evaluate savings and investment options to meet short-term and long-term goals. (WCS1B12#2) (WCS6B12#3,6) (CVT2BII#1) (TS3B3#4)
- GTCC.BE.6.5** Develop and evaluate a spending/savings plan. (WCS1B12#2) (WCS6B12#3,6) (CVT2BII#1) (TS3B3#4)

COMPETENCIES:

1. Analyze income sources and steps to protect personal and financial information
 - a. Understand various sources of income
 - b. Differentiate between total earnings and net pay.
 - c. Understand the importance of safeguarding your personal financial information.
 - d. Identify steps to restore personal and financial security
2. Evaluate services provided by financial deposit institutions.
 - a. Identify the difference between debit cards, credit cards, and other banking services
3. Analyze factors that affect the choice of credit, the cost of credit, and the legal aspects of using credit.
 - a. Understand the risks and consequences of borrowing money
 - b. Compare installment and non-installment credit
 - c. Identify the advantages and disadvantages of using credit

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4. Evaluate savings and investment options to meet short-term and long-term goals.
 - a. Describe the importance of saving, and list the advantages and disadvantages of different savings and investment options
 - b. Differentiate between savings and investing. Identify reasons to develop a savings plan
 - c. Define the 70-20-10 rule associated with savings and investing
5. Develop and evaluate a spending/savings plan.
 - a. Use financial concepts and tools to make personal decisions regarding spending.
 - b. Understand the components of a spending plan
 - c. Review how financial goals can be met by using a spending plan
 - d. Create a spending plan

BUSINESS MANAGEMENT AND ADMINISTRATION CLUSTER

- Business Communication
- Business Law
- Business Management
- Entrepreneurship
- International Business

BUSINESS COMMUNICATION

GTCC OBJECTIVES:

- GTCC.BMA.1.1** The student will demonstrate effective listening skills. (WCS2B2#1)
(WCS2B3#4) (CVT3BII#6)
- GTCC.BMA.1.2** The student will communicate effectively in written form. (WCS3B4#2)
(WCS3BII#3) (CVT3BII#6) (CVT3BIII#6) (TS2B2#2) (TS5B2#3)
- GTCC.BMA.1.3** The student will incorporate technology to enhance communications.
- GTCC.BMA.1.4** The student will use communication to pursue employment.
- GTCC.BMA.1.5** The student will apply effective communication skills within the structure of an organization.
- GTCC.BMA.1.6** The students will investigate careers and employability. (VT1,B1,2,3)
(WC4,B1) (WC6,B1,2,3,4,6)

COMPETENCIES:

1. The student will demonstrate effective listening skills.
 - a. Listen for content when taking written notes for meetings, instructions, and telephone messages.
 - b. Listen to and follow oral directions.
 - c. Identify and overcome barriers to communication, including those related to diverse cultures.
 - d. Analyze the functions and procedures of communication in organizations.
 - e. Describe team roles, conflicts, and methods of functioning and how to plan a project within a team structure.
 - f. Observe and analyze the impacts and characteristics of nonverbal communication.
 - g. Plan, develop, and deliver an oral presentation.
 - i. Determine the purpose and intended audience for the oral presentation.
 - ii. Gather the necessary information.
 - iii. Organize information and plan the message.
 - iv. Generate an outline of key points.
 - v. Select and prepare the presentation materials.

- vi. Use proper grammar and word usage in delivering the oral presentation.
 - vii. Use effective expression and emphasis to enhance the delivery of the presentation.
 - viii. Use persuasion techniques.
 - ix. Create a favorable impression through dress, posture, expression, manners, eye contact and body language.
 - x. Introduction to technology and multimedia production.
 - xi. Cut, paste, and edit presentations.
 - xii. Use audio and video together.
2. The student will communicate effectively in written form.
 - a. Determine the purpose of the communication and the intended audience for documents.
 - b. Gather the necessary information.
 - c. Organize information and plan the message.
 - d. Choose the most appropriate format for messages.
 - e. Revise the document if necessary.
 - f. Use correct grammar, appropriate tone, degree of formality, and reading level.
 - g. Compose messages that are clear, concise, complete, consistent, correct, and courteous.
 - h. The student will produce and distribute appropriately formatted business documents.
 - i. Generate letters, memos and reports using word processing software.
 - ii. Use fonts and graphics to enhance documents in appearance and effectiveness.
 - iii. Use spell checker, thesaurus and grammar checker correctly.
 - iv. Compare and select the most effective distribution method for the type of document.
 - v. Use copier, mail, private mail carriers, fax, or e-mail to distribute documents.
 3. The student will incorporate technology to enhance communications.
 - a. List and describe the communication features and services available, including voicemail, video calls, faxes, e-mail, and cellular phones.
 - b. Use technological equipment features and services properly and efficiently.
 - c. Use technology reference materials effectively.
 - d. Demonstrate the ability to use proper etiquette in a variety of technological communication situations.
 - e. Handle problem communications with courtesy and efficiency.
 - f. Prepare accurate messages.
 4. The student will use communication to pursue employment
 - a. Prepare documents for application for employment including a resume and an application.
 - b. Search and practice submitting employment information on web-based employment search sites.
 - c. Prepare for and respond to questions in an interview-type situation.

5. The student will apply effective communication skills within the structure of an organization.
 - a. Prepare persuasive or sales-related messages taking into account effective customer service techniques.
 - b. Communicate positive and negative messages to employees.
 - c. Analyze and examine the effects of a variety of leadership and supervision styles.
 - d. Apply ethical considerations to a various organizational situations.
6. The students will investigate careers and employability.
 - a. Student will research and present information regarding careers in business.
 - b. Student will explain how economic trends affect employment in business careers.
 - c. Student will complete an interest survey to determine potential career options.
 - d. Student will identify traditional and on-line sources of employment information.

BUSINESS LAW

GTCC OBJECTIVES:

- GTCC.BMA.2.1** The students will investigate careers and employability.(VT1,B1,2,3)
(WC4,B1) (WC6,B1,2,3,4,6)
- GTCC.BMA.2.2** The student will explore the rights, responsibilities, and regulations that impact consumer decisions. (WC3,B1) (WC6, B3,4,6) (VT2,B2; VT3,B2; VT4,B1; VT5, B2)
- GTCC.BMA.2.3** The student will examine the Foundations of a Legal System. (VT3,B1)
(VT4,B1,2,3) (VT5,B1) (WC4,B1)
- GTCC.BMA.2.4** The student will identify Contracts. (VT4, B1,2,3) (VT5, B1,3) (VT4, B1,2,3) (WC4,B1)
- GTCC.BMA.2.5** The student will examine the Rights and Responsibilities of Consumers.
(VT4, B1)
- GTCC.BMA.2.6** The student will explore Criminal Law. (VT3,B1) (VT4, B1) (VT5,B2)
(WC4,B1)
- GTCC.BMA.2.7** The student will explore Tort Law. (VT3,B3) (VT4,B1) (VT5, B2)
- GTCC.BMA.2.8** The student will examine Understanding Personal/Family Law.
(VT3,B1,2) (VT4,B1) (VT5,B1,3) (WC4,B1)
- GTCC.BMA.2.9** The student will explain the legal rules that apply to personal property and real property. (VT3,B1,3) (VT4, B1) (VT5,B2,3) (WC4,B1)
- GTCC.BMA.2.10** The student will analyze employment laws. (VT3,B1; VT4,B1)
(WC4,B1,2,3)
- GTCC.BMA.2.11** The student will be aware of types and variety of careers in the field of law. (VT1, B2,3) (WC6,B1,4,6)

COMPETENCIES:

1. The students will investigate careers and employability.

- a. Student will research and present information regarding careers in business.
 - b. Student will explain how economic trends affect employment in business careers.
 - c. Student will complete an interest survey to determine potential career options.
 - d. Student will identify traditional and on-line sources of employment information.
 - e. Student will write a letter of application.
 - f. Student will prepare a résumé.
 - g. Student will complete an employment application form.
 - h. Student will complete an employment interview.
 - i. Student will design a portfolio, including résumé format suitable for on-line posting.
 - j. Student will prepare an interview follow-up letter.
2. The student will explore the rights, responsibilities, and regulations that impact consumer decisions.
 - a. Student will describe choices consumers make when buying goods and services.
 - b. Student will discuss the basic rights and responsibilities of a consumer.
 - c. Student will explain information found on a variety of product labels.
 - d. Student will research why regulations are implemented and the effects the regulations have on consumer safety.
 - e. Student will identify consumer protection agencies.
 - f. Student will identify components of a guarantee, warranty, and consumer contract.
 - g. Student will identify insurance by type (vehicle, property, life, health), purpose, and benefit.
 3. The student will examine the Foundations of a Legal System.
 - a. Student will examine the constitutional basis for law.
 - b. Student will identify the need for laws.
 - c. Student will differentiate between criminal and civil trial procedures.
 - d. Student will describe administrative, judicial and legislative branches of the legal system.
 - e. Student will compare federal, state, and local court systems.
 - f. Student will compare the different sources of law (e.g common law, statutory law, admin law).
 - g. Student will differentiate between ethical and legal actions.
 4. The student will identify Contracts.
 - a. Student will identify essential elements of a contract.
 - b. Student will identify types of consideration necessary for a valid contract.
 - c. Student will identify types of contracts.
 - d. Student will interpret effects of contract on a minor.
 - e. Student will explain effects of a breach of contract.
 - f. Student will explain the importance of a contract in today's society
 - g. Student will describe the purpose of the Statute of Frauds.
 5. The student will examine the Rights and Responsibilities of Consumers.
 - a. Student will determine agencies that provide consumer protection information.
 - b. Student will identify laws that afford consumer protection.

- c. Student will identify the reasons for bankruptcy laws.
- d. Student will evaluate the function of different types of insurance (e.g. life, medical, auto)
- e. Student will differentiate among various negotiable instruments (e.g. drafts, checks, promissory notes)
6. The student will explore Criminal Law.
 - a. Student will distinguish between civil law and criminal law.
 - b. Student will differentiate between juvenile and adult justice systems.
 - c. Student will identify common crimes.
 - d. Student will distinguish between a misdemeanor and a felony.
 - e. Student will explain crimes associated with business (e.g. embezzlement, extortion, computer)
7. The student will explore Tort Law.
 - a. Student will describe common torts.
 - b. Student will differentiate between assault and battery.
 - c. Student will distinguish between slander and libel.
 - d. Student will explain penalties associated with torts.
 - e. Student will distinguish between crimes and torts.
 - f. Student will identify improper use of computers. (e.g right to privacy, copyrights)
8. The student will examine Understanding Personal/Family Law.
 - a. Student will explain components of estate planning (e.g power of attorney, wills, trusts, living wills, right to die)
 - b. Student will identify laws regulating marriage.
 - c. Student will identify laws regulating divorce.
 - d. Student will distinguish among the laws distributing marital, community, and separate property.
 - e. Student will interpret unique laws affecting minors (e.g. child custody, support, Internet use)
 - f. Student will describe the legal aspects of parenthood.
9. The student will explain the legal rules that apply to personal property and real property.
 - a. Student will distinguish among liens, licenses, and easements, and explain the differences.
 - b. Student will list and describe the forms of co-ownership of real property.
 - c. Student will illustrate the methods of transferring title (deeding) to real and personal property.
 - d. Student will describe the kinds of rental relationships that landlords and tenants may create.
 - e. Student will recognize the advantages and disadvantages of financing/leasing.
 - f. Student will name and describe the principal types of bailments.
 - g. Student will compare the law of patents, copyrights, and trademarks.
10. The student will analyze employment laws.
 - a. The student will describe the employer-employee relationship.

- b. The student will describe the rights and duties of the employer.
 - c. The student will describe the rights and duties of the employee.
11. The student will be aware of types and variety of careers in the field of law.

BUSINESS MANAGEMENT

GTCC OBJECTIVES:

- GTCC.BMA.3.1** The students will investigate careers and employability. (VT1,B1,2,3)
(WC4,B1) (WC6,B1,2,3,4,6)
- GTCC.BMA.3.2** The student will demonstrate an understanding of private enterprise.
(VT4,B1) (WC4,B1,2,3) (VT4,B1)
- GTCC.BMA.3.3** Analyze the management functions and their implementation and
integration within the business environment. (WC4, B1)
- GTCC.BMA.3.4** Analyze the organization of a business (WC4, B3)
- GTCC.BMA.3.5** Develop personal management skills to function effectively and efficiently
in a business environment. (WC4, B2)
- GTCC.BMA.3.6** Examine the role of ethics and social responsibility in decision making.
(WC4,B2)
- GTCC.BMA.3.7** Describe human resource functions and their importance to an
organization's successful operation. (WC4, B2)
- GTCC.BMA.3.8** Describe the role of organized labor and its influence on government and
business. (WC4,B2)
- GTCC.BMA.3.9** Utilize information and technology tools to conduct business effectively
and efficiently. (WC4, B1)
- GTCC.BMA.3.10** Analyze a business organization's competitive position within the
industry. (WC3, B1)
- GTCC.BMA.3.11** Analyze financial data influenced by internal and external factors in order
to make short-terms and long-term decisions. (WC3, B1, 2)
- GTCC.BMA.3.12** Apply operations management principles and procedures to the design of
an operations plan. (WC6, B3)
- GTCC.BMA.3.13** Examine the issues of business culture and its impact on managing in the
global environment. (WC4, B2)

COMPETENCIES:

1. The students will investigate careers and employability.
 - a. Student will research and present information regarding careers in business.
 - b. Student will explain how economic trends affect employment in business careers.
 - c. Student will complete an interest survey to determine potential career options.
 - d. Student will identify traditional and on-line sources of employment information.
 - e. Student will write a letter of application.

- f. Student will prepare a résumé.
 - g. Student will complete an employment application form.
 - h. Student will complete an employment interview.
 - i. Student will design a portfolio, including résumé format suitable for on-line posting.
 - j. Student will prepare an interview follow-up letter.
2. The student will demonstrate an understanding of private enterprise.
- a. Student will explore the benefits businesses provide to the economy.
 - b. Student will compare and contrast the private enterprise system with other economic systems.
 - c. Student will distinguish between consumer needs and wants and how they are satisfied.
 - d. Student will explain how consumers affect the supply and demand for goods and services.
 - e. Student will explain how prices affect consumers and producers.
 - f. Student will describe the economic resources used in the production of goods and services.
 - g. Student will identify and discuss economic measurements.
 - h. Student will describe the four phases of the business cycle.

ENTREPRENEURSHIP

OBJECTIVES:

- GTCC.BMA.4.1** The students will investigate careers and employability.(VT1,B1,2,3)
(WC4,B1; WC6,B1,2,3,4,6)
- GTCC.BMA.4.2** The student will examine types of business ownership and create a basic business plan. (VT1,B2; VT2,B1; VT5,B1,2,3)

COMPETENCIES:

1. The students will investigate careers and employability.
 - a. Student will research and present information regarding careers in business.
 - b. Student will explain how economic trends affect employment in business careers.
 - c. Student will complete an interest survey to determine potential career options.
 - d. Student will identify traditional and on-line sources of employment information.
 - e. Student will write a letter of application.
 - f. Student will prepare a résumé.
 - g. Student will complete an employment application form.
 - h. Student will complete an employment interview.
 - i. Student will design a portfolio, including résumé format suitable for on-line posting.
 - j. Student will prepare an interview follow-up letter.
2. The student will examine types of business ownership and create a basic business plan.
 - a. Student will identify unique characteristics of an entrepreneur.

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- b. Student will compare and contrast the advantages and disadvantages of the types of business ownerships.
- c. Student will discuss the opportunities available to an entrepreneur.
- d. Student will identify the parts of a business plan and the components.

INTERNATIONAL BUSINESS

OBJECTIVES:

- GTCC.BMA.5.1** The students will investigate careers and employability.(VT1,B1,2,3)
(WC4,B1; WC6,B1,2,3,4,6)
- GTCC.BMA.5.2** The student will explain the role of international business and analyze its impact on the economy. (VT4,B1; VT5,B2) (WC4,B1,2)
- GTCC.BMA.5.3** The student will identify and describe economic principles and analyze how diverse economic systems operate in a global environment. (VT4,B1)
(WC4,B1,2)

COMPETENCIES:

1. The students will investigate careers and employability.
 - a. Student will research and present information regarding careers in business.
 - b. Student will explain how economic trends affect employment in business careers.
 - c. Student will complete an interest survey to determine potential career options.
 - d. Student will identify traditional and on-line sources of employment information.
 - e. Student will write a letter of application.
 - f. Student will prepare a résumé.
 - g. Student will complete an employment application form.
 - h. Student will complete an employment interview.
 - i. Student will design a portfolio, including résumé format suitable for on-line posting.
 - j. Student will prepare an interview follow-up letter.
2. The student will explain the role of international business and analyze its impact on the economy.
 - a. Student will discuss the pros and cons of free trade.
 - b. Student will list examples of United States imports and exports.
 - c. Student will identify specific products that currently are subject to government trade policies.
 - d. Student will compare and contrast the economic systems.
 - e. Student will identify benefits and challenges to competition in the international marketplace.
3. The student will identify and describe economic principles and analyze how diverse economic systems operate in a global environment.
 - a. Student will identify the economic process.
 - b. Student will explain the importance of economics.

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- c. Student will distinguish among factors of production (e.g., land, labor, capital, entrepreneurship).
- d. Student will identify characteristics of free enterprise.
- e. Student will compare the American economic system with other economic systems.
- f. Student will explain economic interdependence.
- g. Student will describe problems and benefits of world trade.

FINANCE CLUSTER

- Accounting I and II
- Business Economics
- Personal Finance (Business Math)

ACCOUNTING I & II

GTCC OBJECTIVES:

- GTCC.F.1.1** The student will demonstrate an understanding of terminology related to accounting careers and understand the career opportunities available. (WCS2B12#1) (WCS6B12#1) (CVT1BII#1)
- GTCC.F.1.2** The student will demonstrate an understanding of basic accounting terminology, concepts, and procedures for a proprietorship, partnership, and corporation. (WCS1B12#1-3)
- GTCC.F.1.3** The student will recognize the legal and ethical issues that affect accounting practices. (CVT3BII#2) (TS4B12#2)
- GTCC.F.1.4** The student will use accounting-related software. (CVT4BII#1-3) (CVT5BII#1,4) (TS1B12#1,2) (TS2B12#1) (TS4B12#1) (TS5B12#2)

COMPETENCIES:

1. The student will demonstrate an understanding of career opportunities in accounting.
 - a. Explain the role that accountants play in business and society.
 - b. Describe career opportunities in the accounting profession.
 - c. Demonstrate the skills and competencies required to be successful in the accounting profession and/or in an accounting-related career.
2. The student will demonstrate accounting procedures used in a proprietorship, partnership, and corporation.
 - a. Analyze how transactions affect items in an accounting equation.
 - b. Record business transactions in a journal.
 - c. Post amounts from a journal to a general and/or subsidiary ledger.
 - d. Plan adjustments for and complete a worksheet.
 - e. Prepare financial statements.
 - f. Journalize and post adjusting and closing entries.
 - g. Identify selected procedures for finding and correcting errors in accounting records.
 - h. Prepare business forms related to a checking account.
 - i. Analyze transactions related to purchases, cash payments, sales, and cash receipts.
 - j. Open accounts in a general and a subsidiary ledger.
 - k. Calculate, record, and post estimated bad debts expense.
 - l. Journalize and post payroll transactions.
 - m. Prepare payroll tax reports.

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- n. Calculate depreciation expense and book value of a plant asset.
 - o. Record plant asset information in a plant asset record.
 - p. Calculate, record and post interest expense and interest income.
 - q. Record entries for accrued revenue and accrued expenses.
 - r. Journalize the declaration and payment of a corporate dividend.
 - s. Complete an accounting simulation.
3. The student will recognize the legal and ethical issues that affect accounting practices.
- a. Discuss how commonly accepted accounting principles affect daily decision making.
 - b. Discuss case studies regarding legal and ethical issues in "creative bookkeeping."
 - c. Discuss how textbook accounting and actual practices in business can differ.
 - d. Analyze and interpret financial statements to make informed business decisions.
 - e. Explain how the application of generally accepted accounting principles (GAAP) impacts the financial records of a business.
4. The student will apply manual accounting procedures to computerized accounting programs.
- a. Use a variety of software or online tools, including spreadsheets, cash flow and money management programs, automated accounting software, online working papers, and/or financial calculators.
 - b. Perform file maintenance activities.

BUSINESS ECONOMICS

OBJECTIVES:

- GTCC.F.2.1** Assess opportunity costs and trade-offs involved in making choices about how to use scarce economic resources (CVT4#1) (WCS4#3)
- GTCC.F.2.2** Explain why societies develop economic systems, identify the basic features of different economic systems, and analyze the major features of the U.S. economic Systems (CVT4#1) (WCS4#3)
- GTCC.F.2.3** Analyze the role of core economic institutions and incentives in the U.S. economy (CVT3#3) (WCS4#2)
- GTCC.F.2.4** Analyze the role of markets and prices in the U.S. Economy (CVT3#3) (WCS1#2)
- GTCC.F.2.5** Analyze the different types of market structures and the effect they have on the price and the quality of the goods and services produced (CVT4#1)
- GTCC.F.2.6** Explain the importance of productivity and analyze how specialization, division of labor, investment in physical and human capital, and technological change affect productivity and global trade (CVT4#1) (WCS3#1)
- GTCC.F.2.7** Analyze the role of government in economic systems especially the role of government in the U.S. economy (CVT4#1, CVT5#3)
- GTCC.F.2.8** Examine the role of trade, protectionism, and monetary markets in the global economy (CVT4#1)

GTCC.F.2.9 Analyze how the U.S. economy functions as a whole and describe selected macroeconomic measures of economic activity (CVT4#1)

PERSONAL FINANCE (BUSINESS MATH)

OBJECTIVES:

- GTCC.F.3.1** The student will demonstrate knowledge of business math terminology. (WCS1B12#2) (WCS2B12#3) (WCS3B12#2) (CVT2BI#1,2)
- GTCC.F.3.2** The student will work with various types of numbers in solving mathematical problems. (TS2B12#1)(WCS1B12#2) (CVT2BII#1)
- GTCC.F.3.3** The student will apply math skills to business transactions, reports, and documents. (WCS1B12#1-3) (WCS3B12#1,2) (WCS4B12#1) (WCS5B12#3) (CVT2BII#1) (TS3B12#1)
- GTCC.F.3.4** The student will apply math skills to personal finances. (WCS1B12#2) (WCS3B12#2-4) (WCS4B12#2) (WCS6B12#2,3,6) (CVT2BII#1) (TS2B12#1,2) (TS5B12#1) (TS6B12#4)
- GTCC.F.3.5** The student will demonstrate an understanding of business graphs and charts. (WCS3B12#1,3,4) (TS2B12#1,2) (TS5B12#3) (TS6B12#1)
- GTCC.F.3.6** The student will work with business computer software and/or online apps. (WCS3B12#2,4) (WCS5B12#1-3) (TS2B12#1-3) (TS5B12#1) (TS6B12#1,3)

COMPETENCIES:

1. The student will demonstrate knowledge of business math terminology.
 - a. Define business math terms.
 - b. Use business math terms correctly and appropriately.
2. The student will work with various types of numbers in solving mathematical problems.
 - a. Add, subtract, multiply, and divide whole numbers.
 - b. Solve problems that involve percents, decimals, fractions, ratios, averages, and proportions and use appropriate conversions.
 - c. Estimate and calculate measures of central tendency (mean, mode, median).
 - d. Demonstrate knowledge of currency exchange in international business.
 - e. Estimate a solution to the problem and compare estimated solution with computed solution.
 - f. Use basic probability concepts to solve problems involving uncertainty.
3. The student will apply math skills to business transactions, reports, and documents.
 - a. Complete various business forms including calculating discounts on invoices.
 - b. Compute and compare interest and finance charges.
 - c. Calculate percent of increase/decrease.
 - d. Complete depreciation schedules.
 - e. Compute payroll and taxes.

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- f. Compute commission, markup, markdown, sales tax, and selling price.
- g. Use deductive reasoning to solve problems and generate conclusions.
4. The student will apply math skills to personal finances.
 - a. Compute and compare simple and compound interest on credit cards and loans.
 - b. Write checks, maintain checkbook balance, record the use of a debit card, and reconcile bank statements using a simulation project.
 - c. Compute interest earned on savings accounts and investments.
 - d. Use online compound interest calculators and/or compound interest charts to compare simple vs. compound interest.
 - e. Compare the advantages and disadvantages of investing in savings accounts, certificates of deposit, money market accounts, bonds, mutual funds, stocks, real estate, or retirement accounts.
 - f. Calculate costs associated with major purchases such as a computer system, car, or home.
 - g. Compare the cost of renting, leasing, or buying equipment.
 - h. Calculate sales taxes and property taxes.
 - i. Compare features of insurance policies for health, life, and disability.
 - j. Calculate benefits, claims, and premiums on health, disability, life, and auto insurance.
 - k. Read and interpret forms used in employment, such as W-2s, W-4s, payroll reports, and retirement plans.
 - l. Prepare a personal and/or business budget using a simulation.
5. The student will demonstrate an understanding of business graphs and charts.
 - a. Define terminology related to business graphs and charts.
 - b. List and describe applications for business graphs and charts.
 - c. Interpret business graphs and charts.
 - d. Create business graphs and charts on computers.
6. The student will work with business computer software.
 - a. Accounting
 - b. Spreadsheets
 - c. Financial/Checkbook management
 - d. Financial simulation

INFORMATION TECHNOLOGY CLUSTER

- Computer Maintenance and Management
- Database Management
- Integrated Computer Applications
- Multimedia Development
- Network Systems
- Programming and Application Development

COMPUTER MAINTENANCE AND MANAGEMENT

GTCC OBJECTIVES:

- GTCC.IT.1.1** The student will demonstrate a basic understanding of computer operating systems. (WC5B12#1) (CVT4BII#5) (TS1B12#1)
- GTCC.IT.1.2** The student will demonstrate a basic understanding of computer security management issues. (WC5B12#1) (CVT4BII#5) (TS1B12#1)
- GTCC.IT.1.3** The student will explain the ethics and licensing regulations relating to computer usage. (CVT5BII#3) (TS4B12#2)
- GTCC.IT.1.4** Remove, upgrade, store, troubleshoot, and install computer hardware and software. (WC5B12#5) (CVT5BIII#4)
- GTCC.IT.1.5** Troubleshoot and repair network operating system connectivity. (CVT4BIII#4) (WC6B12#3)
- GTCC.IT.1.6** Prepare students to obtain software industry certification(s) needed for a chosen career path. (WC6B12#2) (CVT1BIII#1)

COMPETENCIES:

1. The student will demonstrate a basic understanding of computer operating systems.
 - a. Define terminology related to computer operating systems.
 - b. List and describe the differences between working in a network environment and a stand-alone computer environment.
 - c. Apply basic commands of operating system software.
 - d. Demonstrate proper file management.
 - e. Activate operating system updates.
2. The student will demonstrate a basic understanding of computer security.
 - a. Identify and describe various types of computer viruses.
 - a. List methods of prevention and elimination of computer viruses by using anti-virus software.
 - b. Identify solutions regarding computer security.
3. The student will explain the ethics and licensing regulations relating to computer usage.
 - a. Describe ethical and unethical behavior as it relates to computer usage.

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- b. List the various types of licensing and regulations that apply to computer usage, such as copyright, site licenses, and confidentiality/privacy.
- c. Investigate computer crimes related to technology.
4. Remove, upgrade, store, troubleshoot, and install computer hardware and software.
 - a. Replace outdated hardware.
 - b. Implement current versions of software.
5. Troubleshoot and repair network operating system connectivity.
 - a. Analyze a network operating system
 - b. Troubleshoot and resolve connectivity issues.
6. Prepare students to obtain software industry certification(s) needed for a chosen career path.
 - a. Study for and receive national certification.

DATABASE MANAGEMENT

OBJECTIVES:

- | | |
|--------------------|--|
| GTCC.IT.2.1 | Plan, develop, and implement a large-scale database management system. (CVT4#1) (WCSS6#1) |
| GTCC.IT.2.2 | Analyze, assess, and troubleshoot large-scale database management systems. (CVT4#1) (WCSS5#5) |
| GTCC.IT.2.3 | Explain the options for converting legacy records to electronic database management systems. (CVT4#1) (WCSS3#2) |
| GTCC.IT.2.4 | Prepare students to obtain software industry certification(s) needed for a chosen career path. (CVT4#1) |

COMPETENCIES:

1. Plan, develop, and implement a large-scale database management system.
 - a. Create, modify and extract data from databases for decision making.
 - b. Develop design specifications for record types, output, and data stores.
2. Analyze, assess, and troubleshoot large-scale database management systems.
 - a. Describe search strategies and use them to solve common information problems.
 - b. Organize and present the results of data retrieval through reports.
 - c. Use data mining techniques to extract useful information.
3. Explain the options for converting legacy records to electronic database management systems.
 - a. Utilize the application development tools from various vendors to interact with a developed enterprise level database management system.
 - b. Develop and deploy retention schedules that adhere to organizational policies and governmental laws.

4. Prepare students to obtain software industry certification(s) needed for a chosen career path.
 - a. Study and obtain certification in an industry certified test.

INTEGRATED COMPUTER APPLICATIONS

OBJECTIVES:

- GTCC.IT.3.1** Use the collaborative features of applications (office productivity software) to accomplish organizational tasks (CVT4#1) (CVT5#1) (WCSS3#1)
- GTCC.IT.3.2** Apply advanced features of applications (office productivity software) for productivity (CVT4#1) (CVT5#1) (WCSS3#3)
- GTCC.IT.3.3** Demonstrate the transferability of skills between applications (CVT4#1) (CVT5#1) (WCSS3#1)
- GTCC.IT.3.4** Prepare students to obtain software industry certification(s) needed for a chosen career path (CVT5#1)

COMPETENCIES:

1. Use the collaborative features of applications (office productivity software) to accomplish organizational tasks.
 - a. Integrate office productivity software to create a finished product.
 - b. Evaluate the effectiveness and efficiency of applications to solve specific problems.
2. Apply advanced features of applications (office productivity software) for productivity.
 - a. Use software applications to analyze data for making good business decisions.
 - b. Use the collaborative features of applications to accomplish organizational tasks.
3. Demonstrate the transferability of skills between applications
 - a. Create simulations/projects integrating multiple software applications.
4. Prepare students to obtain software industry certification(s) needed for a chosen career path

MULTIMEDIA DEVELOPMENT

Multimedia encompasses video and audio production, graphic design, web design, digital publishing, any presentation software, and animation.

OBJECTIVES:

- GTCC.IT.4.1** Demonstrate knowledge and communication through the various multimedia programs (CVT3#5) (CVT4#3) (CVT5#1) (WCSS3#4)
- GTCC.IT.4.2** Create and edit an original digital media production (CVT4#3) (CVT5#1) (WCSS3#3)
- GTCC.IT.4.3** Design, develop, and deliver advanced web content and applications using

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- GTCC.IT.4.4** authoring tools (CVT4#3) (CVT5#1) (WCSS3#3)
Analyze and develop multimedia delivery solutions for the appropriate audience (CVT3#5) (CVT5#1) (WCSS3#3)
- GTCC.IT.4.5** Prepare students to obtain software industry certification(s) needed for a chosen career path (CVT5#1) (CVT5#4)

COMPETENCIES:

1. Demonstrate knowledge and communication through the various multimedia programs.
 - a. Understand and utilize various multimedia programs.
 - b. Select digital media appropriate for specific tasks.
2. Create and edit an original digital media production.
 - a. Produce digital media to enhance academic achievement across the curriculum.
 - b. Create content that is readable, accessible, searchable and thought provoking.
3. Design, develop, and deliver advanced web content and applications using authoring tools.
 1. Build and create websites incorporating digital media.
 2. Compare and contrast the features of web development applications.
4. Analyze and develop multimedia delivery solutions for the appropriate audience
 - a. Identify client and target audience needs.
 - b. Use digital media optimized for website integration.
5. Prepare students to obtain software industry certification(s) needed for a chosen career path
 - a. Obtain multimedia industry certification(s).

NETWORK SYSTEMS

OBJECTIVES:

- GTCC.IT.5.1** Identify network architecture and topologies (CVT4#1) (CBTS4#3-4) (WCSS5#5)
- GTCC.IT.5.2** Design and develop network infrastructure (CVT4#1) (CVT4#3-4) (WCSS5#5)
- GTCC.IT.5.3** Apply virtualization technology to servers, networks, storage and related infrastructure (CVT4#1) (CVT4#3-4) (WCSS5#5)
- GTCC.IT.5.4** Students will use troubleshooting strategies to solve technical problems (CVT4#1) (CVT4#3-4) (WCSS5#5)
- GTCC.IT.5.5** Prepare students to obtain software industry certification(s) needed for a chosen career path (CVT4#1) (CVT4#3-4) (WCSS5#5)

COMPETENCIES:

1. Identify network architecture and topologies.

- a. Identify network connectivity hardware and related software.
- b. Develop networking strategic plans.
2. Design and develop network infrastructure
 - a. Develop policies, protocols and procedures for maintaining networks.
3. Apply virtualization technology to servers, networks, storage and related infrastructure.
 - a. Identify and distinguish network protocols, standards, and theoretical models in actual implementations.
4. Students will use troubleshooting strategies to solve technical problems
 - a. Monitor and manage network servers, routers, clients, and related hardware and software.
5. Prepare students to obtain software industry certification(s) needed for a chosen career path
 - a. Obtain telecommunications and networking industry certification.

PROGRAMMING & APPLICATION DEVELOPMENT

OBJECTIVES:

- GTCC.IT.6.1** Identify and define object-oriented programming terminology. (CVT4#1) (CVT4#3-4) (CVT5#1) (WCSS6#1)
- GTCC.IT.6.2** Demonstrate the ability to code using object-oriented programming (CVT4#1) (CVT4#3-4) (CVT5#1) (WCSS6#1)
- GTCC.IT.6.3** Identify and explain programming structures (CVT4#1) (CVT4#3-4) (CVT5#1) (WCSS6#1)
- GTCC.IT.6.4** Choose the appropriate language or applications development tool for specific tasks (CVT4#1) (CVT4#3-4) (CVT5#1) (WCSS6#1)
- GTCC.IT.6.5** Apply design principles to programming tasks (CVT4#1) (CVT4#3-4) (CVT5#1) (WCSS6#1)
- GTCC.IT.6.6** Develop programs and applications for a variety of platforms (CVT4#1) (CVT4#3-4) (CVT5#1) (WCSS6#1)
- GTCC.IT.6.7** Prepare students to obtain software industry certification(s) needed for a chosen career path (CVT4#1) (CVT4#3-4) (CVT5#1) (WCSS6#1)

COMPETENCIES:

1. Identify and define object-oriented programming terminology.
 - a. Identify and explain programming structures.
 - b. Differentiate between source object code
2. Demonstrate the ability to code using object-oriented programming
 - a. Choose the appropriate language or application development tool for specific tasks.
 - b. Code a program solution in more than one programming language.
3. Identify and explain programming structures across a variety of platforms.

Legend:

CVT ~ Montana Career and Vocational Technical Education

WCS ~ Montana Workplace Competency

TS ~Montana Technology Standards

4. Choose the appropriate language or applications development tool for specific tasks.
 - a. Select and incorporate appropriate compilers.
5. Apply design principles to programming tasks
 - a. Test, debug and document code.
 - b. Maintain and reengineer existing code.

MARKETING CLUSTER

- Cooperative Work Experience
- Hospitality and Tourism
- Marketing
- School-Based Enterprises
- Sports and Entertainment

COOPERATIVE WORK EXPERIENCE

GTCC OBJECTIVES:

- GTCC.M.1.1** Acquire and apply self-knowledge to understand one’s abilities, strengths, interests, skills and talents, as seen by others, to develop personal, learning and career goals (WCS6B12#1-6)
- GTCC.M.1.2** Use career clusters and pathways in order to understand their relationship to educational achievement and life-long learning (WCS6B12#1-6)
- GTCC.M.1.3** Demonstrate the ability to apply self-knowledge for successful career planning and management using career clusters (WCS6B12#1-6)
- GTCC.M.1.4** Understand how academic, technical, cross-cluster and employability skills are needed to obtain or create, maintain and advance in one’s career (WCS6B12#1-6)
- GTCC.M.1.5** Demonstrate how the ongoing attainment of knowledge and skills enhance one’s ability to function and transition effectively in a diverse and changing economy (WCS6B12#1-6)
- GTCC.M.1.6** Communicate effectively for employment success (WCS6B12#1-6)
- GTCC.M.1.7** Demonstrate and understanding of the ethics, skills, values expected in the workplace (WCS6B12#1-6)
- GTCC.M.1.8** Demonstrate the cooperative qualities necessary for working with others (WCS6B12#1-6)

HOSPITALITY AND TOURISM

OBJECTIVES:

- GTCC.M.2.1** Describe the key components of marketing and promoting hospitality and tourism products and services (CVT4BII#1) (CVT5BIII#2) (WCS2B12#2) (WCS6B12#3)
- GTCC.M.2.2** Evaluate the nature and scope of the Hospitality & Tourism Career Cluster™ and the role of hospitality and tourism in society and the economy (CVT4BII#1) (CVT5BIII#2) (WCS2B12#2,5)
- GTCC.M.2.3** Demonstrate hospitality and tourism customer service skills that meet customers’ needs (WCS2B12#5) (CVT3BIII#1)

- GTCC.M.2.4** Describe employee rights and responsibilities and employers' obligations concerning occupational health and safety in the hospitality and tourism workplace (CVT5BII#2) (CVT5BIII#3) (WCS4B12#2) (WCS6B12#1)
- GTCC.M.2.5** Identify potential, real and perceived hazards and emergency situations and determine the appropriate safety and security measures in the hospitality and tourism workplace (CVT5BIII#3) (WCS4B12#2)
- GTCC.M.2.6** Describe career opportunities and means to attain those opportunities in each of the Hospitality & Tourism Career Pathways (CVT1BII#2) (WCS6B12#1-6)
- GTCC.M.2.7** Explore the fundamental elements associated with recreation, amusement and attraction, and travel and tourism venues (WCS1B12#3,4) (WCS2B12#3) (TS1B12#3)
- GTCC.M.2.8** Explain the roles, responsibilities, policies and procedures of the restaurant, food/beverage, and lodging services (WCS1B12#3,4) (WCS2B12#3) (TS2B12#4)

MARKETING

OBJECTIVES:

- GTCC.M.3.1** The students will develop an introductory level understanding of the processes of marketing in Montana and in the U.S. (WCS3B12#1, WCS4B12#1) (TS2B12#4)
- GTCC.M.3.2** The students will create a functional marketing plan. (CVT5BII#1-3) (CVT5BIII#2-3) (WCS3B12#1, WCS5B12#1-2) (TS2B12#1)
- GTCC.M.3.3** The student will analyze the impact of marketing activities on the individual, business, and society. (CVT2BII#4) (CVT5BII#3) (WC4B12#1-3)

COMPETENCIES:

1. The students will develop an introductory level understanding of the processes of marketing in Montana and in the U.S.
 - a. Describe the characteristics of a product and stages of product development, including new product development, product life cycle, packaging/branding, product mix, and augmented extended product.
 - b. Explain the role of pricing in the marketing process and describe and use various pricing strategies
 - i. Objectives of Pricing
 - ii. Calculating Price
 - c. Apply distribution processes and methods to develop distribution plans
 - d. Identify the four general forms of promotion and determine how each contributes to successful marketing

- i. Advertising
 - ii. Sales Promotion
 - iii. Public Relations/Publicity
 - iv. Personal Selling
 - e. Develop, implement, and evaluate a marketing research project
 - f. Identify numerous marketing variables and strategies in dealing with a diversified marketplace.
 - i. Reasons why people buy
 - ii. Types of Markets
 - iii. Market Segmentation
 - iv. Market positioning and repositioning
 - g. Apply forecasting principles and methods to determine sales potential for specific products
2. The students will create a functional marketing plan.
3. The student will analyze the impact of marketing activities on the individual, business, and society.
 - a. Student will apply the four elements of the marketing mix to products and services.
 - b. Student will identify the stages of the product life cycle.
 - c. Student will determine the appropriate channel of distribution for products.
 - d. Student will identify the steps of pricing.
 - e. Student will explain product planning.
 - f. Student will investigate technological trends in business and marketing.

SCHOOL BASED ENTERPRISES

OBJECTIVES:

- | | |
|--------------------|--|
| GTCC.M.4.1 | Create and analyze financial statements (WCS2B12#3), (VTS2B12#1) |
| GTCC.M.4.2 | Apply security, safety and health processes (TS2B12#3), (WCS5B12#2,5) |
| GTCC.M.4.3 | Conduct market research (CVT4BII#1) (WCS3B12#1, WCS4B12#1) (TS2B12#4) |
| GTCC.M.4.4 | Identify market, target market and market segments (CVT4BII#1) (WCS3B12#1, WCS4B12#1) (TS2B12#4) |
| GTCC.M.4.5 | Apply inventory management principles (WCS1B12#2,3) |
| GTCC.M.4.6 | Apply pricing strategies (WCS1B12#2,3) |
| GTCC.M.4.7 | Identify distribution channels (WCS1B12#2,3) |
| GTCC.M.4.8 | Implement promotional strategies (CVT4BII#1) (WCS3B12#1), (WCS4B12#1) (TS2B12#4) (CVTS4BII#1) |
| GTCC.M.4.9 | Develop effective sales strategies (CVT4BII#1) (WCS3B12#1, WCS4B12#1) (TS2B12#4) |
| GTCC.M.4.10 | Establish positive workplace environment (CVT3B12#4) |

SPORTS AND ENTERTAINMENT

OBJECTIVES:

- GTCC.M.5.1** Examine the history and evolution of sports and entertainment and analyze the impact on individual business and society (TS3B12#2)
- GTCC.M.5.2** Demonstrate promotional competencies and other competencies needed by management (CVT4BII#1)
- GTCC.M.5.3** Examine the purpose of branding and the process of licensing (CVT4BII#1)
- GTCC.M.5.4** Identify promotion and sales methods (CVT4BII#1)
- GTCC.M.5.5** Develop a marketing plan encompassing all the necessary components (CVT4BII#1)
- GTCC.M.5.6** Examine the impact of sponsorship and endorsement (CVT4BII#1)
- GTCC.M.5.7** Identify factors influencing operations (CVT4BII#1) (WCS4B12#1) (TS2B12#4)
- GTCC.M.5.8** Develop positioning strategies (CVT4BII#1)
- GTCC.M.5.9** Demonstrate skills needed in planning, organizing, implementing and evaluating a public relations campaign (CVT4BII#1) (WCS2B12#2) (WCS6B12#3)
- GTCC.M.5.10** Explore the advances and impact of social media (CVT4BII#1) (TS2B12#4)
- GTCC.M.5.11** Explore careers within Sports & Entertainment (CVT1BII#1) (CVT4BII#1) (WCS6B12#4, 6)