
**Cluster Knowledge and Skills for
Business, Management and Administration
Finance
Marketing, Sales and Service
Aligned with American Careers Business**

About American Careers Correlations

The following correlations are provided to demonstrate how this program can be used to support specific student learning goals. We understand that mastery of the listed student objectives requires that students have opportunities to work with the concept or skill in different contexts over time.

The program is designed to provide one of the resources that contribute to student mastery through application and practice. You will notice cross-curricular connections for each project as well as contexts for career guidance. Teachers or counselors may choose the focus objective that relates to their primary area of emphasis.

Business, Management and Administration
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1. Communications	
<p>1.1 Use purpose as a context to select reading strategies and read text.</p> <p>ACB 1.2, 1.3, 1.4, 1.5, 1.6; 2.1, 2.3; 3.2, 3.6; 4.2, 4.3; 5.1, 5.4, 5.5; 6.1, 6.2, 6.5.</p>	<p>1.7 Use description of audience and purpose to prepare written documents.</p> <p>ACB 1.1, 1.4, 1.6; 2.1, 2.3, 2.4; 3.1, 3.2, 3.4, 3.5, 3.6; 4.1, 4.2, 4.3, 4.4, 4.5; 5.1, 5.5; 6.1, 6.2, 6.3, 6.5, 6.6.</p>
<p>1.2 Analyze business correspondence and documents to learn meaning, technical concepts, vocabulary and follow directions.</p> <p>ACB 1.2, 1.5; 2.1, 2.4; 3.2, 3.3, 3.4; 4.1, 4.2; 5.1, 5.4; 6.1, 6.2, 6.3, 6.6.</p>	<p>1.8 Interpret behaviors to enhance communication.</p> <p>ACB 1.3, 1.4, 1.5, 1.6; 2.1, 2.2, 2.3, 2.4; 3.1, 3.2, 3.4, 3.5, 3.6; 4.2, 4.3, 4.4, 4.5; 5.1, 5.3, 5.5; 6.1, 6.2, 6.3, 6.4, 6.5, 6.6.</p>
<p>1.3 Interpret, transcribe and communicate information, data and observations to apply information learned from reading to actual practice.</p> <p>ACB 1.2, 1.3, 1.4, 1.5; 2.1, 2.3, 2.4; 3.1, 3.2, 3.3, 3.4, 3.5, 3.6; 4.1, 4.2, 4.3, 4.4, 4.5; 5.1, 5.2, 5.4, 5.5; 6.1, 6.2, 6.3, 6.6.</p>	<p>1.9 Interpret nonverbal behaviors to enhance communication.</p> <p>ACB 1.1, 1.3, 1.5; 2.1; 3.2, 3.4, 3.5, 3.6; 4.2, 4.3, 4.4; 5.1, 5.3, 5.5; 6.2, 6.3, 6.4, 6.6.</p>
<p>1.4 Employ writing skills to compose business letters and correspondence.</p> <p>ACB 1.4; 2.1, 2.4; 3.2, 3.5, 3.6; 4.3; 6.1, 6.2, 6.3.</p>	<p>1.10 Respond effectively to individuals, groups and in informal discussions.</p> <p>ACB 1.1, 1.3, 1.4, 1.5, 1.6; 2.1, 2.2, 2.3, 2.4; 3.1, 3.2, 3.4, 3.5, 3.6; 4.2, 4.4, 4.5; 5.1, 5.3, 5.5; 6.1, 6.2, 6.3, 6.4, 6.5, 6.6.</p>
<p>1.5 Use writing and organizational skills to construct reports, graphs and tables.</p> <p>ACB 1.1, 1.2, 1.6; 2.1, 2.4; 3.1, 3.3; 4.1, 4.2, 4.4, 4.5; 5.1, 5.4; 6.1, 6.5, 6.6.</p>	<p>1.11 Use description of audience and purpose to prepare oral presentations.</p> <p>ACB 1.1, 1.6; 2.1; 3.1, 3.2; 4.1, 4.4, 4.5; 6.2.</p>
<p>1.6 Use technology to design and develop multimedia materials.</p> <p>ACB 2.1, 2.4, 2.5; 3.6; 4.2, 4.4, 4.5; 5.1; 6.2, 6.5, 6.6.</p>	<p>1.12 Identify and prepare support materials to prepare oral presentation.</p> <p>ACB 1.1, 1.6; 2.1, 2.3; 3.1, 3.2; 4.1, 4.2, 4.4, 4.5; 6.2.</p>
	<p>1.13 Deliver presentation to sustain listener's attention and interest.</p> <p>ACB 1.1, 1.6; 3.1, 3.2; 6.2.</p>

Business, Management and Administration
Cluster Knowledge and Skills
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1. Communications <i>(continued)</i>	
<p>1.14 Use positive strategies to resolve conflicts.</p> <p style="padding-left: 40px;">ACB 1.3, 1.4, 1.5, 1.6; 2.2, 2.3, 2.5; 3.1, 3.2, 3.4, 3.5, 3.6; 4.2, 4.3, 4.5; 5.1, 5.3, 5.4, 5.5; 6.1, 6.3, 6.4, 6.5.</p> <p>1.15 Exhibit respect to manage group activities.</p> <p style="padding-left: 40px;">ACB 1.1, 1.6, 2.4, 3.5, 4.4, 4.5, 5.3, 6.2.</p> <p>1.16 Be understanding to provide good customer/client service.</p> <p style="padding-left: 40px;">ACB 1.5, 2.2, 2.4, 2.5; 3.2, 3.5, 3.6; 4.2, 4.4; 6.2, 6.3, 6.5.</p> <p>1.17 Reflect on message/information given to clarify information.</p> <p style="padding-left: 40px;">ACB 1.1, 1.6; 2.1, 2.2; 3.1, 3.2, 3.5; 4.4; 5.1, 5.2, 5.3; 6.2, 6.4.</p> <p>1.18 Respond with restatement and clarification techniques to clarify information.</p> <p style="padding-left: 40px;">ACB 1.1, 1.6; 2.2; 3.1, 3.2, 3.5; 5.1, 5.2, 5.3; 6.2.</p> <p>1.19 Develop tables, charts and figures to support written and oral communication.</p> <p style="padding-left: 40px;">ACB 1.1, 1.2, 1.5, 1.6; 2.4, 2.5; 3.3, 3.4, 3.6; 4.1, 4.2; 5.1, 5.4; 6.1, 6.6.</p> <p>1.20 Interpret tables, charts and figures used to support written and oral communication.</p> <p style="padding-left: 40px;">ACB 1.2; 2.4; 3.4; 4.1, 4.2; 5.1, 5.4; 6.3.</p>	<p>1.21 Locate written information to communicate with co-workers and clients/participants.</p> <p style="padding-left: 40px;">ACB 1.3, 1.4, 1.6; 2.1, 2.2, 2.3, 2.5; 3.1; 4.2, 4.3; 5.1, 5.5; 6.2, 6.5.</p> <p>1.22 Organize information in written and oral communication.</p> <p style="padding-left: 40px;">ACB 1.1, 1.3, 1.4, 1.5, 1.6; 2.1, 2.3, 2.4; 3.1, 3.2, 3.4, 3.5, 3.6; 4.1, 4.2, 4.3, 4.4, 4.5; 5.1, 5.2, 5.3, 5.5; 6.1, 6.2, 6.3, 6.4, 6.5, 6.6.</p> <p>1.23 Document the source and proper reference to use in written information.</p> <p style="padding-left: 40px;">ACB 1.3, 1.4, 1.6; 2.1, 2.2, 2.3; 4.2; 5.1, 5.5; 6.2, 6.5.</p>

Business, Management and Administration
Cluster Knowledge and Skills
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2. Problem Solving and Critical Thinking	3. Information Technology Applications
<p>2.1 Apply logic and common sense to identify the problem.</p> <p>ACB 1.1, 1.2, 1.3, 1.4, 1.5, 1.6; 2.1, 2.2, 2.3, 2.4, 2.5; 3.1, 3.2, 3.4, 3.5, 3.6; 4.1, 4.2, 4.4, 4.5; 5.1, 5.2, 5.4, 5.5; 6.1, 6.2, 6.3, 6.5, 6.6.</p> <p>2.2 Prepare acceptable outcomes to identify alternatives.</p> <p>ACB 1.1, 1.2, 1.3, 1.4, 1.5, 1.6; 2.1, 2.3, 2.4, 2.5; 3.1, 3.2, 3.4, 3.5; 4.2, 4.4, 4.5; 5.1; 6.1, 6.2, 6.3, 6.5.</p> <p>2.3 Visualize outcomes to evaluate the alternatives.</p> <p>ACB 1.1, 1.2, 1.4, 1.5, 1.6; 2.1, 2.4, 2.5; 3.1, 3.2, 3.4, 3.5; 4.2, 4.4, 4.5; 5.1; 6.1, 6.2, 6.3, 6.5.</p> <p>2.4 Rank options to select a solution.</p> <p>ACB 1.1, 1.2, 1.4, 1.5; 2.5; 3.1, 3.4; 4.2; 5.1; 6.2, 6.5.</p> <p>2.5 Implement and evaluate the decision to make sure the best solution was selected.</p> <p>ACB 1.1, 1.2, 1.4, 1.6; 2.4; 3.4; 4.2, 4.4, 4.5.</p>	<p>3.1 Use computer applications to locate, select and manage business information.</p> <p>ACB 1.3, 1.4, 1.6; 2.1, 2.2, 2.3, 2.4, 2.5; 3.5, 3.6; 4.2, 4.4, 4.5; 5.1, 5.2, 5.5; 6.1, 6.2, 6.5.</p> <p>3.2 Operate technology tools to perform business applications.</p> <p>ACB 1.1, 1.2, 1.4; 2.1, 2.4, 2.5; 3.5, 3.6; 4.2, 4.4, 4.5; 5.2; 6.1, 6.2, 6.3, 6.5, 6.6.</p> <p>3.3 Operate technology tools to explore and solve business problems.</p> <p>ACB 1.2; 2.5; 3.4; 4.2; 5.5; 6.1.</p> <p>3.4 Examine selected situations to discriminate between responsible and irresponsible use of technology.</p> <p>ACB 2.3; 3.1, 3.2, 3.6; 4.4; 5.5; 6.1.</p> <p>3.5 Research available business technologies to evaluate the ways technology impacts culture and daily living.</p> <p>ACB 1.5; 3.3, 3.6; 5.5; 6.3.</p> <p>3.6 Use multimedia to convey business ideas.</p> <p>ACB 2.1, 2.4, 2.5; 4.2, 4.4, 4.5; 5.1; 6.2, 6.5.</p> <p>3.7 Use technology to exchange business information.</p> <p>ACB 1.1, 1.4; 2.1, 2.3, 2.4; 3.1, 3.5, 3.6; 4.2, 4.4, 4.5; 5.1, 5.5; 6.2, 6.5.</p>

Business, Management and Administration
Cluster Knowledge and Skills
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4. Systems	5. Safety, Health and Environmental
<p>4.1 Review sources to trace the development of a business and learn the overall structure.</p> <p>ACB 1.1, 1.2, 1.4, 1.5; 2.1, 2.2, 2.5; 3.1, 3.6; 4.1, 4.2, 4.4; 5.1, 5.2, 5.5; 6.2, 6.6.</p> <p>4.2 Use organizational charts to analyze the workplace operations of a business.</p> <p>ACB 1.6; 5.1.</p> <p>4.3 Apply good customer service skills to improve customer relationships.</p> <p>ACB 1.5; 2.2, 2.4, 2.5; 3.2, 3.5, 3.6; 4.2, 4.5; 6.2, 6.5.</p> <p>4.4 Explain how planning and budgeting are used to accomplish organizational goals and objectives.</p> <p>ACB 1.1, 1.2; 2.1, 2.2, 2.3, 2.4, 2.5; 3.1, 3.3, 3.4; 4.1, 4.2, 4.4; 5.2, 5.4; 6.3.</p> <p>4.5 Explain how planning is used to improve overall organizational performance.</p> <p>ACB 1.2, 1.4, 1.6; 2.1, 2.2, 2.3, 2.4, 2.5; 3.1, 3.5, 3.6; 4.1, 4.2, 4.4, 4.5; 5.1, 5.2, 5.4; 6.1, 6.2, 6.3, 6.5, 6.6.</p>	<p>5.1 Inspect workplace conditions to identify individual roles in safety, health and environmental situation.</p> <p>ACB 1.4; 2.1, 2.2, 2.5; 3.5; 4.3; 5.3.</p> <p>5.2 Apply knowledge of safety, health and environmental concerns to identify potential hazards.</p> <p>ACB 1.4; 2.1, 2.2; 3.5; 4.3; 5.3.</p> <p>5.3 Acquire knowledge of federal and state health and safety regulations to support a safe working environment.</p> <p>ACB 2.1; 4.3.</p> <p>5.4 Examine workplace to identify and describe hazards.</p> <p>ACB 1.4; 2.1, 2.2; 3.5; 4.3.</p> <p>5.5 Examine facilities and equipment to identify and describe the principles of ergonomics.</p> <p>ACB 4.3.</p> <p>5.6 Inspect floors and movement areas to identify surface safety conditions that exist in businesses.</p> <p>ACB 3.5; 4.3.</p> <p>5.7 Safeguard and eliminate cause of combustible materials and fires to promote personnel safety.</p> <p>Not addressed.</p> <p>5.8 Plan specific procedures to apply to emergency situations.</p> <p>ACB 1.1; 2.1, 2.2; 4.3.</p>

Business, Management and Administration
Cluster Knowledge and Skills
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6. Leadership and Teamwork	7. Ethics and Legal Responsibilities
<p>6.1 Exhibit trustworthy behavior to develop successful business relationships.</p> <p>ACB 1.1, 1.3, 1.4, 1.5; 2.1, 2.3; 3.1, 3.2, 3.4, 3.5, 3.6; 5.2, 5.3, 5.5; 6.1, 6.2, 6.4, 6.5.</p>	<p>7.1 Apply laws and regulations to personnel situations.</p> <p>ACB 1.3; 3.2; 5.5.</p>
<p>6.2 Understand the necessary attributes to exercise leadership in business.</p> <p>ACB 1.1, 1.2, 1.3, 1.6; 2.1, 2.3, 2.4; 3.1, 3.2, 3.4; 4.2; 5.1, 5.2, 5.3, 5.5; 6.1, 6.4, 6.6.</p>	<p>7.2 Apply information about contracts to specific business situations.</p> <p>ACB 2.1; 5.5.</p>
<p>6.3 Understand the need for a common vision or mission statement to focus company energies.</p> <p>ACB 1.1, 1.3, 1.4, 1.5, 1.6; 2.3, 2.4, 2.5; 3.1, 3.2, 3.4, 3.5, 3.6; 4.2, 4.4, 4.5; 5.1, 5.3, 5.4, 5.5; 6.1, 6.2, 6.4, 6.5, 6.6.</p>	<p>7.3 Identify resources to keep business-related laws and regulations current.</p> <p>ACB 1.3, 1.4; 2.1; 3.2, 3.3; 4.3; 5.5.</p>
<p>6.4 Develop goals and objectives to provide clear directions for all personnel.</p> <p>ACB 1.1, 1.3, 1.4, 1.5, 1.6; 2.1, 2.2, 2.3, 2.4; 3.1, 3.2, 3.4, 3.5, 3.6; 4.2, 4.4, 4.5; 5.1, 5.4, 5.5; 6.1, 6.2, 6.5, 6.6.</p>	<p>7.4 Apply knowledge of copyright laws to business situations.</p> <p>ACB 5.4.</p>
<p>6.5 Implement as a team departmental goals and objectives to obtain personnel participation in the planning process.</p> <p>ACB 1.1, 1.4, 1.5, 1.6; 2.2, 2.4; 3.1, 3.2, 3.5, 3.6; 4.1, 4.2, 4.4, 4.5; 5.1, 5.4; 6.1, 6.2, 6.5, 6.6.</p>	<p>7.5 Use ethical business practices to conduct business in a legal and responsible manner.</p> <p>ACB 1.3, 1.4, 1.5; 2.1, 2.2; 3.1, 3.2, 3.3, 3.4, 3.5; 4.2, 4.3; 5.5; 6.5.</p>
<p>6.6 Provide leadership to group or team to motivate personnel.</p> <p>ACB 1.1, 1.5, 1.6; 2.4; 4.4, 4.5; 5.1; 6.1, 6.2.</p>	<p>7.6 Apply ethical principles to decision making related to clients, customers and fellow workers.</p> <p>ACB 1.1, 1.3, 1.4, 1.5, 1.6; 2.1, 2.2; 3.1, 3.2, 3.4, 3.5, 3.6; 4.2; 5.5; 6.5.</p>
<p>6.7 Work with others to achieve tasks.</p> <p>ACB 1.1, 1.6; 2.4; 3.2; 4.4, 4.5; 5.1, 5.3; 6.2.</p>	<p>7.7 Apply professional conduct to business situations.</p> <p>ACB 1.1, 1.3, 1.4, 1.5; 2.4; 3.2, 3.4; 5.5; 6.5.</p>

Business, Management and Administration
Cluster Knowledge and Skills
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8. Employability and Career Development	
<p>8.1 Demonstrate self-discipline, self-worth, positive attitude and integrity to improve the workplace.</p> <p>ACB 1.1, 1.2, 1.3, 1.4, 1.5, 1.6; 2.1, 2.3, 2.4; 3.1, 3.2, 3.4, 3.5, 3.6; 4.2, 4.4, 4.5; 5.1, 5.2, 5.3, 5.4, 5.5; 6.1, 6.3, 6.4, 6.5, 6.6.</p> <p>8.2 Demonstrate flexibility and willingness to learn new knowledge and skills to increase job efficiency.</p> <p>ACB 1.1, 1.2, 1.4, 1.5, 1.6; 2.3, 2.4, 2.5; 3.1, 3.5, 3.6; 4.1, 4.2, 4.4, 4.5; 5.1, 5.3; 6.2, 6.4, 6.5, 6.6.</p> <p>8.3 Exhibit commitment to the organization to achieve company goals.</p> <p>ACB 1.3, 1.4, 1.5, 1.6; 2.1, 2.4, 2.5; 3.1, 3.2, 3.4, 3.5, 3.6; 4.2, 4.4, 4.5; 5.1, 5.4, 5.5; 6.1, 6.2, 6.5, 6.6.</p> <p>8.4 Utilize multiple resources to locate and identify career opportunities for growth in business, management and administration.</p> <p>ACB 1.6; 4.3; 5.1.</p> <p>8.5 Analyze interests and aptitudes to determine potential careers in business, management and administration.</p> <p>ACB Interest Inventory; General Attitude Survey; Performance Assessment.</p> <p>8.6 Identify career goals and objectives to develop career plan.</p> <p>ACB Pull-Out Planner; Performance Assessment.</p>	<p>8.7 Utilize multiple resources to locate job opportunities in business, management and administration utilizing multiple resources.</p> <p>ACB 1.1, 1.4, 1.6.</p> <p>8.8 Apply organizational and writing skills to prepare a resume, job application letter and job application.</p> <p>Not addressed.</p> <p>8.9 Exhibit verbal and nonverbal skills to respond appropriately in job interview.</p> <p>Not addressed.</p> <p>8.10 Accept or reject employment.</p> <p>Not addressed.</p> <p>8.11 Locate information on organizational policies in handbooks and manuals.</p> <p>ACB 1.3, 1.4; 3.1; 5.5.</p> <p>8.12 Apply organizational policies and rules to a specific work situation.</p> <p>ACB 1.3, 1.4; 3.1, 3.2, 3.4; 5.5.</p>

Business, Management and Administration
Cluster Knowledge and Skills
Correlated with American Careers Business Projects

ACB = AMERICAN CAREERS BUSINESS PROJECTS

9. Technical Skills	
<p>9.1 Use multimedia platforms as communication tools to receive and deliver information.</p> <p>ACB 1.1, 1.6; 4.4; 6.2.</p>	

Cluster Knowledge and Skills Correlated with American Careers Business Projects

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1. Academic Foundations	2. Communications
<p>1.1 Use reading skills to interpret and understand information.</p> <p>ACB 1.2, 1.3, 1.4, 1.5, 1.6; 2.1, 2.3; 3.2, 3.6; 4.2, 4.3; 5.1, 5.4, 5.5; 6.1, 6.2, 6.5.</p>	<p>2.1 Determine and use reading strategy (skimming, reading for detail, reading for meaning and critical analysis) to determine purpose for text.</p> <p>ACB 1.2, 1.3, 1.4, 1.5, 1.6; 2.1, 2.2, 2.3; 3.2, 3.4, 3.6; 4.1, 4.2, 4.4; 5.1, 5.4, 5.5; 6.1, 6.2, 6.5.</p>
<p>1.2 Employ effective grammar to communicate in writing.</p> <p>ACB 1.3, 1.5, 1.6, 2.4, 3.1, 3.4, 3.5, 3.6, 4.1, 4.2, 4.3, 4.4, 4.5, 5.3, 5.5, 6.1, 6.2, 6.4, 6.5, 6.6.</p>	<p>2.2 Analyze information read to learn meaning, technical concepts, vocabulary and follow directions.</p> <p>ACB 1.2, 1.3, 1.4, 1.5, 1.6; 2.1, 2.2, 2.3; 3.2, 3.4, 3.6; 4.1, 4.2, 4.4; 5.1, 5.4, 5.5; 6.1, 6.2, 6.5.</p>
<p>1.3 Select appropriate programs/software to produce business documents.</p> <p>ACB 1.1, 1.2, 1.4; 2.1, 2.4, 2.5; 3.5, 3.6; 4.2, 4.4, 4.5; 5.1, 5.2, 5.5; 6.1, 6.2, 6.5.</p>	<p>2.3 Interpret, transcribe and communicate information, data and observations to apply information learned from reading to actual practice.</p> <p>ACB 1.2, 1.3, 1.4, 1.5, 1.6; 2.1, 2.2, 2.3; 3.2, 3.4, 3.6; 4.1, 4.2, 4.4; 5.1, 5.4, 5.5; 6.1, 6.2, 6.5.</p>
<p>1.4 Employ numbers and operations to solve mathematical problems.</p> <p>ACB 1.2; 2.3, 2.4, 2.5; 3.3, 3.4; 4.1, 4.2; 5.2, 5.4.</p>	<p>2.4 Locate written information to communicate with co-workers and customers.</p> <p>ACB 1.3, 1.4, 1.6; 2.1, 2.2, 2.3, 2.5; 3.1; 4.2, 4.3; 5.1, 5.5; 6.2, 6.5.</p>
<p>1.5 Use mathematical skills to make business decisions.</p> <p>ACB 1.2; 2.5; 3.4; 4.1, 4.2; 5.4.</p>	<p>2.5 Organize information to use in written and oral communications.</p> <p>ACB 1.1, 1.2, 1.4, 1.5, 1.6; 2.1, 2.3, 2.4; 3.1, 3.2, 3.3, 3.4, 3.5, 3.6; 4.1, 4.2, 4.4, 4.5; 5.1, 5.2, 5.3, 5.4, 5.5; 6.1, 6.2, 6.3, 6.4, 6.5, 6.6.</p>
<p>1.6 Use economic skills to determine the role of global economics.</p> <p>ACB 4.2.</p>	<p>2.6 Document the source and proper reference to use in written information.</p> <p>ACB 1.3, 1.4, 1.6; 2.1, 2.2, 2.3; 4.2; 5.1, 5.5; 6.2, 6.5.</p>
<p>1.7 Analyze regional and national economics to determine their roles.</p> <p>ACB 4.2.</p>	

Finance
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2. Communications <i>(continued)</i>	
<p>2.7 Compose multi-paragraph writing clearly, succinctly and accurately to write documents.</p> <p>ACB 1.4, 1.6; 3.1, 3.6; 4.1, 4.2, 4.5; 6.2, 6.5.</p>	<p>2.14 Interpret verbal behaviors to enhance communication.</p> <p>ACB 1.3, 1.4, 1.5, 1.6; 2.1, 2.2, 2.3, 2.4; 3.1, 3.2, 3.4, 3.5, 3.6; 4.2, 4.3, 4.4, 4.5; 5.1, 5.3, 5.5; 6.1, 6.2, 6.3, 6.4, 6.5, 6.6.</p>
<p>2.8 Use description of audience and purpose to prepare written documents.</p> <p>ACB 1.1, 1.3, 1.4, 1.6; 2.1, 2.3, 2.4; 3.1, 3.2, 3.4, 3.5, 3.6; 4.1, 4.2, 4.3, 4.4, 4.5; 5.1, 5.5; 6.1, 6.2, 6.3, 6.4, 6.5, 6.6.</p>	<p>2.15 Interpret nonverbal behaviors to enhance communication.</p> <p>ACB 1.1, 1.3, 1.5; 2.1; 3.2, 3.4, 3.5, 3.6; 4.2, 4.3, 4.4; 5.1, 5.3, 5.5; 6.2, 6.3, 6.4, 6.6.</p>
<p>2.9 Use correct grammar, spelling, punctuation and capitalization to prepare written documents.</p> <p>ACB 1.1, 1.3, 1.4, 1.6; 2.1, 2.4; 3.1, 3.2, 3.4, 3.5, 3.6; 4.1, 4.2, 4.3, 4.4, 4.5; 5.1, 5.5; 6.1, 6.2, 6.3, 6.4, 6.5, 6.6.</p>	<p>2.16 Interpret message/information given to clarify information.</p> <p>ACB 1.1, 1.2, 1.3, 1.4, 1.5, 1.6; 2.1, 2.2, 2.3; 3.2, 3.4, 3.6; 4.1, 4.2, 4.3; 5.1, 5.2, 5.3, 5.5, 5.6; 6.1, 6.2, 6.3, 6.5, 6.6.</p>
<p>2.10 Use computer skills to design and develop written and supporting material.</p> <p>ACB 1.1, 1.3, 1.4, 1.6; 2.1, 2.4, 2.5; 3.1, 3.4, 3.5, 3.6; 4.1, 4.2, 4.3, 4.4, 4.5; 5.1, 5.5; 6.1, 6.2, 6.3, 6.4, 6.5, 6.6.</p>	<p>2.17 Respond with restatement and clarification techniques to clarify information.</p> <p>ACB 1.1, 1.3, 1.4, 1.6; 2.1, 2.2, 2.4, 2.5; 3.1, 3.2, 3.4, 3.5, 3.6; 4.1, 4.2, 4.5; 5.1, 5.3, 5.5; 6.1, 6.2, 6.3, 6.5, 6.6.</p>
<p>2.11 Prepare oral presentation to provide information for intended purpose and audience.</p> <p>ACB 1.1, 1.6; 2.1, 2.3; 3.1, 3.2; 4.1, 4.2, 4.4, 4.5; 6.2.</p>	<p>2.18 Develop tables, charts and figures to support written and oral communication.</p> <p>ACB 1.1, 1.2, 1.5, 1.6; 2.4, 2.5; 3.3, 3.4, 3.6; 4.1, 4.2; 5.1, 5.4; 6.1, 6.6.</p>
<p>2.12 Identify and prepare support materials to accompany oral presentation.</p> <p>ACB 1.1, 1.6; 2.1, 2.3; 3.1, 3.2; 4.1, 4.2, 4.4, 4.5; 6.2.</p>	<p>2.19 Interpret tables, charts and figures used to support written and oral communication.</p> <p>ACB 1.2; 2.4; 3.4; 4.1, 4.2; 5.1, 5.4; 6.3.</p>
<p>2.13 Deliver presentation to sustain listener's attention and interest.</p> <p>ACB 1.1, 1.6; 3.1, 3.2; 6.2.</p>	

Finance
Cluster Knowledge and Skills
Correlated with American Careers Business Projects

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3. Problem Solving and Critical Thinking	4. Information Technology Applications
<p>3.1 Determine appropriate strategies to solve problems.</p> <p>ACB 1.2, 1.3, 1.4, 1.5, 1.6; 2.2, 2.3, 2.4, 2.5; 3.1, 3.2, 3.4, 3.5, 3.6; 4.1, 4.2, 4.4, 4.5; 5.1, 5.2, 5.3, 5.4, 5.5; 6.1, 6.2, 6.3, 6.5, 6.6.</p> <p>3.2 Use group consensus strategy to solve a problem.</p> <p>ACB 1.2, 1.6; 2.4; 3.1, 3.2, 3.4, 3.5, 3.6; 4.1, 4.2, 4.4; 5.1, 5.3, 5.5; 6.1, 6.2, 6.5, 6.6.</p>	<p>4.1 Use a database to organize customer information.</p> <p>Not addressed.</p> <p>4.2 Use computer technology to organize company information.</p> <p>ACB 1.1, 1.2, 1.4; 2.1, 2.4, 2.5; 3.5, 3.6; 4.2, 4.4, 4.5; 5.2; 6.1, 6.2, 6.3, 6.5, 6.6.</p> <p>4.3 Use available technology tools to increase work efficiency.</p> <p>ACB 1.1, 1.2, 1.3, 1.4, 1.6; 2.1, 2.2, 2.3, 2.4, 2.5; 3.1, 3.2, 3.4, 3.5, 3.6; 4.1, 4.2, 4.4, 4.5; 5.1, 5.2, 5.5; 6.1, 6.2, 6.3, 6.5, 6.6.</p> <p>4.4 Integrate available technology tools to process and perform services.</p> <p>ACB 1.1, 1.2, 1.4, 1.5; 2.1, 2.2, 2.5; 3.1, 3.5, 3.6; 4.2, 4.4, 4.5; 5.1, 5.5; 6.2, 6.5.</p>

Finance
Cluster Knowledge and Skills
Correlated with American Careers Business Projects

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5. Systems	6. Safety, Health and Environmental
<p>5.1 Interpret financial elements to determine impact on consumer behavior.</p> <p>ACB 1.1, 1.5; 2.3, 2.4; 3.6; 4.1, 4.2; 5.4; 6.3, 6.6.</p> <p>5.2 Interpret laws and regulations to determine the role of government in the financial industry.</p> <p>Not Addressed.</p> <p>5.3 Interpret world events to determine the impact of international affairs on the financial industry.</p> <p>ACB 4.2.</p>	<p>6.1 Acquire knowledge of federal and state regulations to support a safe environment.</p> <p>ACB 4.3.</p> <p>6.2 Evaluate security issues to minimize loss.</p> <p>ACB 2.1, 2.2; 3.4.</p>

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Correlated with American Careers Business Projects

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7. Leadership and Teamwork	8. Ethics and Legal Responsibilities
<p>7.1 Exhibit leadership ability to manage staff.</p> <p style="padding-left: 40px;">ACB 1.3, 1.6; 2.4; 3.1, 3.2, 3.4; 4.5; 5.1, 5.5; 6.1.</p> <p>7.2 Foster teamwork to improve quality of work.</p> <p style="padding-left: 40px;">ACB 1.1, 1.5, 1.6; 2.4; 3.1, 3.2, 3.5, 3.6; 4.4, 4.5; 5.1, 5.4; 6.1, 6.2, 6.5, 6.6.</p>	<p>8.1 Exhibit professional conduct to build trust.</p> <p style="padding-left: 40px;">ACB 1.1, 1.3, 1.5, 1.6; 2.3, 2.4; 3.2, 3.4, 3.5; 4.2, 4.4, 4.5; 5.3, 5.5; 6.1, 6.2, 6.3, 6.4, 6.5, 6.6.</p> <p>8.2 Interpret industry laws and regulations to assure compliance.</p> <p style="padding-left: 40px;">ACB 1.3, 1.4; 5.5.</p> <p>8.3 Apply ethical practices and responsibilities to business operations.</p> <p style="padding-left: 40px;">ACB 1.3, 1.5; 3.2, 3.4, 3.5; 5.3, 5.5; 6.5.</p>

Finance
Cluster Knowledge and Skills
Correlated with American Careers Business Projects

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9. Employability and Career Development	10. Technical Skills
<p>9.1 Identify job requirements and characteristics to secure a position.</p> <p>ACB Interest Inventory.</p>	<p>10.1 Operate appropriate equipment to perform specific job functions.</p> <p>ACB 1.2; 2.4; 3.3, 3.4; 4.1, 4.2; 5.2, 5.4.</p>
<p>9.2 Obtain necessary skills and knowledge to meet position requirements.</p> <p>Not addressed.</p>	<p>10.2 Apply fundamental finance concepts to perform professionally.</p> <p>ACB 1.2, 1.5; 2.2, 2.3, 2.4; 3.3, 3.4, 3.6; 4.1, 4.2; 5.2, 5.4.</p>
<p>9.3 Apply skills to meet or exceed employer expectations.</p> <p>ACB 2.1, 2.3, 2.4; 3.1, 3.2, 3.3, 3.4, 3.6; 4.1, 4.2, 4.4; 5.1, 5.2, 5.4, 5.5; 6.1, 6.2, 6.3, 6.5, 6.6.</p>	
<p>9.4 Participate in job-enhancing activities to achieve career success.</p> <p>Not addressed.</p>	
<p>9.5 Apply personal skills and talents to enhance work performance.</p> <p>ACB 1.1, 1.2, 1.5, 1.6; 2.1, 2.3, 2.4; 3.1, 3.4, 3.5, 3.6; 4.1, 4.2, 4.4; 5.1, 5.4; 6.2, 6.3, 6.5.</p>	

**Marketing, Sales and Service
Cluster Knowledge and Skills**

Correlated with American Careers Business Projects

ACB = AMERICAN CAREERS BUSINESS PROJECTS

1. Academic Foundations	
<p>1.1 Acquire an understanding of fundamental economic concepts to obtain a foundation for employment in marketing careers.</p> <p>ACB 1.1, 1.2, 1.5; 2.2, 2.4; 3.3, 3.4, 3.6; 4.1, 4.2, 4.4; 5.2, 5.4.</p>	<p>1.8 Apply psychological knowledge to facilitate marketing activities.</p> <p>ACB 1.1, 1.5; 2.4; 3.5, 3.6; 4.2, 4.4, 4.5; 6.2, 6.6.</p>
<p>1.2 Differentiate among economic systems to understand the environments in which businesses function.</p> <p>ACB 1.4, 1.5; 2.1, 2.5; 3.4, 3.6; 4.1, 4.2; 5.2, 5.4; 6.3, 6.6.</p>	<p>1.9 Employ numbers and operations to understand and solve mathematical problems in marketing.</p> <p>ACB 2.4, 2.5; 3.4; 4.1, 4.2; 5.4.</p>
<p>1.3 Analyze business productivity to determine its effect on business success.</p> <p>ACB 1.5; 2.4; 3.2, 3.4, 3.5, 3.6; 4.1, 4.2; 5.2, 5.4; 6.6.</p>	<p>1.10 Apply algebraic skills to make business decisions.</p> <p>ACB 2.4; 3.4; 4.1, 4.2; 5.2, 5.4.</p>
<p>1.4 Analyze cost/profit relationships to guide business decision-making.</p> <p>ACB 2.4; 3.4; 4.1, 4.2; 5.2, 5.4.</p>	<p>1.11 Employ measurement skills to make business decisions.</p> <p>ACB 2.5.</p>
<p>1.5 Identify economic trends/indicators to measure economic conditions.</p> <p>ACB 4.1, 4.2.</p>	<p>1.12 Perform data analysis to make business decisions.</p> <p>ACB 3.4; 4.1, 4.2; 5.4.</p>
<p>1.6 Ascertain international trade's impact to guide business decision making.</p> <p>ACB 4.2.</p>	<p>1.13 Implement problem-solving techniques to evaluate the accuracy of mathematical responses.</p> <p>ACB 1.2; 2.3, 2.4; 3.4; 4.1, 4.2; 5.2, 5.4.</p>
<p>1.7 Employ sociological knowledge to facilitate marketing activities.</p> <p>ACB 1.1, 1.5; 2.4; 3.6; 4.2, 4.4, 4.5; 5.4; 6.2, 6.5, 6.6.</p>	<p>1.14 Apply writing skills and strategies to communicate with targeted business audiences in marketing, sales and service.</p> <p>ACB 1.1, 1.5; 2.1; 3.4, 3.5, 3.6; 4.4, 4.5; 6.2, 6.5.</p>
	<p>1.15 Employ writing skills to create a specific tone and style of writing for marketing communications.</p> <p>ACB 1.1, 1.5; 2.4; 3.4, 3.5, 3.6; 4.4; 6.2, 6.5.</p>

Marketing, Sales and Service
Cluster Knowledge and Skills
Correlated with American Careers Business Projects

ACB = AMERICAN CAREERS BUSINESS PROJECTS

1. Academic Foundations <i>(continued)</i>	2. Communications
<p>1.16 Apply grammatical and mechanical conventions to clarify written marketing communications.</p> <p>ACB 1.1, 1.5; 2.4; 3.4, 3.5, 3.6; 4.4; 6.2, 6.5.</p>	<p>2.1 Apply verbal skills to communicate effectively in marketing, sales and service.</p> <p>ACB 1.1, 1.4, 1.5, 1.6; 2.4; 3.4, 3.5, 3.6; 4.2, 4.4, 4.5; 6.2, 6.5.</p>
<p>1.17 Compile and use information to support writer's position or topic in marketing communications.</p> <p>ACB 1.1, 1.5; 2.4; 3.4, 3.6; 4.4; 6.2, 6.5.</p>	<p>2.2 Write effectively to enhance marketing, sales and service communications.</p> <p>ACB 1.1, 1.4, 1.5, 1.6; 2.4; 3.4, 3.5, 3.6; 4.2, 4.4, 4.5; 5.1; 6.2, 6.5, 6.6.</p>
<p>1.18 Employ general reading skills and strategies to obtain information for use in marketing activities.</p> <p>ACB 4.2; 6.2, 6.5.</p>	<p>2.3 Communicate with staff to clarify workplace objectives.</p> <p>ACB 1.6; 2.1, 2.4; 3.1, 3.2, 3.4, 3.5, 3.6; 4.3, 4.4, 4.5; 5.1, 5.3, 5.5; 6.1, 6.4.</p>
<p>1.19 Practice reading skills and strategies to understand and interpret information for use in marketing.</p> <p>ACB 4.2; 6.2, 6.5.</p>	<p>2.4 Communicate with customers to enhance company image.</p> <p>ACB 1.4, 1.5; 2.1, 2.4; 3.5, 3.6; 4.4; 6.2, 6.5.</p>
<p>1.20 Speak and listen to acquire, provide and understand marketing information.</p> <p>ACB 1.1, 1.5; 2.4; 3.4, 3.5, 3.6; 4.4, 4.5; 6.2, 6.5, 6.6.</p>	

Marketing, Sales and Service
Cluster Knowledge and Skills
Correlated with American Careers Business Projects

ACB = AMERICAN CAREERS BUSINESS PROJECTS

3. Problem Solving and Critical Thinking	4. Information Technology Applications
<p>3.1 Deal with conflict to minimize disruptions in the workplace.</p> <p>ACB 1.6; 3.2, 3.4, 3.5; 5.1, 5.3, 5.5; 6.3, 6.5, 6.6.</p> <p>3.2 Employ skills to promote self-development.</p> <p>ACB 1.2, 1.5, 1.6; 2.1, 2.3, 2.4; 3.1, 3.2, 3.4, 3.5; 4.4; 5.3, 5.5; 6.1, 6.4.</p> <p>3.3 Acquire organizational knowledge to solidify commitment to business.</p> <p>ACB 1.1, 1.4, 1.6; 2.1; 3.1, 3.4, 3.5, 3.6; 4.3, 4.5; 5.1, 5.4, 5.5; 6.1, 6.3, 6.6.</p>	<p>4.1 Use email functions to expedite work.</p> <p>ACB 5.3.</p> <p>4.2 Employ web search skills to obtain information.</p> <p>ACB 1.3, 1.4, 1.6; 2.1, 2.2, 2.3; 4.2; 5.1, 5.2, 5.5; 6.5.</p> <p>4.3 Demonstrate word-processing skills to prepare text documents.</p> <p>ACB 1.1, 1.3, 1.4, 1.6; 2.1, 2.4; 3.1, 3.4, 3.5, 3.6; 4.1, 4.2, 4.3, 4.4, 4.5; 5.3, 5.5; 6.1, 6.2, 6.3, 6.4, 6.5.</p> <p>4.4 Demonstrate presentation software skills to prepare visual support for presentations.</p> <p>ACB 1.1, 1.6; 2.1, 2.3; 3.1, 3.2; 4.1, 4.2, 4.4, 4.5; 6.2.</p> <p>4.5 Employ database skills to store, search, analyze and retrieve information.</p> <p>ACB 2.4; 4.2; 6.2, 6.5.</p> <p>4.6 Apply spreadsheet skills to expedite mathematical calculations and to display that data in meaningful ways.</p> <p>ACB 1.1, 1.2; 2.3; 3.4; 4.1, 4.2; 5.4.</p> <p>4.7 Create and post basic web page to demonstrate a web presence.</p> <p>ACB 4.4.</p>

**Marketing, Sales and Service
Cluster Knowledge and Skills**

Correlated with American Careers Business Projects

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5. Systems	
<p>5.1 Determine a business’s social responsibilities to understand how business can enhance public relations.</p> <p>ACB 1.5; 2.4; 4.2; 6.5.</p>	<p>5.8 Determine the role of management to understand how managers staff, organize, direct, control and plan business activities.</p> <p>ACB 1.1, 1.2, 1.3, 1.6; 2.1, 2.4; 3.1, 3.2, 3.4, 3.5, 3.6; 4.1, 4.2, 4.5; 5.1, 5.3, 5.4, 5.5; 6.1, 6.6.</p>
<p>5.2 Determine the relationship between government and business to ascertain government’s role in a market economy.</p> <p>ACB 1.4; 2.3; 3.3; 4.3; 6.5.</p>	<p>5.9 Evaluate quality systems to determine their effectiveness.</p> <p>ACB 1.5; 2.2, 2.4, 2.5; 3.1, 3.2, 3.4, 3.5, 3.6; 4.3; 5.1; 6.4, 6.6.</p>
<p>5.3 Analyze marketing to identify its role in a global economy.</p> <p>ACB 1.5; 2.1, 2.4; 3.4, 3.5, 3.6; 4.2, 4.4, 4.5; 6.2, 6.5, 6.6.</p>	<p>5.10 Assess human-resource systems to determine their role in a business organization.</p> <p>ACB 1.3, 1.6; 3.1, 3.2, 3.3; 4.3, 4.5; 5.1, 5.3, 5.5; 6.4.</p>
<p>5.4 Appraise the marketing functions to understand their interdependence.</p> <p>ACB 1.1, 1.5; 2.1, 2.4; 3.4, 3.5; 4.2, 4.4, 4.5; 5.2, 5.4; 6.2, 6.5, 6.6.</p>	<p>5.11 Analyze data systems to improve their effectiveness.</p> <p>Not addressed.</p>
<p>5.5 Evaluate a business’s purchasing system to determine its role in business.</p> <p>ACB 3.4; 4.2; 6.6.</p>	<p>5.12 Evaluate administrative-support systems to improve their effectiveness.</p> <p>ACB 1.6; 2.5; 5.1, 5.5; 6.1, 6.2, 6.3, 6.5, 6.6.</p>
<p>5.6 Analyze a business’s production system to determine its importance in business.</p> <p>ACB 1.6; 5.1; 6.1.</p>	<p>5.13 Evaluate finance systems to enhance their impact on business operations.</p> <p>ACB 1.2; 2.2, 2.3, 2.4; 3.3, 3.4; 4.1, 4.2; 5.2, 5.4; 6.3.</p>
<p>5.7 Analyze accounting systems to examine their contribution to the fiscal stability of businesses.</p> <p>ACB 1.2; 2.1, 2.2, 2.3, 2.4, 2.5; 3.3, 3.4; 4.1, 4.2; 5.2, 5.4; 6.3.</p>	<p>5.14 Evaluate types of business ownership to determine the systems used for structuring business organizations.</p> <p>ACB 1.4.</p>

**Marketing, Sales and Service
Cluster Knowledge and Skills**

Correlated with American Careers Business Projects

ACB = AMERICAN CAREERS BUSINESS PROJECTS

6. Safety, Health and Environmental	7. Leadership and Teamwork
<p>6.1 Acquire knowledge of federal and state health and safety regulations to support a safe working environment in marketing, sales and service.</p> <p>ACB 2.2; 4.3.</p> <p>6.2 Analyze security issues to minimize loss in marketing, sales and service.</p> <p>ACB 2.2; 3.4.</p> <p>6.3 Evaluate safety issues to minimize loss in marketing, sales and service.</p> <p>ACB 4.3.</p>	<p>7.1 Enhance group working relationships to improve the work environment in marketing, sales and service.</p> <p>ACB 1.6; 3.1; 4.5; 5.1, 5.3, 5.5; 6.1.</p> <p>7.2 Organize work efforts and staff to enhance work flow in marketing, sales and service.</p> <p>ACB 1.6; 2.2, 2.4; 3.1, 3.5, 3.6; 4.5; 5.1, 5.3, 5.5; 6.1, 6.4.</p> <p>7.3 Staff the business operation to expedite work efforts.</p> <p>ACB 1.6; 2.2; 3.1; 4.4; 5.1; 6.1, 6.4.</p> <p>7.4 Lead staff to achieve company goals.</p> <p>ACB 1.3, 1.6; 2.4; 3.1, 3.2, 3.4, 3.5, 3.6; 4.1, 4.2, 4.5; 5.1, 5.3, 5.5; 6.1, 6.4.</p> <p>7.5 Maintain fiscal control of business operations to limit expenses.</p> <p>ACB 1.2, 1.3; 2.3, 2.4, 2.5; 3.2, 3.4, 3.6; 4.1, 4.2; 5.2, 5.4, 5.5; 6.3, 6.6.</p>

Marketing, Sales and Service
Cluster Knowledge and Skills
Correlated with American Careers Business Projects

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8. Ethics and Legal Responsibilities	9. Employability and Career Development
<p>8.1 Employ ethical communications to acquire others' confidence in marketing, sales and service.</p> <p>ACB 1.1, 1.3, 1.5; 3.2, 3.4; 5.3, 5.5; 6.3, 6.5.</p> <p>8.2 Take ethical actions to inspire others' trust in marketing, sales and service.</p> <p>ACB 1.5; 3.2, 3.4, 3.5; 4.3; 5.3, 5.5; 6.5.</p> <p>8.3 Adhere to regulations and organizational ethics to foster trust and goodwill.</p> <p>ACB 1.3; 3.2, 3.4; 5.3, 5.5.</p>	<p>9.1 Plan career to enhance potential for job success in marketing, sales and service.</p> <p>ACB Pull-out Planner</p> <p>9.2 Implement job-seeking skills to obtain employment in marketing, sales and service.</p> <p>Not addressed.</p> <p>9.3 Participate in activities to enhance career success in marketing, sales and service.</p> <p>ACB Interest Inventory.</p> <p>9.4 Employ personal skills to succeed in marketing, sales and service.</p> <p>ACB 1.1, 1.4; 2.3, 2.4; 3.1, 3.5, 3.6; 4.4, 4.5; 5.1; 6.2, 6.4, 6.5.</p>

**Marketing, Sales and Service
Cluster Knowledge and Skills**

Correlated with American Careers Business Projects

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10. Technical Skills	
<p>10.1 Apply knowledge of fundamental business concepts to purchase equipment/materials/supplies for business operations.</p> <p>ACB 3.4; 4.2; 6.6.</p>	<p>10.8 Utilize pricing strategies to maximize return and meet customers' perceptions of value.</p> <p>ACB 3.6; 4.1; 5.4.</p>
<p>10.2 Acquire knowledge of financial records to understand a business's financial position.</p> <p>ACB 1.2; 2.4; 3.4; 4.1, 4.2; 5.2, 5.4.</p>	<p>10.9 Obtain, develop, maintain and improve a product/service mix to respond to market opportunities.</p> <p>ACB 1.1, 1.5; 2.4; 3.6; 4.1; 5.2, 5.4.</p>
<p>10.3 Acquire knowledge of management tools to understand methods used to control business operations.</p> <p>ACB 1.2; 2.3, 2.4; 3.3, 3.4, 3.5; 4.1, 4.2; 5.2, 5.4; 6.3.</p>	<p>10.10 Utilize promotional knowledge and skill for communicating information to achieve a desired outcome.</p> <p>ACB 1.1, 1.5; 2.1, 2.4; 3.2, 3.5, 3.6; 4.2; 6.2, 6.4, 6.5.</p>
<p>10.4 Identify current business trends to recognize changes needed in business operations.</p> <p>ACB 1.1, 1.5; 2.3; 3.4, 3.6; 4.1, 4.2; 5.1, 5.4, 5.5; 6.6.</p>	<p>10.11 Utilize sales knowledge and skill to determine client needs and wants and to respond through planned, personalized communication.</p> <p>ACB 1.1, 1.5; 2.4; 3.2, 3.5, 3.6; 4.2, 4.4; 5.4; 6.2, 6.4, 6.5.</p>
<p>10.5 Utilize distribution knowledge and skill to manage supply-chain activities.</p> <p>ACB 1.6; 3.4, 3.5, 3.6; 4.1, 4.2, 4.5; 6.5, 6.6.</p>	
<p>10.6 Employ financial knowledge and skill to make business decisions.</p> <p>ACB 1.2; 2.3, 2.4; 3.4; 4.1, 4.2; 5.2, 5.4.</p>	
<p>10.7 Gather, access, synthesize, evaluate and disseminate marketing information to make business decisions.</p> <p>ACB 1.1, 1.5; 2.4; 3.4, 3.5, 3.6; 4.2; 5.2, 5.4; 6.2, 6.5, 6.6.</p>	