

# STRANDS AND STANDARDS

## BUSINESS AND MARKETING CAPSTONE



### Course Description

The purpose of this course is to research and solve real world business needs. This course is designed for advanced business students to further their business knowledge and skills. The Business Capstone encourages students to think analytically, logically and creatively to integrate experience and knowledge in real world situations. Membership and participation in DECA and FBLA is highly encouraged.

<b>Intended Grade Level</b>	11-12
Units of Credit	0.5
Core Code	32.02.00.00.260
Concurrent Enrollment Core Code	
Prerequisite	
Skill Certification Test Number	
Test Weight	
<b>License Type</b>	CTE and/or Secondary Education 6-12
<b>Required Endorsement(s)</b>	
Endorsement 1	Business and Marketing (CTE/General)
Endorsement 2	Business and Marketing Core

## STRAND 1

**Students will develop a better understanding of real world business application.**

### Standard 1

Students will gain greater insight into the business world.

- Develop a greater understanding of real world business operations including management, finance, marketing, sales, etc.

### Performance Skills

Complete one or more of the following:

- Tour a business to learn about business operations
- Offer job shadowing opportunities in various areas of business
- Invite guest speaker(s) to speak to students about business

AND

1. Students will create a partnership and solve a need for a business.
2. Connect with a local business
3. Obtain background knowledge about current operations and determine need(s).
4. Identify goals and objectives to solve need
5. Develop a solution-oriented plan
6. Present plan to business

## STRAND 2

**Students will gain a greater understanding of how research and analytics impact business.**

### Standard 1

Students will use research skills and data analysis to gain a greater understanding of business operations. This will be accomplished as students' research, analyze and evaluate business decisions.

### Performance Skills

Complete the following:

Develop a research paper which defines, analyzes and evaluates the impact of business decision(s) or business principle(s). Research papers may follow DECA and FBLA written project guidelines.

AND

Analyze at least 4 business case studies in the following content areas:

- Marketing and sales
- Business operations
- Financial management
- Opportunity recognition
- Starting a business

Case studies may be found through DECA and FBLA Competitive Events.

### STRAND 3

**Students will implement leadership skills throughout the course.**

#### Standard 1

Students will recognize current technological tools and their impact on business.

#### Performance Skills

Demonstrate leadership in the following areas:

- Lead a team
- Create assignments for team members
- Follow directions from team leaders
- Practice ethical leadership
- Demonstrate effective communication

### STRAND 4

**Students will use various forms of technology throughout the course.**

#### Standard 1

Students will recognize current technological tools and their impact on business.

#### Performance Skills

Complete the following:

- Students will use one or more of the following technological tools throughout the course.
  - Examples include:
    - Online surveys
    - Podcasts
    - Advanced presentation tools - Adobe Spark, Microsoft Sway, Prezi, PowerPoint, etc.
    - Website and Wikipedia sites
    - Search engine optimization
    - Digital marketing
    - Social media marketing
    - New and upcoming technologies

### STRAND 4

**Students will explore career opportunities in business.**

#### Standard 1

Analyze Career Opportunities

- Research career opportunities in business
- Analyze the academic and professional paths to career choices

### Performance Skills

Students will develop online career platform to further career goals

- Examples include
  - LinkedIn profile
  - Digital portfolio
  - Personal website
  - Professional social media accounts

### Skill Certificate Test Points by Strand

Currently, there is no Skill Certificate test attached to this course.