

**Missouri Business Education Competencies – Introduction to Business
Aligned with the American Careers Business Program**

BUSINESS PATHWAY: MANAGEMENT

Case Study: *Entrepreneur Takes Creativity to New Heights*

Project 1.1: Sell Your Principal (Exploring Business Potential)	Project 1.2: Kayaking Caleb – Going with the Flow (Cash Flow)
<p>A. Develop Research Skills</p> <ul style="list-style-type: none"> • Identify different types of resources (magazines, surveys, journals, personal interviews). • Research a given topic. • Provide proper documentation of resources. <p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Employ good listening skills. • Identify nonverbal communication techniques. • Apply the decision-making process. <p>C. Develop Employability Skills</p> <ul style="list-style-type: none"> • Assess individual interests and aptitudes. • Relate individual skills and interests to careers. <p>E. Develop Economic Awareness</p> <ul style="list-style-type: none"> • Distinguish between needs and wants. • Define the law of supply and demand. • Distinguish between goods and services. <p>F. Explore Entrepreneurship</p> <ul style="list-style-type: none"> • Identify the process of starting a new business. • Identify the components of a business plan. 	<p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Employ good listening skills. • Identify the decision-making process. • Apply the decision-making process. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Describe basic business finance activities. • Identify basic accounting terms. <p>E. Develop Economic Awareness</p> <ul style="list-style-type: none"> • Classify economic resources. • State the basic economic problem. <p>F. Explore Entrepreneurship</p> <ul style="list-style-type: none"> • Identify the characteristics of a successful entrepreneur. • Identify the process of starting a new business. <p>G. Manage Personal Finance</p> <ul style="list-style-type: none"> • Describe the purpose of budgeting. • Prepare and balance a budget. <p>H. Make Wise Consumer Choices</p> <ul style="list-style-type: none"> • Identify wise buying practices.

**Missouri Business Education Competencies – Introduction to Business
Aligned with the American Careers Business Program**

Project 1.3: Not Playing by the Rules (Abuse of Employee Benefits)	Project 1.4: Creating a Business (Legal Forms of Business)
<p>A. Develop Research Skills</p> <ul style="list-style-type: none"> • Identify different types of resources. • Research a given topic. • Provide proper documentation of resources. <p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Identify appropriate workplace behaviors. • Differentiate between ethical and legal concepts. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Identify essential business functions. • Define the functions of human resource management. • Describe the functions of a manager in a business environment. • Describe different management styles. 	<p>A. Develop Research Skills</p> <ul style="list-style-type: none"> • Evaluate the credibility of resources. • Research a given topic. • Provide proper documentation of resources. <p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Give verbal and written instructions. • Identify the decision-making process. • Apply the decision-making process. <p>C. Develop Employability Skills</p> <ul style="list-style-type: none"> • Investigate career options and trends. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Compare and contrast the different types of business ownership. • Compare and contrast various types of businesses. <p>F. Explore Entrepreneurship</p> <ul style="list-style-type: none"> • Identify the process of starting a new business.

**Missouri Business Education Competencies – Introduction to Business
Aligned with the American Careers Business Program**

Project 1.5: Marketing Success (Adding Value to Your Product)	Project 1.6: “And the Envelope, Please ...” (Teamwork)
<p>A. Develop Research Skills</p> <ul style="list-style-type: none"> • Identify different types of resources (magazines, surveys, journals, personal interviews), • Explain how to conduct an effective search. <p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Employ good listening skills. • Identify nonverbal communication techniques. • Identify the decision-making process. • Apply the decision-making process. <p>C. Develop Employability Skills</p> <ul style="list-style-type: none"> • Assess individual interests and aptitudes. • Investigate career options and trends. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Identify essential business functions. • Describe the importance of good customer service to a business. • Describe marketing strategies. <p>F. Explore Entrepreneurship</p> <ul style="list-style-type: none"> • Identify the process of starting a new business. • Compare and contrast the rewards and risks of owning a business. 	<p>A. Develop Research Skills</p> <ul style="list-style-type: none"> • Evaluate the credibility of resources. • Research a given topic. • Provide proper documentation of resources. <p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Employ good listening skills. • Identify nonverbal communication techniques. • Explain how diversity impacts the workplace. • Identify the decision-making process. • Apply the decision-making process. <p>C. Develop Employability Skills</p> <ul style="list-style-type: none"> • Relate individual skills and interests to careers. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Identify essential business functions. • Describe the importance of good customer service in a business. • Describe the importance of various support systems. • Describe basic business finance activities. <p>E. Explore Entrepreneurship</p> <ul style="list-style-type: none"> • Identify the characteristics of a successful entrepreneur. • Compare and contrast the rewards and risks of owning a business.

**Missouri Business Education Competencies – Introduction to Business
Aligned with the American Careers Business Program**

BUSINESS PATHWAY: BUSINESS FINANCIAL MANAGEMENT & ACCOUNTING

Case Study: *Big Money Media Shoots For The Stars!*

Project 2.1: Entertaining Risks (Insurance)	Project 2.2: Mastering Mischief (Security Issues)
<p>A. Develop Research Skills</p> <ul style="list-style-type: none"> • Identify different types of resources (magazines, surveys, journals, personal interviews). • Evaluate the credibility of resources. • Research a given topic. <p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Employ good listening skills. • Give verbal and written instructions. • Apply the decision-making process. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Describe basic business finance activities. <p>F. Manage Personal Finance</p> <ul style="list-style-type: none"> • Explain the purpose of insurance. • Describe the different types of insurance. • Explain why the needs for insurance change throughout a person's life. 	<p>A. Develop Research Skills</p> <ul style="list-style-type: none"> • Research a given topic. • Provide proper documentation of resources. <p>B. Develop Communication Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Differentiate between ethical and legal concepts. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Identify essential business functions. • Describe the importance of various support systems. • Describe basic business finance activities. <p>G. Manage Personal Finance</p> <ul style="list-style-type: none"> • Use a ten-key calculator for various business computations. • Describe the purpose of budgeting.

**Missouri Business Education Competencies – Introduction to Business
Aligned with the American Careers Business Program**

Project 2.3: How to Avoid a \$24,000 Mistake (Credit Cards)	Project 2.4: In Concert with the Community (Benefits of Corporate Citizenship)
<p>A. Develop Research Skills</p> <ul style="list-style-type: none"> • Identify different types of resources. • Research a given topic. • Provide proper documentation of resources. <p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Employ good listening skills. • Identify the decision-making process. • Apply the decision-making process. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Identify essential business functions. • Describe basic business finance activities. <p>E. Develop Economic Awareness</p> <ul style="list-style-type: none"> • Define the law of supply and demand. • Distinguish between goods and services. <p>F. Explore Entrepreneurship</p> <ul style="list-style-type: none"> • Identify the process of starting a new business. <p>G. Manage Personal Finance</p> <ul style="list-style-type: none"> • Use the ten-key calculator for various business computations. • Compare and contrast different sources of credit. • Compare and contrast different features of credit cards. • Calculate the cost of credit. 	<p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Give verbal and written instructions. • Apply the decision-making process. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Identify essential business functions. • Describe the importance of good customer service in a business. • Describe the importance of various support systems. • Describe basic business finance activities. <p>E. Develop Economic Awareness</p> <ul style="list-style-type: none"> • Distinguish between goods and services. • Describe basic economic roles (citizen, worker, consumer). <p>H. Manage Personal Finance</p> <ul style="list-style-type: none"> • Describe the purpose of budgeting. • Prepare and balance a budget.

**Missouri Business Education Competencies – Introduction to Business
Aligned with the American Careers Business Program**

BUSINESS PATHWAY: HUMAN RESOURCES

Case Study: *Growing the Coffee Carafe*

Project 2.5: Designing a Space (Space Management)	Project 3.1: Protecting Your “People Investment” (Staff Retention)
<p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Give verbal and written instructions. • Apply the decision-making process. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Identify essential business functions. • Describe the importance of good customer service in a business. • Describe the importance of various support systems. • Describe the functions of a manager in a business environment. <p>E. Develop Economic Awareness</p> <ul style="list-style-type: none"> • Distinguish between needs and wants. • State the basic economic problem. • Define the law of supply and demand. 	<p>A. Develop Research Skills</p> <ul style="list-style-type: none"> • Explain how to conduct an effective search. • Research a given topic. <p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Employ good listening skills. • Identify nonverbal communication techniques. • Explain how diversity impacts the workplace. • Identify the decision-making process. • Apply the decision-making process. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Identify essential business functions. • Define the functions of human resource management. • Describe the importance of various support systems. • Describe the functions of a manager in a business environment.

**Missouri Business Education Competencies – Introduction to Business
Aligned with the American Careers Business Program**

Project 3.2: Dealing With Deception (Performance Review)	Project 3.3: What Kind of Dollars Do You Really Take Home? (Payroll Deductions)
<p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Employ good listening skills. • Identify nonverbal communication techniques. • Give verbal and written instructions. • Identify appropriate workplace behaviors. • Identify ethical and unethical conduct. • Identify the potential consequences of ethical and unethical behavior. • Differentiate between ethical and legal concepts. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Identify essential business functions. • Describe the importance of good customer service to a business. • Define the functions of human resource management. <p>F. Explore Entrepreneurship</p> <ul style="list-style-type: none"> • Compare and contrast the rewards and risks of owning a business. 	<p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Identify essential business functions. • Define the functions of human resource management. • Describe the importance of various support systems. • Describe basic business finance activities. • Identify basic accounting terms. <p>E. Develop Economic Awareness</p> <ul style="list-style-type: none"> • Describe basic economic roles (citizen, worker, consumer) <p>F. Manage Personal Finance</p> <ul style="list-style-type: none"> • Explain the different types of taxes. • Compute gross and net pay.

**Missouri Business Education Competencies – Introduction to Business
Aligned with the American Careers Business Program**

Project 3.4: Real-World Ethics (Employee Pilferage)	Project 3.5: Mystery Shoppers (Quality Service)
<p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Identify nonverbal communication techniques. • Give verbal and written instructions. • Identify appropriate workplace behaviors. • Identify ethical and unethical conduct. • Identify the potential consequences of ethical and unethical conduct. • Differentiate between ethical and legal concepts. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Identify essential business functions. • Define the functions of human resource management. • Describe basic business finance activities. • Describe the functions of a manager in a business environment. <p>E. Develop Economic Awareness</p> <ul style="list-style-type: none"> • Classify economic resources. • State the basic economic problem. • Distinguish between goods and services. • Describe basic economic roles (citizen, worker, consumer). <p>F. Explore Entrepreneurship</p> <ul style="list-style-type: none"> • Compare and contrast the rewards and risks of owning a business. 	<p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Employ good listening skills. • Identify nonverbal communication techniques. • Identify appropriate workplace behaviors. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Identify essential business functions. • Describe the importance of good customer service in a business. • Define the functions of human resource management. • Describe the importance of various support systems. • Describe marketing strategies. • Describe the functions of a manager in a business environment. <p>E. Develop Economic Awareness</p> <ul style="list-style-type: none"> • Distinguish between needs and wants. • Describe basic economic roles (citizen, worker, consumer).

**Missouri Business Education Competencies – Introduction to Business
Aligned with the American Careers Business Program**

BUSINESS PATHWAY: BUSINESS ANALYSIS

Case Study: *L'Argent Apparel Company Launches a New Brand of Jeans*

Project 3.6: Frequent Frother (Customer Loyalty Program)	Project 4.1: An Economic Challenge (Managing Fuel Costs)
<p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Employ good listening skills. • Identify nonverbal communication techniques. • Give verbal and written instructions. • Explain how diversity impacts the workplace. • Identify appropriate workplace behaviors. • Apply the decision-making process. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Identify essential business functions. • Describe the importance of good customer service to a business. • Define the functions of human resource management. • Describe the importance of various support systems. • Describe marketing strategies. <p>E. Develop Economic Awareness</p> <ul style="list-style-type: none"> • Distinguish between needs and wants. • Describe basic economic roles (citizen, worker, consumer). 	<p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Give verbal and written instructions. • Identify the decision-making process. • Apply the decision-making process. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Identify essential business functions. • Describe basic business finance activities. • Identify basic accounting terms. <p>E. Develop Economic Awareness</p> <ul style="list-style-type: none"> • Classify economic resources. • State the basic economic problem. • Identify the impact of the global economy on consumers. <p>G. Manage Personal Finance</p> <ul style="list-style-type: none"> • Use the ten-key calculator for various business operations. • Describe the purpose of budgeting.

**Missouri Business Education Competencies – Introduction to Business
Aligned with the American Careers Business Program**

Project 4.2: Trend Watching (Product Allocation)	Project 4.3: Risky Business (Safety in the Workplace)
<p>A. Develop Research Skills</p> <ul style="list-style-type: none"> • Identify different types of resources. • Explain how to conduct an effective search. • Research a given topic. <p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Employ good listening skills. • Give verbal and written instructions. • Explain how diversity impacts the workplace. • Identify the decision-making process. • Apply the decision-making process. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Identify essential business functions. • Describe the influence of international trade on business. • Describe the importance of good customer service to a business. • Describe basic business finance activities. • Describe marketing strategies. • Describe the functions of a manager in a business environment. <p>E. Develop Economic Awareness</p> <ul style="list-style-type: none"> • Distinguish between needs and wants. • Define the law of supply and demand. • Describe basic economic roles (citizen, worker, consumer). • Identify the impact of the global economy on consumers. 	<p>A. Develop Research Skills</p> <ul style="list-style-type: none"> • Evaluate the credibility of resources. • Research a given topic. <p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Identify essential business functions. • Describe the functions of human resource management. • Describe the importance of various support systems. • Describe the functions of a manager in a business environment.

**Missouri Business Education Competencies – Introduction to Business
Aligned with the American Careers Business Program**

BUSINESS PATHWAY: MARKETING

Case Study: *Publisher Joins Forces With Game Developer to Produce Series Based on Popular Teen Titles*

Project 4.4: Fashioning Increased Sales (Fashion Show)	Project 5.1: How the Job Really Gets Done (Create a New Organizational Chart)
<p>A. Develop Research Skills</p> <ul style="list-style-type: none"> • Identify different types of resources. • Evaluate the credibility of resources. <p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Demonstrate appropriate telephone skills. • Follow verbal and written instructions. • Employ good listening skills. • Identify nonverbal communication techniques. • Apply the decision-making process. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Identify essential business functions. • Describe ways that businesses use the Internet. • Describe the importance of various support systems. • Determine marketing strategies. <p>E. Develop Economic Awareness</p> <ul style="list-style-type: none"> • Distinguish between needs and wants. • Describe basic economic roles (citizen, worker, consumer). 	<p>A. Develop Research Skills</p> <ul style="list-style-type: none"> • Research a given topic. <p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Give verbal and written instructions. • Explain how diversity impacts the workplace. • Apply the decision-making process. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Identify essential business functions. • Describe the importance of good customer service to a business. • Define the functions of human resource management. • Describe the importance of various support systems. • Describe basic business finance activities. • Describe the functions of a manager in a business environment.

**Missouri Business Education Competencies – Introduction to Business
Aligned with the American Careers Business Program**

Project 5.2: Do Your Money Management Skills Add Up? (Managing Business Finances)	Project 5.3: Rules of the Game (Resolving Conflicts)
<p>A. Develop Research Skills</p> <ul style="list-style-type: none"> • Identify different types of resources. • Research a given topic. <p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Apply the decision-making process. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Identify essential business functions. • Describe the importance of various support systems. • Describe basic business finance activities. • Identify basic accounting terms. <p>E. Develop Economic Awareness</p> <ul style="list-style-type: none"> • Classify economic resources. • State the basic economic problem. <p>G. Manage Personal Finance</p> <ul style="list-style-type: none"> • Explain the different types of taxes. • Describe the purposes of various types of taxes. • Use the ten-key calculator for various business computations. • Describe the purpose of budgeting. • Prepare and balance a budget. 	<p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Employ good listening skills. • Identify nonverbal communication techniques. • Explain how diversity impacts the workplace. • Identify appropriate workplace behaviors.

**Missouri Business Education Competencies – Introduction to Business
Aligned with the American Careers Business Program**

Project 5.4: A Nice Idea, but Will It Make Money? (Break-Even Analysis)	Project 5.5: Mission Control (Company Policy Manual)
<p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Apply the decision-making process. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Identify essential business functions. • Describe basic business finance activities. • Identify basic accounting terms. <p>E. Develop Economic Awareness</p> <ul style="list-style-type: none"> • Classify economic resources. • State the basic economic problem. <p>G. Manage Personal Finance</p> <ul style="list-style-type: none"> • Use the ten-key calculator for various business computations. • Describe the purpose of budgeting. 	<p>A. Develop Research Skills</p> <ul style="list-style-type: none"> • Identify different types of resources. • Research a given topic. <p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Give verbal and written instructions. • Apply netiquette. • Identify appropriate workplace behaviors. • Identify ethical and unethical conduct. • Differentiate between ethical and legal concepts. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Describe ways that businesses use the Internet. • Define the functions of human resource management. • Describe the importance of various support systems. • Describe the functions of a manager in a business environment.

**Missouri Business Education Competencies – Introduction to Business
Aligned with the American Careers Business Program**

BUSINESS PATHWAY: ADMINISTRATIVE & INFORMATION SUPPORT

Case Study: *Annual Report Memo to Staff*

Project 6.1: Corralling Deadline Chaos (Project Timeline)	Project 6.2: Skateboarding in Olympic Style (Promote an Idea)
<p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Give verbal and written instructions. • Apply the decision-making process. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Identify essential business functions. • Describe the importance of various support systems. • Describe the functions of a manager in a business environment. 	<p>A. Develop Research Skills</p> <ul style="list-style-type: none"> • Identify different types of resources. • Research a given topic. <p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Employ good listening skills. • Give verbal and written instructions. • Explain how diversity affects the workplace. <p>C. Develop Employability Skills</p> <ul style="list-style-type: none"> • Assess individual interests and aptitudes.

**Missouri Business Education Competencies – Introduction to Business
Aligned with the American Careers Business Program**

Project 6.3: Show Me the Money (Managing Delinquent Accounts)	Project 6.4: Fitness Means Good Business (Recognizing Potential)
<p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Prepare a letter of response. • Follow verbal and written instructions. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Identify essential business functions. • Describe the importance of various support systems. • Describe basic business finance activities. • Identify basic accounting terms. <p>E. Develop Economic Awareness</p> <ul style="list-style-type: none"> • Describe basic economic roles (citizen, worker, consumer). 	<p>A. Develop Research Skills</p> <ul style="list-style-type: none"> • Identify different types of resources. • Explain how to conduct an effective search. • Research a given topic. <p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Employ good listening skills. • Identify nonverbal communication techniques. • Identify appropriate workplace behavior.

**Missouri Business Education Competencies – Introduction to Business
Aligned with the American Careers Business Program**

Project 6.5: Inquiring Mountain Bikers Want to Know (Analyzing Environmental Impact)	Project 6.6: Putting Plans into Perspective (SWOT Analysis)
<p>A. Develop Research Skills</p> <ul style="list-style-type: none"> • Identify different types of resources. • Research a given topic. <p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Explain how diversity impacts the workplace. • Apply the decision-making process. <p>C. Investigate Business Operations</p> <ul style="list-style-type: none"> • Describe the importance of good customer service to a business. • Describe the importance of various support systems. • Describe marketing strategies. 	<p>B. Develop Communication and Interpersonal Skills</p> <ul style="list-style-type: none"> • Follow verbal and written instructions. • Give verbal and written instructions. • Apply the decision-making process. <p>D. Investigate Business Operations</p> <ul style="list-style-type: none"> • Identify essential business functions. • Describe the importance of good customer service in a business. • Describe marketing strategies.