

Directions to use the BA Courses to BA Competitions/Standards Crosswalk

All of the Secondary *Business and Administrative Services Career Field Courses* have been matched with appropriate Business Professionals of America competitions. Each competition (project) meets many *Ohio Business and Administrative Services, Finance and Marketing Career Field Technical content standards*. By using this document, there is easy access to which competencies are met through the prepared projects by BPA.

Use of Projects in the Classroom

Regional competitions maybe released to all local advisors for **PAST** years' competitions. What this means is the advisor has projects AND rubrics that can be used in the classroom instead of creating new.

Example of Using the Guide

According to CTE-26, teacher is teaching **Business Foundations**, Subject Code 141000

1. Locate the Business Foundations course page
2. Use the chart on that page to locate competitions that can be used as a project in your classroom.
3. The columns on the right side of the chart provide the numerical reference for the Strand.Outcome.Competency from the Ohio Business and Administrative Services, Finance and Marketing Career Field Technical content standards.

Business Foundations

Subject Code: 141000

This is the first course for the Business and Administrative Services, Finance and Marketing career fields. It introduces students to specializations within the three career fields. Students will obtain knowledge and skills in fundamental business activities. They will acquire knowledge of business processes, economics and business relationships. Students will use technology to synthesize and share business information. Employability skills, leadership and communications and personal financial literacy will be addressed.

Competition Name		Strand 1		Strand 2		Strand 3
Finance Events						
145	Banking and Finance	1.1.6 1.9.3 1.9.4 1.9.5	1.9.6 1.9.7 1.9.8 1.9.9			
150	Financial Analyst Team	1.1.6 1.2.3 1.2.5 1.2.6	1.2.10 1.4.2 1.9.1 1.9.8	2.1.4 2.2.6		
155	Economic Research Individual	1.1.6 1.2.3 1.2.5 1.2.6 1.4.2 1.6.7		2.1.4 2.2.1		
160	Economic Research Team	1.1.6 1.2.3 1.2.5 1.2.6 1.4.2 1.6.7		2.1.4 2.2.1		
Management, Marketing and Communication Events						
500	Global Marketing Team	1.1.6 1.2.3 1.2.5 1.2.6 1.2.10 1.4.2 1.6.4 1.6.7	1.9.1 1.9.2 1.9.4 1.9.5 1.9.6 1.9.7 1.9.8	2.1.1 2.1.2 2.1.3 2.1.4 2.1.5 2.1.6 2.1.7	2.1.8 2.1.9 2.1.10 2.1.12 2.1.13 2.3.1 2.4.2	
505	Entrepreneurship	1.1.6 1.2.3 1.2.5 1.2.6 1.4.2 1.6.4 1.6.7	1.9.1 1.9.2 1.9.3 1.9.4 1.9.5 1.9.6 1.9.7 1.9.8	2.1.1 2.1.2 2.1.3 2.1.4 2.1.5 2.1.6 2.1.7	2.1.8 2.1.9 2.1.10 2.1.12 2.1.13 2.4.2	
510	Small Business Management Team	1.1.6 1.2.3 1.2.5 1.2.6 1.2.10 1.4.2 1.6.4 1.6.7	1.9.1 1.9.2 1.9.4 1.9.5 1.9.6 1.9.7 1.9.8	2.1.1 2.1.2 2.1.3 2.1.4 2.1.5 2.1.6 2.1.7 2.1.8	2.1.9 2.1.10 2.1.12 2.1.13 2.4.2	

Fundamentals of Business and Administrative Services

Subject Code: 142000

This is the first course specific to the Business and Administrative Services career field. It introduces students to the specializations offered in Business and Administrative Services. Students will obtain fundamental knowledge and skills in general management, human resources management, operations management, business informatics and office management. They will acquire knowledge of business operations, business relationships, resource management, process management and financial principles. Students will use technological tools and applications to develop business insights.

Competition Name		Strand 1	Strand 2	Strand 3	Strand 8	Strand 9
Finance Events						
150	Financial Analyst Team	1.2.6 1.2.11 1.2.12	1.4.2 1.4.7			
155	Economic Research Individual	1.2.6 1.2.11 1.2.12	1.4.2 1.4.7 1.11.2			
160	Economic Research Team	1.2.6 1.2.11 1.2.12	1.4.2 1.4.7 1.11.2			
Digital Communications & Design Events						
410	Graphic Design Promotion	1.2.6 1.2.11 1.2.12			3.3.2 3.3.5	
425	Computer Modeling	1.2.6 1.2.11 1.2.12			3.3.2 3.3.5	
430	Video Production Team	1.2.6 1.2.11 1.2.12			3.3.2 3.3.5	
435	Web Site Design Team	1.2.6 1.2.11 1.2.12			3.3.2 3.3.5	
440	Computer Animation Team	1.2.6 1.2.11 1.2.12			3.3.2 3.3.5	
445	Broadcast News Production Team	1.2.6 1.2.11 1.2.12			3.3.2 3.3.5	
Management, Marketing and Communication Events						
500	Global Marketing Team	1.2.6 1.2.11 1.2.12 1.4.2	1.4.4 1.11.2 1.11.8 1.11.9	2.1.11 2.3.1 2.4.1		8.1.1 9.1.1 9.1.6
505	Entrepreneurship	1.1.2 1.2.6 1.2.11 1.2.12 1.4.2	1.4.4 1.11.2 1.11.8 1.11.9	2.1.11 2.4.1		8.1.1 9.1.1 9.1.6
510	Small Business Management Team	1.2.6 1.2.11 1.2.12 1.4.2	1.4.4 1.11.2 1.11.8 1.11.9	2.1.11 2.4.1		8.1.1 9.1.1 9.1.6

Management Principles

Subject Code: 141025

Students will apply management and motivation theories to plan, organize and direct staff toward goal achievement. They will learn to manage a workforce, lead change, and build relationships with employees and customers. Students will use technology to analyze the internal and external business environment, determine trends impacting business, and examine risks threatening organizational success. Ethical challenges, project management and strategic planning will also be addressed.

Competition Name	Strand 1	Strand 2	Strand 4	Strand 6	Strand 7	Strand 8	Strand 10
Management, Marketing and Communication Events							
500 Global Marketing Team	1.2.1	2.1.12	4.6.1	6.1.1	7.4.1	8.1.1	10.1.1
	1.2.2	2.4.1	4.6.2	6.1.4	7.4.2		10.1.3
	1.2.3	2.4.5	4.6.3	6.1.7			10.1.4
	1.2.4	2.4.7					
	1.2.5	2.4.8					
	1.2.6						
	1.2.7						
	1.2.10						
1.4.2							
505 Entrepreneurship	1.2.1	2.1.12	4.6.1	6.1.1	7.4.1	8.1.1	10.1.1
	1.2.2	2.4.1	4.6.2	6.1.4	7.4.2		10.1.3
	1.2.3	2.4.5	4.6.3	6.1.7			10.1.4
	1.2.4	2.4.7					
	1.2.5	2.4.8					
	1.2.6						
	1.2.7						
	1.4.2						
510 Small Business Management Team	1.2.1	2.1.12	4.6.1	6.1.1	7.4.1	8.1.1	10.1.1
	1.2.2	2.4.1	4.6.2	6.1.4	7.4.2		10.1.3
	1.2.3	2.4.5	4.6.3	6.1.7			10.1.4
	1.2.4	2.4.7					
	1.2.5	2.4.8					
	1.2.6						
	1.2.7						
	1.2.10						
1.4.2							
535 Human Resources Management	1.2.1			6.1.1			
	1.2.2			6.7.3			
	1.2.3			6.7.5			
	1.2.4			6.7.6			
	1.2.5			6.7.8			
	1.2.6			6.9.1			
	1.2.7			6.9.2			
	1.4.2			6.9.3			
			6.9.4				

Human Resource Management

Subject Code: 142035

Students will develop human resources strategies to obtain, retain, and effectively use talent throughout the organization. Students will utilize technology to create job applications, job descriptions, and job profiles to support the talent acquisition process. They will learn to recruit applicants, administer employment assessments, conduct background investigations, and make and communicate hiring decisions. Students will also develop employee handbooks and establish performance improvement processes. Rewards and recognition practices, relationship management and compliance will be addressed.

Competition Name		Strand 1	Strand 6
Management, Marketing & Communication Events			
535	Human Resource Management	1.3.5 1.3.7 1.6.9 1.6.12	6.5.1 6.5.2 6.5.10 6.6.2 6.6.7 6.6.10 6.7.2 6.7.3 6.7.4 6.7.5 6.7.7 6.8.1 6.8.2 6.8.3

Office Management

Subject Code: 142005

Students will apply techniques used to manage people and information in a business environment. Students will learn to build relationships with clients, employees, peers and stakeholders and to assist new employees. They will manage business records, gather and disseminate information, and preserve critical artifacts. They will also examine contracts, internal controls and compliance requirements. Business office tools and applications will be emphasized.

Competition Name		Strand 1		Strand 5	Strand 6	Strand 8
Business Administration Events						
205	Fundamental Word Processing	1.1.7 1.2.5 1.2.11 1.2.12	1.4.2 1.4.4		6.6.5	
210	Advanced Word Processing	1.1.7 1.2.5 1.2.7 1.2.11 1.2.12	1.4.2 1.4.4		6.6.5	
215	Integrated Office Applications	1.1.7 1.2.5 1.2.7 1.2.11 1.2.12	1.4.2 1.4.4		6.6.5	
220	Basic Office Systems & Procedures	1.1.7 1.2.5 1.2.7 1.2.11 1.2.12	1.4.2 1.4.4		6.6.5	
225	Advanced Office Systems & Procedures	1.1.7 1.2.5 1.2.7 1.2.11 1.2.12	1.4.2 1.4.4		6.6.5	
230	Fundamental Spreadsheet	1.1.7 1.2.5 1.2.7 1.2.11 1.2.12	1.4.2 1.4.4			
235	Advanced Spreadsheet	1.1.7 1.2.7 1.2.11 1.2.12	1.4.2 1.4.4			
240	Database Applications	1.1.7 1.2.5 1.2.7 1.2.11 1.2.12	1.4.2 1.4.4 1.4.6			
245	Legal Office Procedures	1.1.7 1.2.5 1.2.7 1.2.11 1.2.12	1.4.2 1.4.3 1.4.4		6.6.5	
250	Medical Office Procedures	1.1.7 1.2.5 1.2.7 1.2.11 1.2.12	1.4.2 1.4.3 1.4.4		6.6.5	
255	Administrative Support Team	1.1.7 1.2.3 1.2.4 1.2.5	1.2.12 1.4.2 1.4.4 1.4.6		6.6.5	

		1.2.7 1.2.11				
260	Administrative Support Research Individual	1.1.7 1.2.3 1.2.5 1.2.7	1.2.11 1.2.12 1.4.2			
Management, Marketing & Communication Events						
500	Global Marketing Team	1.1.7 1.2.3 1.2.4 1.2.5 1.2.7 1.2.11 1.2.12	1.3.3 1.4.2 1.4.4 1.5.3 1.8.3 1.8.4 1.10.2		6.3.3	8.1.2 8.1.3
505	Entrepreneurship	1.1.7 1.2.3 1.2.5 1.2.7 1.2.11 1.2.12	1.3.3 1.4.2 1.4.4 1.5.3 1.8.3 1.8.4 1.10.2		6.3.3	8.1.2 8.1.3
510	Small Business Management Team	1.1.7 1.2.3 1.2.4 1.2.5 1.2.7 1.2.11 1.2.12	1.3.3 1.4.2 1.4.4 1.5.3 1.8.3 1.8.4 1.10.2		6.3.3	8.1.2 8.1.3
535	Human Resources Management	1.1.7 1.1.8 1.1.9 1.1.10 1.2.3 1.2.5	1.2.7 1.3.3 1.4.2 1.4.4		6.7.2 6.7.3	

Medical Office Management

Subject Code: 142015

Students will carry out procedures used to manage people and information in medical offices. Students will code medical procedures in accordance with applicable guidelines as well as use technology to convert patient information to electronic medical records. They will also manage the insurance billing and collection process, utilize a patient scheduling and registration system, and develop a compliance program. Medical office safety and security will be emphasized.

Medical Terminology

Subject Code: 072150

This course focuses on the applications of the rules for constructing and defining medical terms with an emphasis on building a working medical vocabulary. Topics include using the appropriate abbreviations and symbols for anatomical, physiological and pathological classifications and the associated medical specialties and procedures. Students will decipher medical terms by identifying and using word elements with an emphasis on derivation, meaning and pronunciation. Further, students will interpret and translate medical records and documents.

Competition Name		Strand 1	Strand 5	Strand 6	Strand 8	
Business Administration Events						
205	Fundamental Word Processing	1.2.5 1.2.12 1.4.2 1.4.4				
210	Advanced Word Processing	1.2.5 1.2.12 1.4.2 1.4.4				
215	Integrated Office Applications	1.2.5 1.2.12 1.4.2 1.4.4				
220	Basic Office Systems & Procedures	1.2.5 1.2.12 1.4.2 1.4.4				
225	Advanced Office Systems & Procedures	1.2.5 1.2.12 1.4.2 1.4.4				
250	Medical Office Procedures	1.2.5 1.2.12 1.4.2 1.4.3 1.4.4			8.6.1 8.6.2 8.6.3 8.6.4 8.6.5 8.6.6 8.6.7 8.6.8 8.6.9 8.6.10 8.6.11 8.6.12	8.7.1 8.7.2 8.7.3 8.7.4 8.7.5 8.7.6 8.7.7 8.7.8 8.7.9 8.7.10 8.7.11 8.7.12 8.7.13

Legal Environment of Business

Subject Code: 142010

Students will examine all aspects of business law including the judicial system, differences between types of laws and origins of laws, administrative and employment laws and laws impacting individuals as well as businesses. Students will also research real estate and debtor and creditor laws and regulations. Students will learn to support attorneys by conducting legal research and preparing fully-compliant legal documents. Compliance and contract law will be emphasized.

Competition Name		Strand 1	Strand 2	Strand 4	Strand 8
Business Administration Events					
205	Fundamental Word Processing	1.1.7 1.2.12 1.4.2			
210	Advanced Word Processing	1.1.7 1.2.12 1.4.2			
215	Integrated Office Applications	1.1.7 1.2.12 1.4.2			
220	Basic Office Systems & Procedures	1.1.7 1.2.12 1.4.2			
225	Advanced Office Systems & Procedures	1.1.7 1.2.12 1.4.2			
245	Legal Office Procedures	1.1.7 1.2.1 1.2.12 1.4.2 1.4.3		4.4.1 4.4.2 4.4.3 4.4.4 4.4.5 4.4.8 4.4.9 4.4.10 4.4.12 4.5.5	4.8.1 4.8.2 4.8.3 4.8.4 4.8.5 4.8.6 4.8.7 4.8.8 4.8.9 4.8.10 4.8.11 4.8.12 4.8.13 4.8.14 4.8.15
Management, Marketing & Communication Events					
500	Global Marketing Team	1.1.7 1.2.1 1.2.2 1.2.4 1.2.12	1.3.3 1.4.2 1.6.4 1.9.5	2.3.11	4.6.1 4.6.2 4.6.3 4.6.9
505	Entrepreneurship	1.1.7 1.2.1 1.2.2 1.2.12 1.3.3	1.4.2 1.6.4 1.7.13 1.9.5		4.6.1 4.6.2 4.6.3 4.6.9
510	Small Business Management	1.1.7 1.2.1 1.2.2 1.2.4	1.2.12 1.3.3 1.4.2 1.6.4 1.9.5		4.6.1 4.6.2 4.6.3 4.6.9
535	Human Resource Management	1.1.7 1.2.1 1.2.2	1.3.3 1.3.7 1.4.2		4.4.5 4.4.6

Operations Management

Subject Code: 142020

Students will learn to plan, organize, and monitor day-to-day business activities. They will use technology to plan production activities, forecast inventory needs, and negotiate vendor contracts. Students will also calculate break-even, set cost-volume-profit goals, and develop policies and procedures to promote workplace safety and security. They will design sustainability plans and use lean and six sigma principles to plan for quality improvement. Corporate social responsibility, ethics, risk management and compliance will be emphasized.

Supply Chain Management

Subject Code: 142025

Students will determine how to facilitate the flow of goods from the point of origin to the point of consumption. Students will utilize technology to track supply chains and measure their effectiveness and efficiency. They also will identify opportunities to improve service levels, quality and costs through supply chains and select strategies for improving customer and supplier relationships. International business, business process analysis, project management, internal controls and compliance will be emphasized.

Logistics Management

Subject Code: 142030

Students will develop plans and networks to move materials, information, products and services through organizations. Students will analyze transportation cost structures and reverse logistics' costs. They will utilize technology to evaluate warehouse size and space layouts. Students will also design receiving and fulfillment processes and develop preventive maintenance schedules. Requirements for the treatment, storage, and disposal of hazardous materials will be emphasized. Project management techniques and international business will be examined.

Business Informatics

Subject Code: 142040

Students will capture and use organizational knowledge and data to solve business problems and meet specific business needs. Students will select tools and techniques to facilitate knowledge sharing. They will also maintain and update knowledge management systems. They will examine business issues using business process analysis and complete data research and analysis using structured approaches and tools. Relationship management and project management skills will also be emphasized.

Competition Name		Strand 1	Strand 2	Strand 5	Strand 6	Strand 7	Strand 8	Strand 10			
Management, Marketing & Communication Events											
500	Global Marketing Team	1.2.10 1.4.2 1.4.4 1.5.8 1.8.10	1.11.4 1.11.8	2.1.11 2.3.2 2.3.5 2.3.6 2.3.7 2.3.8 2.3.10	2.3.11 2.3.13 2.3.14 2.4.2 2.4.3 2.4.6	5.1.6	6.3.3 6.3.11	7.2.1 7.2.2 7.2.3 7.3.2	7.3.3 7.4.3 7.6.1	8.1.1 8.1.2 8.1.3	10.1.5 10.2.2
505	Entrepreneurship	1.2.10 1.4.2 1.4.4 1.5.8	1.8.10 1.11.4 1.11.8	2.1.11 2.3.2 2.3.11 2.3.13	2.4.2 2.4.3 2.4.6	5.1.6	6.3.3 6.3.11	7.2.1 7.2.2 7.2.3	7.3.2 7.3.3 7.4.3 7.6.1	8.1.1 8.1.2 8.1.3	10.1.5 10.2.2
510	Small Business Management Team	1.2.10 1.4.2 1.4.4 1.5.8	1.8.10 1.11.4 1.11.8	2.1.11 2.3.2 2.3.11 2.3.13	2.4.2 2.4.3 2.4.6		6.3.3 6.3.11	7.2.1 7.2.2 7.2.3 7.3.2	7.3.3 7.4.3 7.6.1	8.1.1 8.1.2 8.1.3	10.1.5 10.2.2

Strategic Entrepreneurship

Subject Code: 141030

Students will use innovation skills to generate ideas for new products and services, evaluate the feasibility of ideas, and develop a strategy for commercialization. They will use technology to select target markets, profile target customers, define the venture's mission, and create business plans. Students will take initial steps to establish a business. Students will calculate and forecast costs, break-even, and sales. Establishing brand, setting prices, promoting products, and managing customer relationships will be emphasized.

Competition Name		Strand 1	Strand 2	Strand 4	Strand 5	Strand 6	Strand 9	Strand 10			
Management, Marketing & Communication Events											
500	Global Marketing Team	1.2.2	1.6.4	2.1.1	2.1.10	4.6.1	5.1.6	5.5.7	6.1.1	9.1.1	10.1.2
		1.2.3	1.6.9	2.1.3	2.1.11	4.6.2	5.1.7	5.5.9	6.1.4	9.1.4	10.2.1
		1.2.4	1.8.8	2.1.4	2.1.12		5.1.8	5.5.10	6.3.11	9.1.5	10.2.2
		1.2.5	1.9.1	2.1.5	2.1.13		5.1.9	5.5.11		9.1.6	
		1.2.7	1.9.4	2.1.6	2.3.1		5.1.11	5.8.4		9.1.9	
		1.2.10	1.9.5	2.1.7	2.4.1		5.5.3	5.9.1		9.1.13	
		1.2.12	1.9.6	2.1.9			5.5.4				
		1.3.3	1.9.7				5.5.5				
		1.5.8	1.9.8				5.5.6				
		1.6.1									
		1.6.3									
505	Entrepreneurship	1.2.2	1.7.6	2.1.1	2.1.10	4.6.1	5.1.6	5.5.6	6.1.1	9.1.1	10.1.2
		1.2.3	1.7.7	2.1.3	2.1.11	4.6.2	5.1.7	5.5.7	6.1.4	9.1.4	10.2.1
		1.2.5	1.7.8	2.1.4	2.1.12		5.1.8	5.5.9	6.3.11	9.1.5	10.2.2
		1.2.7	1.7.9	2.1.5	2.1.13		5.1.9	5.5.10		9.1.6	
		1.2.12	1.7.10	2.1.6	2.3.1		5.1.11	5.5.11		9.1.9	
		1.3.3	1.7.13	2.1.7	2.4.1		5.5.3	5.8.4		9.1.13	
		1.5.8	1.8.8	2.1.9			5.5.4	5.9.1			
		1.6.1	1.9.1				5.5.5				
		1.6.3	1.9.3								
		1.6.4	1.9.4								
		1.6.9	1.9.5								
510	Small Business Management Team	1.2.2	1.6.3	2.1.1	2.1.10	4.6.1	5.1.6	5.5.6	6.1.1	9.1.1	10.1.2
		1.2.3	1.6.4	2.1.3	2.1.11	4.6.2	5.1.7	5.5.7	6.1.4	9.1.4	10.2.1
		1.2.4	1.6.9	2.1.4	2.1.12		5.1.8	5.5.9	6.3.11	9.1.5	10.2.2
		1.2.5	1.8.8	2.1.5	2.1.13		5.1.9	5.5.10		9.1.6	
		1.2.7	1.9.1	2.1.6	2.3.1		5.1.11	5.5.11		9.1.9	
		1.2.10	1.9.4	2.1.7	2.4.1		5.5.3	5.8.4			
		1.2.12	1.9.5	2.1.9			5.5.4	5.9.1			
		1.3.3	1.9.6				5.5.5				
		1.5.8	1.9.7								
		1.6.1	1.9.8								

High School of Business Courses

Business Applications and Economics

Subject Code: 141005

Students will develop fundamental knowledge and skills in business administration. They will examine business activities, business processes and forms of business ownership. Students will acquire an understanding of economic principles such as supply and demand, division of labor and competition. They will identify current trends, issues and conditions impacting business and determine the impact of the global environment on business operations. Innovation, technology, leadership and communications will also be addressed.

Business Administration Marketing

Subject Code: 141010

Students will obtain fundamental knowledge of marketing activities, including sales channels, marketing-information management, marketing research, market planning, marketing communications, pricing, product and service management, branding and selling. They will conduct marketing research, identify target markets, conduct market and competitive analyses, forecast sales, set marketing goals, establish a marketing budget and develop a marketing plan. Legal and ethical issues in marketing will be addressed. Employability skills, technology, leadership and communications will be incorporated in classroom activities.

Business Administration Finance

Subject Code: 141015

Students will develop knowledge and skills in financial analysis, financial reporting and corporate investments. They will predict corporate performance and profitable investments using financial statements, ratio analysis and other financial analysis techniques. They will calculate cash needs using the time value of money and track, record and summarize a business's financial transactions. Compliance, internal controls, business governance and personal financial management will be addressed. Technology, employability skills, leadership and communications will be emphasized.

Business Administration Strategic Management

Subject Code: 141020

Students will plan, actualize, and run a small business. They will define their business's mission; develop the business's vision, goals and objectives; and create a business plan. Students will also develop a budget and recruit, interview, select, hire, and manage employees. They will examine legal and ethical issues associated with management as well as management functions, levels and types. Project management technology, tools and processes will also be emphasized.

Business and Administrative Services Capstone

Subject Code: 142045

Students will apply knowledge, attitudes and skills that were learned in a Business and Administrative Services program in a more comprehensive and authentic way in this capstone course. Capstones often include project/problem-based learning opportunities that occur both in and away from school. Under supervision of the school and through community partnerships, students may combine classroom learning with work experience. This course can be delivered through a variety of delivery methods including cooperative education or apprenticeship.

Competition Name		Strand 1	Strand 2		Strand 4	Strand 5		Strand 6	Strand 7	Strand 8	Strand 9	Strand 10	
Management, Marketing & Communication Events													
500	Global Marketing Team	1.1.6	1.9.1	2.1.1	2.1.10	4.6.2	5.1.1	5.5.5	6.1.1	7.2.2		9.1.5	10.1.2
		1.2.2	1.9.2	2.1.2	2.1.11		5.1.2	5.5.6	6.1.4	7.4.1		9.1.6	10.1.4
		1.2.3	1.9.4	2.1.3	2.1.12		5.1.3	5.5.7				9.1.9	10.1.6
		1.2.5	1.9.5	2.1.4	2.1.13		5.1.4	5.5.9				9.1.10	
		1.2.7	1.9.6	2.1.5	2.1.14		5.1.5	5.5.10				9.1.14	
		1.2.10	1.9.7	2.1.6	2.3.1		5.1.6	5.5.11					
		1.2.12	1.9.8	2.1.7	2.3.2		5.1.7	5.5.12					
		1.4.2	1.10.8	2.1.8	2.3.3		5.1.8	5.5.13					
		1.6.4	1.11.2	2.1.9	2.4.1		5.1.9	5.6.1					

		1.6.7 1.6.9 1.6.11 1.8.9	1.11.3 1.11.5 1.11.6 1.11.7		2.4.2 2.4.3		5.1.10 5.1.11 5.1.12 5.2.1 5.4.1 5.4.2 5.4.7 5.4.8 5.4.11 5.5.1 5.5.2 5.5.3 5.5.4	5.6.5 5.6.9 5.6.10 5.8.1 5.8.4 5.8.5 5.8.6 5.9.1 5.9.2 5.11.3 5.11.4						
505	Entrepreneurship	1.1.6 1.2.2 1.2.3 1.2.5 1.2.7 1.2.12 1.4.2 1.6.4 1.6.7 1.6.9 1.6.11 1.7.6 1.8.9	1.9.1 1.9.2 1.9.4 1.9.5 1.9.6 1.9.7 1.9.8 1.10.8 1.11.2 1.11.3 1.11.5 1.11.6 1.11.7	2.1.1 2.1.2 2.1.3 2.1.4 2.1.5 2.1.6 2.1.7 2.1.8	2.1.9 2.1.10 2.1.11 2.1.12 2.1.13 2.1.14 2.4.1 2.4.2 2.4.3	4.6.2	5.1.1 5.1.2 5.1.3 5.1.4 5.1.5 5.1.6 5.1.7 5.1.8 5.1.9 5.1.10 5.1.11 5.1.12 5.2.1 5.4.1 5.4.2 5.4.7 5.4.8 5.4.11 5.5.1 5.5.2 5.5.3	5.5.4 5.5.5 5.5.6 5.5.7 5.5.9 5.5.10 5.5.11 5.5.12 5.5.13 5.6.1 5.6.5 5.6.9 5.6.10 5.8.1 5.8.4 5.8.5 5.8.6 5.9.1 5.9.2 5.11.3 5.11.4	6.1.1 6.1.4	7.2.2 7.4.1		9.1.5 9.1.6 9.1.9 9.1.10 9.1.14	10.1.2 10.1.4 10.1.6	
510	Small Business Management Team	1.1.6 1.2.2 1.2.3 1.2.5 1.2.7 1.2.10 1.2.12 1.4.2 1.6.4 1.6.7 1.6.9 1.6.11 1.8.9	1.9.1 1.9.2 1.9.4 1.9.5 1.9.6 1.9.7 1.9.8 1.10.8 1.11.2 1.11.3 1.11.5 1.11.6 1.11.7	2.1.1 2.1.2 2.1.3 2.1.4 2.1.5 2.1.6 2.1.7 2.1.8 2.1.9	2.1.10 2.1.11 2.1.12 2.1.13 2.1.14 2.4.1 2.4.2 2.4.3	4.6.2	5.2.1 5.4.1 5.4.2 5.4.7 5.4.8 5.4.11 5.5.1 5.5.2 5.5.3 5.5.4 5.5.5 5.5.6 5.5.7 5.5.9 5.5.10	5.5.11 5.5.12 5.5.13 5.6.1 5.6.5 5.6.9 5.6.10 5.8.1 5.8.4 5.8.5 5.8.6 5.9.1 5.9.2 5.11.3 5.11.4	6.1.1 6.1.4	7.2.2 7.4.1		9.1.5 9.1.6 9.1.7 9.1.9 9.1.10 9.1.14	10.1.2 10.1.4 10.1.6	
Finance Events														
150	Financial Analyst Team	1.1.6 1.2.2 1.2.3 1.2.5 1.2.7 1.2.12 1.4.2 1.9.1 1.9.8		2.2.6									9.1.9 9.1.10 9.3.1 9.5.4	

International Business

Subject Code: 141035

Students will evaluate global business strategies and market-entry methods for conducting business internationally. They will use technology to determine the impact of government, economics, geography, history, ethics and digital communication tools on global trade. Management of sourcing and procurement, quality, distribution and supply chain in a global environment will be emphasized. Students will identify financing options for international operations. They will also analyze the competitiveness of U.S. companies in the international marketplace.

Competition Name		Strand 1	Strand 2	Strand 4	Strand 5	Strand 6	Strand 7	Strand 9	Strand 10	
Management, Marketing & Communication Events										
500	Global Marketing Team	1.2.1	1.5.7	2.3.1	4.6.1	5.9.5	6.1.7	7.2.1	9.1.2	10.2.3
		1.2.2	1.5.8	2.3.2	4.6.3			7.2.2	9.1.3	10.2.4
		1.2.3	1.6.10	2.3.3				7.2.3	9.1.5	
		1.2.4	1.11.1	2.3.4				7.4.3	9.1.13	
		1.2.5	1.11.4	2.3.5				7.6.1		
		1.2.6	1.11.5	2.3.6						
		1.2.7	1.11.6	2.3.7						
		1.2.10	1.11.7	2.3.8						
		1.2.12	1.11.8	2.3.9						
		1.4.2	1.11.9	2.3.10						
		1.5.2		2.3.11						
		1.5.4		2.3.12						
				2.3.13						
				2.3.14						
		2.3.15								
505	Entrepreneurship	1.2.1	1.5.7		4.6.1	5.9.5	6.1.7	7.2.1	9.1.2	10.2.3
		1.2.2	1.5.8		4.6.3			7.2.2	9.1.3	10.2.4
		1.2.3	1.6.10					7.2.3	9.1.5	
		1.2.5	1.11.1					7.4.3	9.1.13	
		1.2.6	1.11.4					7.6.1		
		1.2.7	1.11.5							
		1.2.12	1.11.6							
		1.4.2	1.11.7							
		1.5.2	1.11.8							
		1.5.4	1.11.9							
510	Small Business Management Team	1.2.1	1.5.4		4.6.1	5.9.5	6.1.7	7.2.1	9.1.5	10.2.3
		1.2.2	1.5.7		4.6.3			7.2.2		10.2.4
		1.2.3	1.5.8					7.2.3		
		1.2.4	1.6.10					7.4.3		
		1.2.5	1.11.1					7.6.1		
		1.2.6	1.11.4							
		1.2.7	1.11.5							
		1.2.10	1.11.6							
		1.2.12	1.11.7							
		1.4.2	1.11.8							
1.5.2	1.11.9									

Marketing Principles

Subject Code: 144000

This is the first course in the Marketing career field. It introduces students to the specializations offered in Marketing. Students will obtain fundamental knowledge and skills in marketing communications, marketing management, marketing research, merchandising and professional selling. They will acquire knowledge of marketing strategies, market identification techniques, employability skills, business ethics and law, economic principles and international business. Technology, leadership and communications will be incorporated in classroom activities.

Competition Name		Strand 1	Strand 2	Strand 5	
Management, Marketing and Communication Events					
500	Global Marketing Team	1.2.3	2.3.1	5.1.1	5.4.1
		1.2.5	2.4.4	5.1.2	5.5.1
		1.2.6		5.1.3	5.5.2
		1.2.7		5.1.4	5.5.3
		1.2.10		5.1.5	5.6.1
		1.4.2		5.1.6	5.6.9
		1.11.2		5.1.7	5.6.10
		1.11.9		5.1.8	5.8.1
				5.1.9	5.8.4
				5.1.10	5.8.6
				5.1.11	5.9.1
		5.1.12	5.11.3		
		5.2.1	5.11.4		
505	Entrepreneurship	1.2.3	2.4.4	5.1.1	5.4.1
		1.2.5		5.1.2	5.5.1
		1.2.6		5.1.3	5.5.2
		1.2.7		5.1.4	5.5.3
		1.4.2		5.1.5	5.6.1
		1.11.2		5.1.6	5.6.9
		1.11.9		5.1.7	5.6.10
				5.1.8	5.8.1
				5.1.9	5.8.4
				5.1.10	5.8.6
				5.1.11	5.9.1
		5.1.12	5.11.3		
		5.2.1	5.11.4		
510	Small Business Management Team	1.2.3	2.4.4	5.2.1	5.8.1
		1.2.5		5.4.1	5.8.4
		1.2.6		5.5.1	5.8.6
		1.2.7		5.5.2	5.9.1
		1.2.10		5.5.3	5.11.3
		1.4.2		5.6.1	5.11.4
		1.11.2		5.6.9	
		1.11.9		5.6.10	

Professional and Technical Sales

Subject Code: 144030

In this course, students will demonstrate sales processes and techniques used in a business-to-business environment. They will develop, grow, and maintain positive business relationships. Students will monitor trends and the business environment to determine the impact on their sales, customers, and competitors. They will negotiate and adjust prices and sales terms. Students will manage sales activities and territories. Technology, employability skills, leadership and communications will be incorporated in classroom activities.

Competition Name		Strand 1	Strand 3	Strand 5	Strand 6	
Management, Marketing and Communication Events						
500	Global Marketing Team	1.2.2 1.2.3 1.2.4 1.2.5 1.2.6 1.2.7 1.2.10 1.2.12 1.4.2		5.1.1 5.1.2 5.1.10 5.1.11 5.5.5 5.5.8 5.5.9 5.5.10 5.5.14 5.6.3	5.6.4 5.6.5 5.6.6 5.6.7 5.11.1 5.11.2 5.11.3 5.11.4	
505	Entrepreneurship	1.2.2 1.2.3 1.2.5 1.2.6 1.2.7 1.2.12 1.4.2		5.1.1 5.1.2 5.1.10 5.1.11 5.5.5 5.5.8 5.5.9 5.5.10 5.5.14 5.6.3	5.6.4 5.6.5 5.6.6 5.6.7 5.11.1 5.11.2 5.11.3 5.11.4	
510	Small Business Management Team	1.2.2 1.2.3 1.2.4 1.2.5 1.2.6 1.2.7 1.2.10 1.2.12 1.4.2		5.5.5 5.5.8 5.5.9 5.5.10 5.5.14 5.6.3 5.6.4 5.6.5	5.6.6 5.6.7 5.11.1 5.11.2 5.11.3 5.11.4	
555	Presentation Management Individual	1.2.2 1.2.3 1.2.5 1.2.6 1.2.7 1.4.2				6.1.2
560	Presentation Management Team	1.2.2 1.2.3 1.2.4 1.2.5 1.2.6 1.2.7 1.2.10 1.4.2				6.1.2

Digital Marketing and Management

Subject Code: 144015

Students will apply tools, strategies and processes to communicate digitally with targeted customers. They will create, implement, and critique online advertising, email marketing, websites, social media, mobile marketing, search-engine optimization, video or images and podcasts/webcasts. Students will apply project management techniques to guide and control digital communications efforts. They will also create and repurpose content for use in digital environments. Technology, employability skills, leadership and communications will be incorporated in classroom activities.

Competition Name		Strand 1	Strand 3	Strand 5	Strand 6
Management, Marketing and Communication Events					
500	Global Marketing Team	1.2.2 1.2.4 1.2.5 1.2.10 1.2.12 1.4.2		5.1.12 5.8.1 5.8.7 5.9.2 5.9.3 5.9.5 5.11.3	6.3.3
505	Entrepreneurship	1.2.2 1.2.5 1.2.12 1.4.2		5.1.12 5.8.1 5.8.7 5.9.2 5.9.3 5.9.5 5.11.3	6.3.3
510	Small Business Management Team	1.2.2 1.2.4 1.2.5 1.2.10 1.2.12 1.4.2		5.8.1 5.8.7 5.9.2 5.9.3 5.9.5 5.11.3	6.3.3
555	Presentation Management Individual	1.2.2 1.2.5 1.4.2			6.3.3
560	Presentation Management Team	1.2.2 1.2.4 1.2.5 1.2.10 1.4.2			6.3.3

Finance Foundations

Subject Code: 143000

This is the first course specific to Finance. It introduces students to the specializations offered in the career field. Students will obtain fundamental knowledge and skills in accounting, banking services, corporate finance, insurance, and securities and investments. They will acquire knowledge of financial analysis and application, business law and ethics, economics, international business and business relationships. Knowledge management and information technology will be emphasized. Employability skills, leadership and communications will be incorporated in classroom activities.

Competition Name	Strand 1	Strand 2	Strand 4	Strand 8	Strand 9
Finance Events					
145	Banking & Finance	1.2.7 1.2.12 1.4.2 1.9.3 1.9.8 1.9.9			8.5.1
155	Economic Research Individual	1.2.1 1.2.2 1.2.3 1.2.5 1.2.6 1.2.7	1.2.11 1.2.12 1.4.2 1.11.2 1.11.3 1.11.6		
160	Economic Research Team	1.2.1 1.2.2 1.2.3 1.2.5 1.2.6 1.2.7	1.2.10 1.2.11 1.2.12 1.4.2 1.11.2 1.11.3 1.11.6		
190	Financial Math & Analysis Concepts OE	1.9.3 1.9.8 1.9.9			8.5.1
Management, Marketing & Communication Events					
500	Global Marketing Team	1.2.1 1.2.2 1.2.3 1.2.5 1.2.6 1.2.7 1.2.10 1.2.11	1.2.12 1.3.3 1.4.2 1.9.8 1.11.2 1.11.3 1.11.4 1.11.5 1.11.6	2.1.5 2.3.1 2.4.4	4.6.2 9.1.6
505	Entrepreneurship	1.2.1 1.2.2 1.2.3 1.2.5 1.2.6 1.2.7 1.2.11 1.2.12	1.3.3 1.4.2 1.9.3 1.9.8 1.11.2 1.11.3 1.11.4 1.11.5 1.11.6	2.1.5 2.4.4	4.6.2 9.1.6
510	Small Business Management Team	1.2.1 1.2.2 1.2.3 1.2.5 1.2.6 1.2.7 1.2.10 1.2.11 1.2.12	1.3.3 1.4.2 1.9.8 1.11.2 1.11.3 1.11.4 1.11.5 1.11.6	2.1.5 2.4.4	4.6.2 9.1.6

Financial Accounting

Subject Code: 143005

Students will track, record, summarize, and report a business's financial transactions. They will develop financial documents, project future income and expenses, and evaluate the accuracy of a business's financial information. Students will also apply tools, strategies, and systems to evaluate a company's financial performance and monitor the use of financial resources. Technology, employability skills, leadership and communications will be incorporated in classroom activities.

Competition Name	Strand 1	Strand 2	Strand 4	Strand 8	Strand 9
Finance Events					
100	Fundamental Accounting	1.1.2 1.3.3 1.4.2 1.9.8			9.5.1 9.5.5 9.5.7 9.5.8 9.5.10
110	Advanced Accounting	1.2.5 1.3.3 1.4.2 1.9.8			9.5.1 9.5.5 9.5.7 9.5.8 9.5.10
150	Financial Analyst Team	1.2.2 1.2.5 1.2.12 1.3.3 1.4.2 1.9.1 1.9.8			9.1.9 9.1.10 9.3.1 9.5.4 9.5.10
Management, Marketing & Communications Events					
500	Global Marketing Team	1.2.2 1.2.5 1.2.12 1.3.3 1.4.2 1.9.1 1.9.2 1.9.8	2.1.5	4.6.2	8.1.1 8.1.2 9.1.1 9.1.4 9.1.5 9.1.6 9.1.9 9.1.10
505	Entrepreneurship	1.2.2 1.2.5 1.2.12 1.3.3 1.4.2 1.9.1 1.9.2 1.9.8	2.1.5	4.6.2	8.1.1 8.1.2 9.1.1 9.1.4 9.1.5 9.1.6 9.1.9 9.1.10
510	Small Business Management Team	1.2.2 1.2.5 1.2.12 1.3.3 1.4.2 1.9.1 1.9.2 1.9.8	2.1.5	4.6.2	8.1.1 8.1.2 9.1.1 9.1.4 9.1.5 9.1.6 9.1.9 9.1.10

Managerial Accounting

Subject Code: 143015

Students will use financial information to make strategic business decisions. They will monitor business profitability, measure the cost-effectiveness of expenditures, prepare budget and forecast reports, and set achievable business financial goals. Students will also use critical information on financial documents to determine risks to short-term and long-term business success. Technology, employability skills, leadership and communications will be incorporated in classroom activities.

Competition Name		Strand 1	Strand 2	Strand 6	Strand 7	Strand 9
Finance Events						
110	Advanced Accounting	1.2.5 1.2.7 1.2.12 1.4.2 1.9.8				7.3.1
150	Financial Analyst Team	1.2.2 1.2.4 1.2.5 1.2.7 1.2.10	1.2.12 1.4.2 1.9.1 1.9.8	2.2.6		9.1.9 9.1.10 9.1.15 9.3.1
Management, Marketing & Communications Events						
500	Global Marketing Team	1.2.2 1.2.4 1.2.5 1.2.7 1.2.10 1.2.12 1.4.2	1.9.1 1.9.2 1.9.4 1.9.5 1.9.6 1.9.7 1.9.8	2.3.13	6.1.4	7.2.3 7.3.2 7.3.3 9.1.4 9.1.5 9.1.6 9.1.9 9.1.10 9.1.14 9.1.15
505	Entrepreneurship	1.2.2 1.2.4 1.2.5 1.2.7 1.2.12 1.4.2 1.9.1	1.9.2 1.9.3 1.9.4 1.9.5 1.9.6 1.9.7 1.9.8	2.3.13	6.1.4	7.2.3 7.3.2 7.3.3 9.1.4 9.1.5 9.1.6 9.1.9 9.1.10 9.1.14 9.1.15
510	Small Business Management Team	1.2.2 1.2.4 1.2.5 1.2.7 1.2.10 1.2.12 1.4.2 1.9.1	1.9.2 1.9.4 1.9.5 1.9.6 1.9.7 1.9.8	2.3.13	6.1.4	7.2.3 7.3.2 7.3.3 9.1.4 9.1.5 9.1.6 9.1.9 9.1.10 9.1.14 9.1.15

Fundamentals of Financial Services

Subject Code: 143020

Students will develop knowledge and skills needed in the banking, insurance and investment industries. They will analyze banking products and services, determine ways in which insurance reduces risk, and calculate insurable losses. Students will also learn to sell financial products and build positive relationships with clients and colleagues. They will use financial ratios to evaluate company performance and select profitable investments for clients. Technology, employability skills, leadership and communications will be incorporate in classroom activities.

Competition Name		Strand 1	Strand 2	Strand 5	Strand 8	Strand 9
Finance Events						
145	Banking & Finance	1.2.7 1.2.12 1.4.2 1.9.3 1.9.4	1.9.5 1.9.6 1.9.7 1.9.9		8.5.1	
150	Financial Analyst Team	1.2.2 1.2.3 1.2.4 1.2.5	1.2.7 1.2.10 1.2.12 1.4.2			9.1.9 9.1.10 9.3.1
Management, Marketing & Communication Events						
500	Global Marketing Team	1.2.2 1.2.3 1.2.4 1.2.5 1.2.7 1.2.10 1.2.12	1.4.2 1.9.4 1.9.5 1.9.6 1.9.7	2.3.12	5.1.4 5.1.5 5.1.6 5.1.9 5.1.10 5.1.11 5.11.1 5.11.3 5.11.4	9.1.5 9.1.6 9.1.9 9.1.10
505	Entrepreneurship	1.2.2 1.2.3 1.2.5 1.2.7 1.2.10 1.2.12	1.4.2 1.9.3 1.9.4 1.9.5 1.9.6 1.9.7		5.1.4 5.1.5 5.1.6 5.1.9 5.1.10 5.1.11 5.11.1 5.11.3 5.11.4	9.1.5 9.1.6 9.1.9 9.1.10
510	Small Business Management Team	1.2.2 1.2.3 1.2.4 1.2.5 1.2.7 1.2.10	1.2.12 1.4.2 1.9.4 1.9.5 1.9.6 1.9.7		5.1.4 5.1.5 5.1.6 5.1.9 5.1.10 5.1.11 5.11.1 5.11.3 5.11.4	9.1.5 9.1.6 9.1.9 9.1.10

Strand 1. Business Operations/21st Century Skills

Learners apply principles of economics, business management, marketing and employability in an entrepreneur, manager and employee role to the leadership, planning, developing and analyzing of business enterprises related to the career field.

Outcome 1.1. Employability Skills

Develop career awareness and employability skills (e.g., face-to-face, online) needed for gaining and maintaining employment in diverse business settings.

An “X” indicates that the pathway applies to the outcome.

Business Management and Administrative Services	Finance	Marketing
X	X	X

Competencies

- 1.1.1. Identify the knowledge, skills and abilities necessary to succeed in careers.
- 1.1.2. Identify the scope of career opportunities and the requirements for education, training, certification, licensure and experience.
- 1.1.3. Develop a career plan that reflects career interests, pathways and secondary and postsecondary options.
- 1.1.4. Describe the role and function of professional organizations, industry associations and organized labor and use networking techniques to develop and maintain professional relationships.
- 1.1.5. Develop strategies for self-promotion in the hiring process (e.g., filling out job applications, résumé writing, interviewing skills, portfolio development).
- 1.1.6. Explain the importance of work ethic, accountability and responsibility and demonstrate associated behaviors in fulfilling personal, community and workplace roles.
- 1.1.7. Apply problem-solving and critical-thinking skills to work-related issues when making decisions and formulating solutions.
- 1.1.8. Identify the correlation between emotions, behavior and appearance and manage those to establish and maintain professionalism.
- 1.1.9. Give and receive constructive feedback to improve work habits.
- 1.1.10. Adapt personal coping skills to adjust to taxing workplace demands.
- 1.1.11. Recognize different cultural beliefs and practices in the workplace and demonstrate respect for them.
- 1.1.12. Identify healthy lifestyles that reduce the risk of chronic disease, unsafe habits and abusive behavior.

Outcome 1.2. Leadership and Communications

Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.

An “X” indicates that the pathway applies to the outcome.

Business Management and Administrative Services	Finance	Marketing
X	X	X

Competencies

- 1.2.1. Extract relevant, valid information from materials and cite sources of information (e.g., medical reports, fitness assessment, medical test results).
- 1.2.2. Deliver formal and informal presentations.
- 1.2.3. Identify and use verbal, nonverbal and active listening skills to communicate effectively.
- 1.2.4. Use negotiation and conflict-resolution skills to reach solutions.
- 1.2.5. Communicate information for an intended audience and purpose.
- 1.2.6. Use proper grammar and expression in all aspects of communication.
- 1.2.7. Use problem-solving and consensus-building techniques to draw conclusions and determine next steps.
- 1.2.8. Identify the strengths, weaknesses and characteristics of leadership styles that influence internal and external workplace relationships.
- 1.2.9. Identify advantages and disadvantages involving digital and/or electronic communications.
- 1.2.10. Use interpersonal skills to provide group leadership, promote collaboration and work in a team.
- 1.2.11. Write professional correspondence, documents, job applications and résumés.
- 1.2.12. Use technical writing skills to complete forms and create reports.
- 1.2.13. Identify stakeholders and solicit their opinions.
- 1.2.14. Use motivational strategies to accomplish goals.

Outcome 1.3. Business Ethics and Law

Analyze how professional, ethical and legal behavior contributes to continuous improvement in organizational performance and regulatory compliance.

An “X” indicates that the pathway applies to the outcome.

Business Management and Administrative Services	Finance	Marketing
X	X	X

Competencies

- 1.3.1. Analyze how regulatory compliance affects business operations and organizational performance.
- 1.3.2. Follow protocols and practices necessary to maintain a clean, safe and healthy work environment.
- 1.3.3. Use ethical character traits consistent with workplace standards (e.g., honesty, personal integrity, compassion, justice).
- 1.3.4. Identify how federal and state consumer protection laws affect products and services.
- 1.3.5. Access and implement safety compliance measures (e.g., quality assurance information, safety data sheets [SDSs], product safety data sheets [PSDSs], United States Environmental Protection Agency [EPA], United States Occupational Safety and Health Administration [OSHA]) that contribute to the continuous improvement of the organization.
- 1.3.6. Identify deceptive practices (e.g., bait and switch, identity theft, unlawful door-to-door sales, deceptive service estimates, fraudulent misrepresentations) and their overall impact on organizational performance.
- 1.3.7. Identify the labor and practice laws that affect employment and the consequences of noncompliance for both employee and employer (e.g., harassment, labor, employment, employment interview, testing, minor labor laws, Americans with Disabilities Act, Fair Labor Standards Acts, Equal Employment Opportunity Commission [EEOC], human trafficking) and interpret personal safety rights according to the employee Right-to-Know Plan.
- 1.3.8. Verify compliance with computer and intellectual property laws and regulations.
- 1.3.9. Identify potential conflicts of interest (e.g., personal gain, project bidding) between personal, organizational and professional ethical standards.

Outcome 1.4. Knowledge Management and Information Technology

Demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations.

An “X” indicates that the pathway applies to the outcome.

Business Management and Administrative Services	Finance	Marketing
X	X	X

Competencies

- 1.4.1. Use office equipment to communicate (e.g., phone, radio equipment, fax machine, scanner, public address systems).
- 1.4.2. Select and use software applications to locate, record, analyze and present information (e.g., word processing, e-mail, spreadsheet, databases, presentation, Internet search engines).
- 1.4.3. Verify compliance with security rules, regulations and codes (e.g., property, privacy, access, accuracy issues, client and patient record confidentiality) pertaining to technology specific to the industry pathway.
- 1.4.4. Use system hardware to support software applications.
- 1.4.5. Use information technology tools to maintain, secure and monitor business records.
- 1.4.6. Use an electronic database to access and create business and technical information.
- 1.4.7. Use personal information management and productivity applications to optimize assigned tasks (e.g., lists, calendars, address books).
- 1.4.8. Use electronic media to communicate and follow network etiquette guidelines.

Outcome 1.5. Global Environment

Evaluate how beliefs, values, attitudes and behaviors influence organizational strategies and goals.

An “X” indicates that the pathway applies to the outcome.

Business Management and Administrative Services	Finance	Marketing
X	X	X

Competencies

- 1.5.1. Describe how cultural understanding, cultural intelligence skills and continual awareness are interdependent.
- 1.5.2. Describe how cultural intelligence skills influence the overall success and survival of an organization.
- 1.5.3. Use cultural intelligence to interact with individuals from diverse cultural settings.
- 1.5.4. Recognize barriers in cross-cultural relationships and implement behavioral adjustments.
- 1.5.5. Recognize the ways in which bias and discrimination may influence productivity and profitability.
- 1.5.6. Analyze work tasks for understanding and interpretation from a different cultural perspective.
- 1.5.7. Use intercultural communication skills to exchange ideas and create meaning.
- 1.5.8. Identify how multicultural teaming and globalization can foster development of new and improved products and services and recognition of new opportunities.

Outcome 1.6. Business Literacy

Develop foundational skills and knowledge in entrepreneurship, financial literacy and business operations.

An “X” indicates that the pathway applies to the outcome.

Business Management and Administrative Services	Finance	Marketing
X	X	X

Competencies

- 1.6.1. Identify business opportunities.
- 1.6.2. Assess the reality of becoming an entrepreneur, including advantages and disadvantages (e.g., risk versus reward, reasons for success and failure).
- 1.6.3. Explain the importance of planning your business.
- 1.6.4. Identify types of businesses, ownership and entities (i.e., individual proprietorships, partnerships, corporations, cooperatives, public, private, profit, not-for-profit).
- 1.6.5. Describe organizational structure, chain of command, the roles and responsibilities of the organizational departments and interdepartmental interactions (e.g., following physician’s orders).
- 1.6.6. Identify the target market served by the organization, the niche that the organization fills and an outlook of the industry.
- 1.6.7. Identify the effect of supply and demand on products and services.
- 1.6.8. Identify the features and benefits that make an organization’s product or service competitive.
- 1.6.9. Explain how the performance of an employee, a department and an organization is assessed.
- 1.6.10. Describe the impact of globalization on an enterprise or organization.
- 1.6.11. Describe how all business activities of an organization work within the parameters of a budget.
- 1.6.12. Describe classifications of employee benefits, rights, deductions and compensations.

Outcome 1.7. Entrepreneurship/Entrepreneurs

Analyze the environment in which a business operates and the economic factors and opportunities associated with self-employment.

An “X” indicates that the pathway applies to the outcome.

Business Management and Administrative Services	Finance	Marketing
X	X	X

Competencies

- 1.7.1. Compare and contrast the four types of business ownership (i.e., individual proprietorships, partnerships, corporations, cooperatives).
- 1.7.2. Explain the role of profit as the incentive to entrepreneurs in a market economy.
- 1.7.3. Identify the factors that contribute to the success and failure of entrepreneurial ventures.
- 1.7.4. Assess the roles of nonprofit and for-profit businesses.
- 1.7.5. Develop a business plan.
- 1.7.6. Describe life cycles of an entrepreneurial business and an entrepreneur.
- 1.7.7. Create a list of personal strengths, weaknesses, skills and abilities needed to be successful as an entrepreneur.
- 1.7.8. Explain pathways used to become an entrepreneur.
- 1.7.9. Conduct a self-assessment to determine entrepreneurial potential.
- 1.7.10. Describe techniques for obtaining experience (e.g., apprenticeship, co-operative [co-op] education, work placement, internship, job shadowing) related to an entrepreneurial objective.
- 1.7.11. Identify initial steps in establishing a business (e.g., limited liability company [LLC], tax ID, permits, insurance, licensing).
- 1.7.12. Identify resources available to entrepreneurs (e.g., Small Business Administration, mentors, information resources, educational opportunities).
- 1.7.13. Protect intellectual property and knowledge (e.g., copyright, patent, trademark, trade secrets, processes).

Outcome 1.8. Operations Management

Plan, organize and monitor an organization or department to maximize contribution to organizational goals and objectives.

An “X” indicates that the pathway applies to the outcome.

Business Management and Administrative Services	Finance	Marketing
X	X	X

Competencies

- 1.8.1. Forecast future resources and budgetary needs using financial documents (e.g., balance sheet, demand forecasting, financial ratios).
- 1.8.2. Select and organize resources to develop a product or a service.
- 1.8.3. Analyze the performance of organizational activities and reallocate resources to achieve established goals.
- 1.8.4. Identify alternative actions to take when goals are not met (e.g., changing goals, changing strategies, efficiencies).
- 1.8.5. Use inventory and control systems to purchase materials, supplies and equipment (e.g., Last In, First Out [LIFO]; First In, First Out [FIFO]; Just in Time [JIT]; LEAN).
- 1.8.6. Identify the advantages and disadvantages of carrying cost and Just-in-Time (JIT) production systems and the effects of maintaining inventory (e.g., perishable, shrinkage, insurance) on profitability.
- 1.8.7. Collect information and feedback to help assess the organization’s strategic planning and policymaking processes.
- 1.8.8. Identify routine activities for maintaining business facilities and equipment.
- 1.8.9. Develop a budget that reflects the strategies and goals of the organization.
- 1.8.10. Analyze how business management and environmental management systems (e.g., health, safety) contribute to continuous improvement and sustainability.

Outcome 1.9. Financial Management

Use financial tools, strategies and systems to develop, monitor and control the use of financial resources to ensure personal and business financial well-being.

An “X” indicates that the pathway applies to the outcome.

Business Management and Administrative Services	Finance	Marketing
X	X	X

Competencies

- 1.9.1. Create, analyze and interpret financial documents (e.g., budgets, income statements).
- 1.9.2. Identify tax obligations.
- 1.9.3. Review and summarize savings, investment strategies and purchasing options (e.g., cash, lease, finance, stocks, bonds).
- 1.9.4. Identify credit types and their uses in order to establish credit.
- 1.9.5. Identify ways to avoid or correct debt problems (e.g., collection agency payments and post-collection agency payments).
- 1.9.6. Explain how credit ratings and the criteria lenders use to evaluate repayment capacity affect access to loans.
- 1.9.7. Review and summarize categories (types) of insurance and identify how insurances can reduce financial risk.
- 1.9.8. Identify income sources and expenditures.
- 1.9.9. Compare and contrast different banking services available through financial institutions.
- 1.9.10. Identify the role of depreciation in tax planning and liability.

Outcome 1.10. Sales and Marketing

Manage pricing, place, promotion, packaging, positioning and public relations to improve quality customer service.

An “X” indicates that the pathway applies to the outcome.

Business Management and Administrative Services	Finance	Marketing
X	X	X

Competencies

- 1.10.1. Identify how the roles of sales, advertising and public relations contribute to a company’s brand.
- 1.10.2. Determine the customer’s/client’s needs and identify solutions and potential community resources.
- 1.10.3. Communicate features, benefits and warranties of a product or service to the customer/client.
- 1.10.4. Identify the company policies and procedures for initiating product and service improvements.
- 1.10.5. Monitor customer/client expectations and determine product/service satisfaction by using measurement tools.
- 1.10.6. Discuss the importance of correct pricing to support a product’s or service’s positioning in the marketing mix.
- 1.10.7. Describe the importance and diversity of distribution channels (i.e., direct, indirect) to sell a product.
- 1.10.8. Use promotional techniques to maximize sales revenues (e.g., advertising, sales promotions, publicity, public relations).
- 1.10.9. Describe how product mix (e.g., product line, product items) maximizes sales revenues, market, share and profit margin.
- 1.10.10. Demonstrate sales techniques.

Outcome 1.11. Principles of Business Economics

Examine and employ economic principles, concepts and policies to accomplish organizational goals and objectives.

An “X” indicates that the pathway applies to the outcome.

Business Management and Administrative Services	Finance	Marketing
X	X	X

Competencies

- 1.11.1. Identify the economic principles that guide geographic location of an industry's facilities (e.g., relative scarcity, price, quantity of products and services).
- 1.11.2. Identify the difference between monetary and nonmonetary incentives and explain how changes in incentives cause changes in behavior.
- 1.11.3. Use economic indicators to identify economic trends and conditions (e.g., inflation, interest rate fluctuations, unemployment rates).
- 1.11.4. Determine how the quality, quantity and pricing of goods and services are affected by domestic and international competition in a market economy.
- 1.11.5. Analyze factors that affect currency and exchange rates.
- 1.11.6. Explain how financial markets and government policies influence interest rates (credit ratings/debt ceiling), trade deficits and unemployment.
- 1.11.7. Describe how economic performance and culture are interdependent.
- 1.11.8. Identify the relationships between economy, society and environment that lead to sustainability.
- 1.11.9. Describe how laws and regulations influence domestic and international trade.

Interview Skills (515)

Description

Assess proficiency in job search and interview situations.

Eligibility

Contestant may *not* enter both Interview Skills and Advanced Interview Skills in the same year. This event may *not* be repeated. Contestants participating in national level competition must be registered for the event prior to submission deadline for technical judging.

Contestant must supply

One printed copy of their résumé and cover letter at both Preliminary and Final competition.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.
No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Apply technical writing skills to produce cover letter and résumé
- Demonstrate knowledge of employability search
- Apply research to determine qualifications for jobs
- Produce cover letter and résumé
- Complete job application form
- Demonstrate quality grooming through proper dress
- Describe knowledge of job advancement
- Demonstrate interpersonal skills

Specifications

- This is a pre-submitted event. See instructions for submissions.
- Contestant will indicate on his/her résumé the position for which he/she is applying. There are openings in all departments of Professional Business Associates shown on the Organizational Chart found in the [*Style & Reference Manual*](#).
- Contestant may interview for any position listed on the organizational chart for which he/she is qualified.
- Information in the cover letter and résumé must be authentic; however, contestants may choose to use a fictitious personal address and telephone number. The use of references on the résumé is optional.
- The application must be submitted by 11:59 pm Eastern Standard Time on April 1, 2016, to the National Center at <http://www.bpa.org/submit>. The [Individual Entry Form](#), resume and cover letter must be uploaded as three separate PDF files at the time of application. Cover letters and resumes cannot be submitted by e-mail, fax or mail.
- Contestants must provide their contestant number (10-digit member number) at the time of application.
- Contestants may apply only once and must complete their application in a single attempt. The online system will time out after 45 minutes (**they cannot save their application mid-way, return to complete it later or apply with revised information after the original application is submitted**).
- Contestants must provide an e-mail address at the time of application in order to receive a confirmation e-mail after the application is submitted.

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- Contestants must be registered for national level competition prior to submission of the application. Due to the nature of the pre-submitted materials, no late registrations/move-ups for Interview Skills can be accepted after April 1, 2016.
- Materials from non-registered contestants, those missing contestant number and/or projects received after the deadline cannot be accepted.
- No changes can be made after the date of submission.
- The application letter must be addressed as follows:
 - Ms. Julie Smith, Manager
 - Human Resources Department
 - Professional Business Associates
 - 5454 Cleveland Avenue
 - Columbus, OH 43231-4021
- When completing the application, put N/A in each section where a statement is not applicable.
- List all paid and non-paid work experiences on the application.
- One copy of the résumé may be used for reference by the contestant during the interview.
- Materials previously submitted to the website will *not* be available at the time of interview.
- An additional copy of the résumé, cover letter and [Individual Entry form, including signatures](#), must be presented at the time of the interview at the NLC at both Preliminary and Final Competition.
- No other materials will be allowed (i.e., business cards, thank you notes, etc.) during the remainder of the Interview Skills contest.

Method of evaluation

Technical Scoring Rubric
Interview Scoring Rubric

Length of event

No more than 15 minutes for interview
Finals may be included at state and national levels

Entries

Each state is allowed three (3) entries

Contestants in all judged events who wish to receive judges' comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.

Materials submitted for technical judging cannot be returned and will *not* be available at NLC.

Interview Skills (515)

Judge Number _____

Contestant Number _____

Technical Scoring Rubric

Contestant Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the disqualification below:		

	Below Average	Average	Good	Excellent	Points Awarded
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none"> Individual Entry Form - .pdf format (must be keyed but does not have to be signed for pre-submission) Cover Letter - .pdf format Resume - .pdf format Application – must complete online application <p><i>All points or none are awarded by the technical judge.</i></p>				10	
Cover Letter (Does not need to follow the Style and Reference Manual , but should be business letter format)					
Introduction and addressed correctly	1-5	6-10	11-15	16-20	
Skills relevant to position	1-5	6-10	11-15	16-20	
Closing	1-5	6-10	11-15	16-20	
Correct grammar and spelling	1-5	6-10	11-15	16-20	
Résumé					
Position applying for listed	1-5	6-10	11-15	16-20	
Layout	1-5	6-10	11-15	16-20	
Chronological order of work history (all paid and unpaid work experiences)	1-5	6-10	11-15	16-20	
Correct grammar and spelling	1-5	6-10	11-15	16-20	
Application Form					
Completeness	1-5	6-10	11-15	16-20	
Correct grammar and spelling	1-5	6-10	11-15	16-20	
Followed directions	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (230 points maximum)					

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Interview Skills (515)

Judge Number _____

Contestant Number _____

Interview Scoring Rubric

	Below Average	Average	Good	Excellent	Points Awarded
Applicant's Greeting: Proper introduction Positive first impression	1-5	6-10	11-15	16-20	
Applicant's Appearance: Neat, well groomed, and appropriately attired	1-5	6-10	11-15	16-20	
Personality and Poise: Positive, courteous, sincere, and confident Good posture, gestures, and eye contact	1-5	6-10	11-15	16-20	
Communication Skills: Proper grammar Good pronunciation and enunciation Pleasant voice and tone	1-5	6-10	11-15	16-20	
Responses: Responded with appropriate answers Showed knowledge of potential position Indicated knowledge of company Volunteered information Demonstrated initiative and enthusiasm Asked appropriate questions	1-5 1-5 1-5 1-5 1-5 1-5	6-10 6-10 6-10 6-10 6-10 6-10	11-15 11-15 11-15 11-15 11-15 11-15	16-20 16-20 16-20 16-20 16-20 16-20	
Showed evidence of the following skills: Required job skills Good work habits Problem-solving abilities	1-5	6-10	11-15	16-20	
Close of Interview: Expressed a thank you Concluded interview effectively	1-5	6-10	11-15	16-20	
TOTAL INTERVIEW POINTS (240 points maximum)					

Business Professionals of America Workplace Skills Assessment Program

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Interview Skills (515)

Judge Number _____

Contestant Number _____

Specification Scoring Rubric

SPECIFICATION POINTS: All points or none per item are awarded by the proctor per contestant, not per judge.		Points Awarded
Documentation submitted at time of presentation: Keyed and signed Individual Entry Form (1 copy), Cover Letter (1 copy) and Resume (1 copy) <i>Must have copies for preliminaries and finals</i>	10	
TOTAL SPECIFICATION POINTS (10 points maximum)		

TOTAL MAXIMUM POINTS = 480

Professional Business Associates

Organizational Chart and Company Information

Professional Business Associates develops and sells software, hardware, and services. The services provided are:

1. Systems analysis
2. Software development and design
3. Marketing
4. Training development
5. Hardware and software sales

This large corporation has a branch office in the capital of each membership state. The corporate headquarters is located at 5454 Cleveland Avenue in Columbus, OH 43231-4021, and has 200+ employees. Management includes:

Chief Executive Officer	Nancy Wells
Financial Services Department	Harvey Rosen
Information Technology Department	Tom Carlson
Human Resources Department	Julie Smith
Marketing Department	Roger Meyer
Administrative Support Department	Edna Renick

Chief Executive Officer				
Financial Services	Information Technology	Human Resources	Marketing	Administrative Support
1. Administrative Assistant	1. Data Entry Clerk	1. Human Resources Assistant	1. Information Processing Assistant	1. Administrative Assistant
2. Data Entry Clerk	2. Database Specialist	2. Information Processing Assistant	2. Administrative Assistant	2. Information Processing Specialist
3. Payroll Clerk	3. Information Processing Assistant	3. Administrative Assistant	3. Desktop Publisher	3. Computer Applications Specialist
4. Accounting Clerk	4. Administrative Assistant	4. Medical Support Assistant	4. Graphic Design Assistant	4. Desktop Publishing Assistant
5. Database Assistant	5. Programmer	5. Insurance Benefits Clerk	5. Desktop Publishing/Graphic Assistant	5. Legal Research Assistant
6. Spreadsheet Specialist	6. Software Engineer	6. Management Assistant	6. International Business Coordinator	6. Graphic Design Assistant
7. Accountant	7. PC Servicing/Troubleshooting	7. Payroll Specialist	7. Website Liaison	7. Management Assistant
8. Financial Analyst	8. Network Administrator	8. Wellness Coordinator	8. Management Assistant	
	9. Digital Media Specialist		9. Small Business Liaison	
	10. E-commerce Specialist		10. Research Assistant	
	11. Website Developer			

Classroom Chapter



BPA Orientation and Electing Officers

- 1.1.6. Explain the importance of work ethic, accountability and responsibility and demonstrate associated behaviors in fulfilling personal, community and workplace roles.
- 1.1.8. Identify the correlation between emotions, behavior and appearance and manage those to establish and maintain professionalism.
- 1.1.10. Adapt personal coping skills to adjust to taxing workplace demands.
- 1.2.3. Identify and use verbal, nonverbal and active listening skills to communicate effectively.
- 1.2.5. Communicate information for an intended audience and purpose.
- 1.2.6. Use proper grammar and expression in all aspects of communication.
- 1.3.3. Use ethical character traits consistent with workplace standards (e.g., honesty, personal integrity, compassion, justice).
- 1.6.5. Describe organizational structure, chain of command, the roles and responsibilities of the organizational departments and interdepartmental interactions (e.g., following physician's orders).

Setting Class Goals

- 1.1.7. Apply problem-solving and critical-thinking skills to work-related issues when making decisions and formulating solutions.
- 1.1.8. Identify the correlation between emotions, behavior and appearance and manage those to establish and maintain professionalism.
- 1.1.10. Adapt personal coping skills to adjust to taxing workplace demands.
- 1.2.3. Identify and use verbal, nonverbal and active listening skills to communicate effectively.
- 1.2.4. Use negotiation and conflict-resolution skills to reach solutions.
- 1.2.5. Communicate information for an intended audience and purpose.
- 1.2.6. Use proper grammar and expression in all aspects of communication.
- 1.2.7. Use problem-solving and consensus-building techniques to draw conclusions and determine next steps.

Regular Meetings

- 1.1.6. Explain the importance of work ethic, accountability and responsibility and demonstrate associated behaviors in fulfilling personal, community and workplace roles.
- 1.1.8. Identify the correlation between emotions, behavior and appearance and manage those to establish and maintain professionalism.
- 1.1.9. Give and receive constructive feedback to improve work habits.
- 1.1.10. Adapt personal coping skills to adjust to taxing workplace demands.
- 1.1.11. Recognize different cultural beliefs and practices in the workplace and demonstrate respect for them.
- 1.2.3. Identify and use verbal, nonverbal and active listening skills to communicate effectively.
- 1.2.5. Communicate information for an intended audience and purpose.
- 1.2.6. Use proper grammar and expression in all aspects of communication.

Setting Class Goals

1.2.14. Use motivational strategies to accomplish goals.

1.3.3. Use ethical character traits consistent with workplace standards (e.g., honesty, personal integrity, compassion, justice).

1.4.2. Select and use software applications to locate, record, analyze and present information (e.g., word processing, e-mail, spreadsheet, databases, presentation, Internet search engines).

1.4.5. Use information technology tools to maintain, secure and monitor business records.

1.4.7. Use personal information management and productivity applications to optimize assigned tasks (e.g., lists, calendars, address books).

1.6.9. Explain how the performance of an employee, a department and an organization is assessed.

1.8.1. Forecast future resources and budgetary needs using financial documents (e.g., balance sheet, demand forecasting, financial ratios).

1.8.9. Develop a budget that reflects the strategies and goals of the organization.

1.9.1. Create, analyze and interpret financial documents (e.g., budgets, income statements).

1.9.8. Identify income sources and expenditures.

1.10.1. Identify how the roles of sales, advertising and public relations contribute to a company's brand.

1.10.10. Demonstrate sales techniques.

Regular Meetings

1.2.10. Use interpersonal skills to provide group leadership, promote collaboration and work in a team.

1.3.3. Use ethical character traits consistent with workplace standards (e.g., honesty, personal integrity, compassion, justice).

1.4.2. Select and use software applications to locate, record, analyze and present information (e.g., word processing, e-mail, spreadsheet, databases, presentation, Internet search engines).

1.4.5. Use information technology tools to maintain, secure and monitor business records.

1.6.9. Explain how the performance of an employee, a department and an organization is assessed.

Create a Plan for Chapter Activities Award of Excellence

For NATIONAL recognition: All activities must occur between the dates of April 2, 2015 AND April 1, 2016.

For OHIO recognition: All activities must occur between the dates of April 2, 2015 AND March 1, 2016.

OHIO Applications are **DUE by March 4, 2016** for STATE recognition.

To qualify need to complete BOTH of the following Activities

- BPA Marketing & Public Relations Award (at least one activity)
- Community Service Award (at least one activity equalling 100 hours and/or \$500 donated dollars)

To qualify need to complete ONE of the following Activities

- Special Olympics

OR

- Safety Awareness

OR

- Environmental Action Awareness

To qualify the following activities need to be completed and documented

- Local officer installation
- Local officer training
- Attendance at a BPA Leadership Conference (region or state)
- Chapter social activity
- Create a chapter budget
- A Career Development Related Activity

Create a Plan:

1. BPA Marketing & Public Relations Award - [see page 27 of BPA Cares Handbook](#)

Possible Activities	Describe what your chapter will do to complete the activity	Date to Complete By	Date Application Submitted
Newsletter			
spirit week			

2. Community Service Award - [see page 12 of BPA Cares Handbook](#)

[May need to complete a couple in order to total 100 hours and/or \\$500 donated](#)

Possible Activities	Describe what your chapter will do to complete the activity	Date to Complete By	Date Application Submitted
Special Olympics			

3. Choose **ONE** of the following Awards

- a. Special Olympics - see page 20 of BPA Cares Handbook
- b. Safety Awareness - see page 16 of BPA Cares Handbook
- c. Environmental Action/Awareness - see page 14 of BPA Cares Handbook

Possible Activities	Describe what your chapter will do to complete the activity	Date to Complete By	Date Application Submitted
Special Olympics			

4. **ALL** of the following need to be completed and documented

Activities	Describe what your chapter will do to complete the activity	Date to Complete By	Date Application Submitted
Local Officer Installation			
Local Officer Training			
Attendance at a BPA Leadership Conference (region, state, national)			
Chapter social activity			
Create a chapter budget			
A Career Development Related Activity			