

CTESTAR™ Course Curriculum Cross-Walk by Task

Pathway

Business, Management, Marketing and Technology

Course

Marketing and Entrepreneurship

Instructor

Graham, Patrick

Number

93711-01

Host School

Saginaw Career Complex

PERSONAL MANAGEMENT AND EMPLOYABILITY STANDARDS

01.01 Demonstrate Appropriate Work Habits and Attitudes

01.01.01 Practice ethical, responsible, and professional behavior	
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.1.7	Edit for style, tone, and word choice (specificity, variety, accuracy, appropriateness, conciseness) and for conventions of grammar, usage and mechanics that are appropriate for audience.
ELA.1.CE 1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE 1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).
ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).
ELA.1.CE 1.3.3	Compose essays with well-crafted and varied sentences demonstrating a precise, flexible, and creative use of language.
ELA.1.CE 1.3.5	From the outset, identify and assess audience expectations and needs; consider the rhetorical effects of style, form, and content based on that assessment; and adapt communication strategies appropriately and effectively.
ELA.1.CE 1.3.9	Use the formal, stylistic, content, and mechanical conventions of a variety of genres in speaking, writing, and multimedia presentations.
ELA.1.CE 1.4.1	Identify, explore, and refine topics and questions appropriate for research.
ELA.1.CE 1.5.4	Use technology tools (e.g., word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.3	Use a range of linguistic applications and styles for accomplishing different rhetorical purposes (e.g., persuading others to change opinions, conducting business transactions, speaking in a public forum, discussing issues informally with peers).
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.

ELA.4.CE 4.1.5	Demonstrate use of conventions of grammar, usage, and mechanics in written texts, including parts of speech, sentence structure and variety, spelling, capitalization, and punctuation.
ELA.4.CE 4.2.1	Understand how languages and dialects are used to communicate effectively in different roles, under different circumstances, and among speakers of different speech communities (e.g., ethnic communities, social groups, professional organizations).
ELA.4.CE 4.2.4	Understand the appropriate uses and implications of casual or informal versus professional language; understand, as well, the implications of language designed to control others and the detrimental effects of its use on targeted individuals or groups (e.g., propaganda, homophobic language, and racial, ethnic, or gender epithets).
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
CES.5.1	Demonstrate regular attendance, promptness, and staying with a school/work task until satisfactory completion.
01.01.02 Demonstrate regular and punctual attendance.	
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.01.03 Complete assignments with minimum supervision and meet school/work deadlines	
ELA.1.CE 1.1.1	Demonstrate flexibility in using independent and collaborative strategies for planning, drafting, revising, and editing complex texts.
ELA.1.CE 1.1.2	Know and use a variety of prewriting strategies to generate, focus, and organize ideas (e.g., free writing, clustering/mapping, talking with others, brainstorming, outlining, developing graphic organizers, taking notes, summarizing, paraphrasing).
ELA.1.CE 1.1.3	Select and use language that is appropriate (e.g., formal, informal, literary, or technical) for the purpose, audience, and context of the text, speech, or visual representation (e.g., letter to editor, proposal, poem, or digital story).
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.1.5	Revise drafts to more fully and/or precisely convey meaning—drawing on response from others, self-reflection, and reading one’s own work with the eye of a reader; then refine the text— deleting and/or reorganizing ideas, and addressing potential readers’ questions.
ELA.1.CE 1.1.6	Reorganize sentence elements as needed and choose grammatical and stylistic options that provide sentence variety, fluency, and flow.
ELA.1.CE 1.1.7	Edit for style, tone, and word choice (specificity, variety, accuracy, appropriateness, conciseness) and for conventions of grammar, usage and mechanics that are appropriate for audience.
ELA.1.CE 1.1.8	Proofread to check spelling, layout, and font; and prepare selected pieces for a public audience.
ELA.1.CE 1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE 1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).

ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).
ELA.1.CE 1.3.2	Compose written and spoken essays or work-related text that demonstrate logical thinking and the development of ideas for academic, creative, and personal purposes: essays that convey the author’s message by using an engaging introduction (with a clear thesis as appropriate), well-constructed paragraphs, transition sentences, and a powerful conclusion.
ELA.1.CE 1.3.5	From the outset, identify and assess audience expectations and needs; consider the rhetorical effects of style, form, and content based on that assessment; and adapt communication strategies appropriately and effectively.
ELA.1.CE 1.3.9	Use the formal, stylistic, content, and mechanical conventions of a variety of genres in speaking, writing, and multimedia presentations.
ELA.1.CE 1.4.1	Identify, explore, and refine topics and questions appropriate for research.
ELA.1.CE 1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
ELA.1.CE 1.4.5	Develop organizational structures appropriate to the purpose and message, and use transitions that produce a sequential or logical flow of ideas.
ELA.1.CE 1.5.4	Use technology tools (e.g., word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
ELA.2.CE 2.1.1	Use a variety of pre-reading and previewing strategies (e.g., acknowledge own prior knowledge, make connections, generate questions, make predictions, scan a text for a particular purpose or audience, analyze text structure and features) to make conscious choices about how to approach the reading based on purpose, genre, level of difficulty, text demands and features.
ELA.2.CE 2.1.3	Determine the meaning of unfamiliar words, specialized vocabulary, figurative language, idiomatic expressions, and technical meanings of terms through context clues, word roots and affixes, and the use of appropriate resource materials such as print and electronic dictionaries.
ELA.2.CE 2.1.7	Demonstrate understanding of written, spoken, or visual information by restating, paraphrasing, summarizing, critiquing, or composing a personal response; distinguish between a summary and a critique.
ELA.2.CE 2.3.1	Read, listen to, and view diverse texts for multiple purposes such as learning complex procedures, making work-place decisions, or pursuing in-depth studies.
ELA.2.CE 2.3.2	Read, view, and/or listen independently to a variety of fiction, nonfiction, and multimedia genres based on student interest and curiosity.
ELA.2.CE 2.3.3	Critically read and interpret instructions for a variety of tasks (e.g., completing assignments, using software, writing college and job applications).
ELA.2.CE 2.3.4	Critically interpret primary and secondary research-related documents (e.g., historical and government documents, newspapers, critical and technical articles, and subject-specific books).
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.3	Use a range of linguistic applications and styles for accomplishing different rhetorical purposes (e.g., persuading others to change opinions, conducting business transactions, speaking in a public forum, discussing issues informally with peers).

ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
ELA.4.CE 4.1.5	Demonstrate use of conventions of grammar, usage, and mechanics in written texts, including parts of speech, sentence structure and variety, spelling, capitalization, and punctuation.
ELA.4.CE 4.2.1	Understand how languages and dialects are used to communicate effectively in different roles, under different circumstances, and among speakers of different speech communities (e.g., ethnic communities, social groups, professional organizations).
ELA.4.CE 4.2.2	Understand the implications and potential consequences of language use (e.g., appropriate professional speech; sexist, racist, homophobic language).
ELA.4.CE 4.2.4	Understand the appropriate uses and implications of casual or informal versus professional language; understand, as well, the implications of language designed to control others and the detrimental effects of its use on targeted individuals or groups (e.g., propaganda, homophobic language, and racial, ethnic, or gender epithets).
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.01.04	Apply principles of resource management and develop skills that promote personal and professional well-being
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.01.05	Maintain consistent effort
ELA.1.CE 1.1.3	Select and use language that is appropriate (e.g., formal, informal, literary, or technical) for the purpose, audience, and context of the text, speech, or visual representation (e.g., letter to editor, proposal, poem, or digital story).
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.1.8	Proofread to check spelling, layout, and font; and prepare selected pieces for a public audience.
ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).
ELA.1.CE 1.3.5	From the outset, identify and assess audience expectations and needs; consider the rhetorical effects of style, form, and content based on that assessment; and adapt communication strategies appropriately and effectively.
ELA.1.CE 1.3.9	Use the formal, stylistic, content, and mechanical conventions of a variety of genres in speaking, writing, and multimedia presentations.
ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.

ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
ELA.4.CE 4.1.5	Demonstrate use of conventions of grammar, usage, and mechanics in written texts, including parts of speech, sentence structure and variety, spelling, capitalization, and punctuation.
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.01.06 Demonstrate respect for self, others, and the organization	
ELA.1.CE 1.1.1	Demonstrate flexibility in using independent and collaborative strategies for planning, drafting, revising, and editing complex texts.
ELA.1.CE 1.1.2	Know and use a variety of prewriting strategies to generate, focus, and organize ideas (e.g., free writing, clustering/mapping, talking with others, brainstorming, outlining, developing graphic organizers, taking notes, summarizing, paraphrasing).
ELA.1.CE 1.1.3	Select and use language that is appropriate (e.g., formal, informal, literary, or technical) for the purpose, audience, and context of the text, speech, or visual representation (e.g., letter to editor, proposal, poem, or digital story).
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.1.5	Revise drafts to more fully and/or precisely convey meaning—drawing on response from others, self-reflection, and reading one’s own work with the eye of a reader; then refine the text— deleting and/or reorganizing ideas, and addressing potential readers’ questions.
ELA.1.CE 1.1.6	Reorganize sentence elements as needed and choose grammatical and stylistic options that provide sentence variety, fluency, and flow.
ELA.1.CE 1.1.7	Edit for style, tone, and word choice (specificity, variety, accuracy, appropriateness, conciseness) and for conventions of grammar, usage and mechanics that are appropriate for audience.
ELA.1.CE 1.1.8	Proofread to check spelling, layout, and font; and prepare selected pieces for a public audience.
ELA.1.CE 1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).
ELA.1.CE 1.3.2	Compose written and spoken essays or work-related text that demonstrate logical thinking and the development of ideas for academic, creative, and personal purposes: essays that convey the author’s message by using an engaging introduction (with a clear thesis as appropriate), well-constructed paragraphs, transition sentences, and a powerful conclusion.
ELA.1.CE 1.3.5	From the outset, identify and assess audience expectations and needs; consider the rhetorical effects of style, form, and content based on that assessment; and adapt communication strategies appropriately and effectively.
ELA.1.CE 1.3.9	Use the formal, stylistic, content, and mechanical conventions of a variety of genres in speaking, writing, and multimedia presentations.
ELA.1.CE 1.4.1	Identify, explore, and refine topics and questions appropriate for research.

ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.3	Use a range of linguistic applications and styles for accomplishing different rhetorical purposes (e.g., persuading others to change opinions, conducting business transactions, speaking in a public forum, discussing issues informally with peers).
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
ELA.4.CE 4.1.5	Demonstrate use of conventions of grammar, usage, and mechanics in written texts, including parts of speech, sentence structure and variety, spelling, capitalization, and punctuation.
ELA.4.CE 4.2.1	Understand how languages and dialects are used to communicate effectively in different roles, under different circumstances, and among speakers of different speech communities (e.g., ethnic communities, social groups, professional organizations).
ELA.4.CE 4.2.2	Understand the implications and potential consequences of language use (e.g., appropriate professional speech; sexist, racist, homophobic language).
ELA.4.CE 4.2.4	Understand the appropriate uses and implications of casual or informal versus professional language; understand, as well, the implications of language designed to control others and the detrimental effects of its use on targeted individuals or groups (e.g., propaganda, homophobic language, and racial, ethnic, or gender epithets).
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.01.07 Describe employer-employee rights and responsibilities	
01.01.08 Accept supervision and demonstrate continuous improvement towards one's goals in school and workplace settings	
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.02 Develop a Career Plan and Prepare for Employment	
01.02.01 Investigate career options including entrepreneurship	
ELA.1.CE 1.1.1	Demonstrate flexibility in using independent and collaborative strategies for planning, drafting, revising, and editing complex texts.
ELA.1.CE 1.1.2	Know and use a variety of prewriting strategies to generate, focus, and organize ideas (e.g., free writing, clustering/mapping, talking with others, brainstorming, outlining, developing graphic organizers, taking notes, summarizing, paraphrasing).
ELA.1.CE 1.1.3	Select and use language that is appropriate (e.g., formal, informal, literary, or technical) for the purpose, audience, and context of the text, speech, or visual representation (e.g., letter to editor, proposal, poem, or digital story).
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.

ELA.1.CE 1.1.5	Revise drafts to more fully and/or precisely convey meaning—drawing on response from others, self-reflection, and reading one’s own work with the eye of a reader; then refine the text— deleting and/or reorganizing ideas, and addressing potential readers’ questions.
ELA.1.CE 1.1.6	Reorganize sentence elements as needed and choose grammatical and stylistic options that provide sentence variety, fluency, and flow.
ELA.1.CE 1.1.7	Edit for style, tone, and word choice (specificity, variety, accuracy, appropriateness, conciseness) and for conventions of grammar, usage and mechanics that are appropriate for audience.
ELA.1.CE 1.1.8	Proofread to check spelling, layout, and font; and prepare selected pieces for a public audience.
ELA.1.CE 1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE 1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).
ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).
ELA.1.CE 1.3.2	Compose written and spoken essays or work-related text that demonstrate logical thinking and the development of ideas for academic, creative, and personal purposes: essays that convey the author’s message by using an engaging introduction (with a clear thesis as appropriate), well-constructed paragraphs, transition sentences, and a powerful conclusion.
ELA.1.CE 1.3.9	Use the formal, stylistic, content, and mechanical conventions of a variety of genres in speaking, writing, and multimedia presentations.
ELA.1.CE 1.4.1	Identify, explore, and refine topics and questions appropriate for research.
ELA.1.CE 1.4.5	Develop organizational structures appropriate to the purpose and message, and use transitions that produce a sequential or logical flow of ideas.
ELA.1.CE 1.5.4	Use technology tools (e.g, word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
ELA.2.CE 2.2.3	Interpret the meaning of written, spoken, and visual texts by drawing on different cultural, theoretical, and critical perspectives.
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
ELA.4.CE 4.1.5	Demonstrate use of conventions of grammar, usage, and mechanics in written texts, including parts of speech, sentence structure and variety, spelling, capitalization, and punctuation.
ELA.4.CE 4.2.1	Understand how languages and dialects are used to communicate effectively in different roles, under different circumstances, and among speakers of different speech communities (e.g., ethnic communities, social groups, professional organizations).
ELA.4.CE 4.2.2	Understand the implications and potential consequences of language use (e.g., appropriate professional speech; sexist, racist, homophobic language).
ELA.4.CE 4.2.4	Understand the appropriate uses and implications of casual or informal versus professional language; understand, as well, the implications of language designed to control others and the detrimental effects of its use on targeted individuals or groups (e.g., propaganda, homophobic language, and racial, ethnic, or gender epithets).

CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.02.02	Develop career goals based on interests, aptitudes, and research
ELA.1.CE 1.1.2	Know and use a variety of prewriting strategies to generate, focus, and organize ideas (e.g., free writing, clustering/mapping, talking with others, brainstorming, outlining, developing graphic organizers, taking notes, summarizing, paraphrasing).
ELA.1.CE 1.1.3	Select and use language that is appropriate (e.g., formal, informal, literary, or technical) for the purpose, audience, and context of the text, speech, or visual representation (e.g., letter to editor, proposal, poem, or digital story).
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.1.7	Edit for style, tone, and word choice (specificity, variety, accuracy, appropriateness, conciseness) and for conventions of grammar, usage and mechanics that are appropriate for audience.
ELA.1.CE 1.1.8	Proofread to check spelling, layout, and font; and prepare selected pieces for a public audience.
ELA.1.CE 1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE 1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).
ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).
ELA.1.CE 1.3.2	Compose written and spoken essays or work-related text that demonstrate logical thinking and the development of ideas for academic, creative, and personal purposes: essays that convey the author’s message by using an engaging introduction (with a clear thesis as appropriate), well-constructed paragraphs, transition sentences, and a powerful conclusion.
ELA.1.CE 1.4.1	Identify, explore, and refine topics and questions appropriate for research.
ELA.1.CE 1.4.5	Develop organizational structures appropriate to the purpose and message, and use transitions that produce a sequential or logical flow of ideas.
ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
ELA.4.CE 4.1.5	Demonstrate use of conventions of grammar, usage, and mechanics in written texts, including parts of speech, sentence structure and variety, spelling, capitalization, and punctuation.
ELA.4.CE 4.2.4	Understand the appropriate uses and implications of casual or informal versus professional language; understand, as well, the implications of language designed to control others and the detrimental effects of its use on targeted individuals or groups (e.g., propaganda, homophobic language, and racial, ethnic, or gender epithets).

CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.02.03 Review/revise/plan goals on annual basis	
ELA.1.CE 1.1.2	Know and use a variety of prewriting strategies to generate, focus, and organize ideas (e.g., free writing, clustering/mapping, talking with others, brainstorming, outlining, developing graphic organizers, taking notes, summarizing, paraphrasing).
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE 1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).
ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).
ELA.1.CE 1.5.4	Use technology tools (e.g., word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.02.04 Manage personal and career goals	
ELA.1.CE 1.1.1	Demonstrate flexibility in using independent and collaborative strategies for planning, drafting, revising, and editing complex texts.
ELA.1.CE 1.1.2	Know and use a variety of prewriting strategies to generate, focus, and organize ideas (e.g., free writing, clustering/mapping, talking with others, brainstorming, outlining, developing graphic organizers, taking notes, summarizing, paraphrasing).
ELA.1.CE 1.1.3	Select and use language that is appropriate (e.g., formal, informal, literary, or technical) for the purpose, audience, and context of the text, speech, or visual representation (e.g., letter to editor, proposal, poem, or digital story).
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.1.5	Revise drafts to more fully and/or precisely convey meaning—drawing on response from others, self-reflection, and reading one’s own work with the eye of a reader; then refine the text— deleting and/or reorganizing ideas, and addressing potential readers’ questions.

ELA.1.CE 1.1.6	Reorganize sentence elements as needed and choose grammatical and stylistic options that provide sentence variety, fluency, and flow.
ELA.1.CE 1.1.7	Edit for style, tone, and word choice (specificity, variety, accuracy, appropriateness, conciseness) and for conventions of grammar, usage and mechanics that are appropriate for audience.
ELA.1.CE 1.1.8	Proofread to check spelling, layout, and font; and prepare selected pieces for a public audience.
ELA.1.CE 1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE 1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).
ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).
ELA.1.CE 1.3.2	Compose written and spoken essays or work-related text that demonstrate logical thinking and the development of ideas for academic, creative, and personal purposes: essays that convey the author’s message by using an engaging introduction (with a clear thesis as appropriate), well-constructed paragraphs, transition sentences, and a powerful conclusion.
ELA.1.CE 1.3.5	From the outset, identify and assess audience expectations and needs; consider the rhetorical effects of style, form, and content based on that assessment; and adapt communication strategies appropriately and effectively.
ELA.1.CE 1.3.9	Use the formal, stylistic, content, and mechanical conventions of a variety of genres in speaking, writing, and multimedia presentations.
ELA.1.CE 1.4.1	Identify, explore, and refine topics and questions appropriate for research.
ELA.1.CE 1.5.4	Use technology tools (e.g., word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.3	Use a range of linguistic applications and styles for accomplishing different rhetorical purposes (e.g., persuading others to change opinions, conducting business transactions, speaking in a public forum, discussing issues informally with peers).
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
ELA.4.CE 4.1.5	Demonstrate use of conventions of grammar, usage, and mechanics in written texts, including parts of speech, sentence structure and variety, spelling, capitalization, and punctuation.
ELA.4.CE 4.2.1	Understand how languages and dialects are used to communicate effectively in different roles, under different circumstances, and among speakers of different speech communities (e.g., ethnic communities, social groups, professional organizations).
ELA.4.CE 4.2.2	Understand the implications and potential consequences of language use (e.g., appropriate professional speech; sexist, racist, homophobic language).
ELA.4.CE 4.2.4	Understand the appropriate uses and implications of casual or informal versus professional language; understand, as well, the implications of language designed to control others and the detrimental effects of its use on targeted individuals or groups (e.g., propaganda, homophobic language, and racial, ethnic, or gender epithets).

CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.02.05 Describe factors that contribute to job satisfaction and success	
ELA.1.CE 1.1.2	Know and use a variety of prewriting strategies to generate, focus, and organize ideas (e.g., free writing, clustering/mapping, talking with others, brainstorming, outlining, developing graphic organizers, taking notes, summarizing, paraphrasing).
ELA.1.CE 1.1.3	Select and use language that is appropriate (e.g., formal, informal, literary, or technical) for the purpose, audience, and context of the text, speech, or visual representation (e.g., letter to editor, proposal, poem, or digital story).
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.1.7	Edit for style, tone, and word choice (specificity, variety, accuracy, appropriateness, conciseness) and for conventions of grammar, usage and mechanics that are appropriate for audience.
ELA.1.CE 1.1.8	Proofread to check spelling, layout, and font; and prepare selected pieces for a public audience.
ELA.1.CE 1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).
ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).
ELA.1.CE 1.3.2	Compose written and spoken essays or work-related text that demonstrate logical thinking and the development of ideas for academic, creative, and personal purposes: essays that convey the author's message by using an engaging introduction (with a clear thesis as appropriate), well-constructed paragraphs, transition sentences, and a powerful conclusion.
ELA.1.CE 1.3.3	Compose essays with well-crafted and varied sentences demonstrating a precise, flexible, and creative use of language.
ELA.1.CE 1.4.1	Identify, explore, and refine topics and questions appropriate for research.
ELA.1.CE 1.4.5	Develop organizational structures appropriate to the purpose and message, and use transitions that produce a sequential or logical flow of ideas.
ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.3	Use a range of linguistic applications and styles for accomplishing different rhetorical purposes (e.g., persuading others to change opinions, conducting business transactions, speaking in a public forum, discussing issues informally with peers).
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
ELA.4.CE 4.1.5	Demonstrate use of conventions of grammar, usage, and mechanics in written texts, including parts of speech, sentence structure and variety, spelling, capitalization, and punctuation.

ELA.4.CE 4.2.1	Understand how languages and dialects are used to communicate effectively in different roles, under different circumstances, and among speakers of different speech communities (e.g., ethnic communities, social groups, professional organizations).
ELA.4.CE 4.2.4	Understand the appropriate uses and implications of casual or informal versus professional language; understand, as well, the implications of language designed to control others and the detrimental effects of its use on targeted individuals or groups (e.g., propaganda, homophobic language, and racial, ethnic, or gender epithets).
01.02.06 Develop a resume	
ELA.1.CE 1.1.1	Demonstrate flexibility in using independent and collaborative strategies for planning, drafting, revising, and editing complex texts.
ELA.1.CE 1.1.2	Know and use a variety of prewriting strategies to generate, focus, and organize ideas (e.g., free writing, clustering/mapping, talking with others, brainstorming, outlining, developing graphic organizers, taking notes, summarizing, paraphrasing).
ELA.1.CE 1.1.3	Select and use language that is appropriate (e.g., formal, informal, literary, or technical) for the purpose, audience, and context of the text, speech, or visual representation (e.g., letter to editor, proposal, poem, or digital story).
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.1.5	Revise drafts to more fully and/or precisely convey meaning—drawing on response from others, self-reflection, and reading one’s own work with the eye of a reader; then refine the text— deleting and/or reorganizing ideas, and addressing potential readers’ questions.
ELA.1.CE 1.1.6	Reorganize sentence elements as needed and choose grammatical and stylistic options that provide sentence variety, fluency, and flow.
ELA.1.CE 1.1.7	Edit for style, tone, and word choice (specificity, variety, accuracy, appropriateness, conciseness) and for conventions of grammar, usage and mechanics that are appropriate for audience.
ELA.1.CE 1.1.8	Proofread to check spelling, layout, and font; and prepare selected pieces for a public audience.
ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text); pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).
ELA.1.CE 1.3.2	Compose written and spoken essays or work-related text that demonstrate logical thinking and the development of ideas for academic, creative, and personal purposes: essays that convey the author’s message by using an engaging introduction (with a clear thesis as appropriate), well-constructed paragraphs, transition sentences, and a powerful conclusion.
ELA.1.CE 1.3.9	Use the formal, stylistic, content, and mechanical conventions of a variety of genres in speaking, writing, and multimedia presentations.
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
ELA.4.CE 4.1.5	Demonstrate use of conventions of grammar, usage, and mechanics in written texts, including parts of speech, sentence structure and variety, spelling, capitalization, and punctuation.

ELA.4.CE 4.2.1	Understand how languages and dialects are used to communicate effectively in different roles, under different circumstances, and among speakers of different speech communities (e.g., ethnic communities, social groups, professional organizations).
ELA.4.CE 4.2.2	Understand the implications and potential consequences of language use (e.g., appropriate professional speech; sexist, racist, homophobic language).
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.02.07 Complete job application process	
ELA.1.CE 1.1.3	Select and use language that is appropriate (e.g., formal, informal, literary, or technical) for the purpose, audience, and context of the text, speech, or visual representation (e.g., letter to editor, proposal, poem, or digital story).
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.1.8	Proofread to check spelling, layout, and font; and prepare selected pieces for a public audience.
ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).
ELA.1.CE 1.3.5	From the outset, identify and assess audience expectations and needs; consider the rhetorical effects of style, form, and content based on that assessment; and adapt communication strategies appropriately and effectively.
ELA.1.CE 1.3.9	Use the formal, stylistic, content, and mechanical conventions of a variety of genres in speaking, writing, and multimedia presentations.
ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
ELA.4.CE 4.1.5	Demonstrate use of conventions of grammar, usage, and mechanics in written texts, including parts of speech, sentence structure and variety, spelling, capitalization, and punctuation.
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.02.08 Demonstrate interviewing skills	
ELA.1.CE 1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE 1.3.5	From the outset, identify and assess audience expectations and needs; consider the rhetorical effects of style, form, and content based on that assessment; and adapt communication strategies appropriately and effectively.

ELA.1.CE 1.3.9	Use the formal, stylistic, content, and mechanical conventions of a variety of genres in speaking, writing, and multimedia presentations.
ELA.1.CE 1.4.1	Identify, explore, and refine topics and questions appropriate for research.
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.3	Use a range of linguistic applications and styles for accomplishing different rhetorical purposes (e.g., persuading others to change opinions, conducting business transactions, speaking in a public forum, discussing issues informally with peers).
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
ELA.4.CE 4.2.4	Understand the appropriate uses and implications of casual or informal versus professional language; understand, as well, the implications of language designed to control others and the detrimental effects of its use on targeted individuals or groups (e.g., propaganda, homophobic language, and racial, ethnic, or gender epithets).
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.02.09 Apply career and labor market information to seek and obtain employment and/or pursue educational goals	
ELA.1.CE 1.1.2	Know and use a variety of prewriting strategies to generate, focus, and organize ideas (e.g., free writing, clustering/mapping, talking with others, brainstorming, outlining, developing graphic organizers, taking notes, summarizing, paraphrasing).
ELA.1.CE 1.1.3	Select and use language that is appropriate (e.g., formal, informal, literary, or technical) for the purpose, audience, and context of the text, speech, or visual representation (e.g., letter to editor, proposal, poem, or digital story).
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.1.7	Edit for style, tone, and word choice (specificity, variety, accuracy, appropriateness, conciseness) and for conventions of grammar, usage and mechanics that are appropriate for audience.
ELA.1.CE 1.1.8	Proofread to check spelling, layout, and font; and prepare selected pieces for a public audience.
ELA.1.CE 1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE 1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).
ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).
ELA.1.CE 1.3.2	Compose written and spoken essays or work-related text that demonstrate logical thinking and the development of ideas for academic, creative, and personal purposes: essays that convey the author's message by using an engaging introduction (with a clear thesis as appropriate), well-constructed paragraphs, transition sentences, and a powerful conclusion.
ELA.1.CE 1.4.1	Identify, explore, and refine topics and questions appropriate for research.

ELA.1.CE 1.4.5	Develop organizational structures appropriate to the purpose and message, and use transitions that produce a sequential or logical flow of ideas.
ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
ELA.4.CE 4.1.5	Demonstrate use of conventions of grammar, usage, and mechanics in written texts, including parts of speech, sentence structure and variety, spelling, capitalization, and punctuation.
ELA.4.CE 4.2.4	Understand the appropriate uses and implications of casual or informal versus professional language; understand, as well, the implications of language designed to control others and the detrimental effects of its use on targeted individuals or groups (e.g., propaganda, homophobic language, and racial, ethnic, or gender epithets).
01.02.10 Research availability of educational programs, financial requirements, and resources and complete an application process	
ELA.1.CE 1.1.2	Know and use a variety of prewriting strategies to generate, focus, and organize ideas (e.g., free writing, clustering/mapping, talking with others, brainstorming, outlining, developing graphic organizers, taking notes, summarizing, paraphrasing).
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE 1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).
ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).
ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.

01.03 Participate in Work-Based Learning Experiences

01.03.01 Use technology appropriate for the job

CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.03.02 Demonstrate positive work behaviors	
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.1.7	Edit for style, tone, and word choice (specificity, variety, accuracy, appropriateness, conciseness) and for conventions of grammar, usage and mechanics that are appropriate for audience.
ELA.1.CE 1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).
ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).
ELA.1.CE 1.3.3	Compose essays with well-crafted and varied sentences demonstrating a precise, flexible, and creative use of language.
ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.3	Use a range of linguistic applications and styles for accomplishing different rhetorical purposes (e.g., persuading others to change opinions, conducting business transactions, speaking in a public forum, discussing issues informally with peers).
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
ELA.4.CE 4.1.5	Demonstrate use of conventions of grammar, usage, and mechanics in written texts, including parts of speech, sentence structure and variety, spelling, capitalization, and punctuation.
ELA.4.CE 4.2.1	Understand how languages and dialects are used to communicate effectively in different roles, under different circumstances, and among speakers of different speech communities (e.g., ethnic communities, social groups, professional organizations).
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.03.03 Demonstrate positive interpersonal behaviors	
ELA.1.CE 1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE 1.3.5	From the outset, identify and assess audience expectations and needs; consider the rhetorical effects of style, form, and content based on that assessment; and adapt communication strategies appropriately and effectively.
ELA.1.CE 1.3.9	Use the formal, stylistic, content, and mechanical conventions of a variety of genres in speaking, writing, and multimedia presentations.
ELA.1.CE 1.4.1	Identify, explore, and refine topics and questions appropriate for research.

ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.3	Use a range of linguistic applications and styles for accomplishing different rhetorical purposes (e.g., persuading others to change opinions, conducting business transactions, speaking in a public forum, discussing issues informally with peers).
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
ELA.4.CE 4.2.4	Understand the appropriate uses and implications of casual or informal versus professional language; understand, as well, the implications of language designed to control others and the detrimental effects of its use on targeted individuals or groups (e.g., propaganda, homophobic language, and racial, ethnic, or gender epithets).
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.03.04 Demonstrate safe and healthy work behaviors	
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.03.05 Adapt to changes in the workplace	
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.04 Demonstrate Oral and Written Communication Skills	
01.04.01 Conduct formal/informal research to collect appropriate topical information	
ELA.1.CE 1.1.2	Know and use a variety of prewriting strategies to generate, focus, and organize ideas (e.g., free writing, clustering/mapping, talking with others, brainstorming, outlining, developing graphic organizers, taking notes, summarizing, paraphrasing).
ELA.1.CE 1.1.3	Select and use language that is appropriate (e.g., formal, informal, literary, or technical) for the purpose, audience, and context of the text, speech, or visual representation (e.g., letter to editor, proposal, poem, or digital story).
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.1.7	Edit for style, tone, and word choice (specificity, variety, accuracy, appropriateness, conciseness) and for conventions of grammar, usage and mechanics that are appropriate for audience.
ELA.1.CE 1.1.8	Proofread to check spelling, layout, and font; and prepare selected pieces for a public audience.
ELA.1.CE 1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE 1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).

ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).
ELA.1.CE 1.3.2	Compose written and spoken essays or work-related text that demonstrate logical thinking and the development of ideas for academic, creative, and personal purposes: essays that convey the author’s message by using an engaging introduction (with a clear thesis as appropriate), well-constructed paragraphs, transition sentences, and a powerful conclusion.
ELA.1.CE 1.3.5	From the outset, identify and assess audience expectations and needs; consider the rhetorical effects of style, form, and content based on that assessment; and adapt communication strategies appropriately and effectively.
ELA.1.CE 1.3.9	Use the formal, stylistic, content, and mechanical conventions of a variety of genres in speaking, writing, and multimedia presentations.
ELA.1.CE 1.4.1	Identify, explore, and refine topics and questions appropriate for research.
ELA.1.CE 1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
ELA.1.CE 1.4.5	Develop organizational structures appropriate to the purpose and message, and use transitions that produce a sequential or logical flow of ideas.
ELA.1.CE 1.5.4	Use technology tools (e.g., word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
ELA.2.CE 2.1.1	Use a variety of pre-reading and previewing strategies (e.g., acknowledge own prior knowledge, make connections, generate questions, make predictions, scan a text for a particular purpose or audience, analyze text structure and features) to make conscious choices about how to approach the reading based on purpose, genre, level of difficulty, text demands and features.
ELA.2.CE 2.1.3	Determine the meaning of unfamiliar words, specialized vocabulary, figurative language, idiomatic expressions, and technical meanings of terms through context clues, word roots and affixes, and the use of appropriate resource materials such as print and electronic dictionaries.
ELA.2.CE 2.1.7	Demonstrate understanding of written, spoken, or visual information by restating, paraphrasing, summarizing, critiquing, or composing a personal response; distinguish between a summary and a critique.
ELA.2.CE 2.3.1	Read, listen to, and view diverse texts for multiple purposes such as learning complex procedures, making work-place decisions, or pursuing in-depth studies.
ELA.2.CE 2.3.2	Read, view, and/or listen independently to a variety of fiction, nonfiction, and multimedia genres based on student interest and curiosity.
ELA.2.CE 2.3.3	Critically read and interpret instructions for a variety of tasks (e.g., completing assignments, using software, writing college and job applications).
ELA.2.CE 2.3.4	Critically interpret primary and secondary research-related documents (e.g., historical and government documents, newspapers, critical and technical articles, and subject-specific books).
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.3	Use a range of linguistic applications and styles for accomplishing different rhetorical purposes (e.g., persuading others to change opinions, conducting business transactions, speaking in a public forum, discussing issues informally with peers).

ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
ELA.4.CE 4.1.5	Demonstrate use of conventions of grammar, usage, and mechanics in written texts, including parts of speech, sentence structure and variety, spelling, capitalization, and punctuation.
ELA.4.CE 4.2.4	Understand the appropriate uses and implications of casual or informal versus professional language; understand, as well, the implications of language designed to control others and the detrimental effects of its use on targeted individuals or groups (e.g., propaganda, homophobic language, and racial, ethnic, or gender epithets).
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.04.02 Interpret oral and nonverbal communications of audience	
ELA.1.CE 1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE 1.3.5	From the outset, identify and assess audience expectations and needs; consider the rhetorical effects of style, form, and content based on that assessment; and adapt communication strategies appropriately and effectively.
ELA.1.CE 1.3.9	Use the formal, stylistic, content, and mechanical conventions of a variety of genres in speaking, writing, and multimedia presentations.
ELA.1.CE 1.4.1	Identify, explore, and refine topics and questions appropriate for research.
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.3	Use a range of linguistic applications and styles for accomplishing different rhetorical purposes (e.g., persuading others to change opinions, conducting business transactions, speaking in a public forum, discussing issues informally with peers).
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
ELA.4.CE 4.2.4	Understand the appropriate uses and implications of casual or informal versus professional language; understand, as well, the implications of language designed to control others and the detrimental effects of its use on targeted individuals or groups (e.g., propaganda, homophobic language, and racial, ethnic, or gender epithets).
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.04.03 Demonstrate active listening during communications	
ELA.1.CE 1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE 1.3.5	From the outset, identify and assess audience expectations and needs; consider the rhetorical effects of style, form, and content based on that assessment; and adapt communication strategies appropriately and effectively.
ELA.1.CE 1.3.9	Use the formal, stylistic, content, and mechanical conventions of a variety of genres in speaking, writing, and multimedia presentations.
ELA.1.CE 1.4.1	Identify, explore, and refine topics and questions appropriate for research.
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.

ELA.4.CE 4.1.3	Use a range of linguistic applications and styles for accomplishing different rhetorical purposes (e.g., persuading others to change opinions, conducting business transactions, speaking in a public forum, discussing issues informally with peers).
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
ELA.4.CE 4.2.4	Understand the appropriate uses and implications of casual or informal versus professional language; understand, as well, the implications of language designed to control others and the detrimental effects of its use on targeted individuals or groups (e.g., propaganda, homophobic language, and racial, ethnic, or gender epithets).
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.04.04 Prepare and deliver presentations incorporating both appropriate verbal and nonverbal communication techniques	
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.04.05 Communicate using equitable and culturally sensitive language for a diverse audience	
ELA.1.CE 1.1.2	Know and use a variety of prewriting strategies to generate, focus, and organize ideas (e.g., free writing, clustering/mapping, talking with others, brainstorming, outlining, developing graphic organizers, taking notes, summarizing, paraphrasing).
ELA.1.CE 1.1.3	Select and use language that is appropriate (e.g., formal, informal, literary, or technical) for the purpose, audience, and context of the text, speech, or visual representation (e.g., letter to editor, proposal, poem, or digital story).
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.1.7	Edit for style, tone, and word choice (specificity, variety, accuracy, appropriateness, conciseness) and for conventions of grammar, usage and mechanics that are appropriate for audience.
ELA.1.CE 1.1.8	Proofread to check spelling, layout, and font; and prepare selected pieces for a public audience.
ELA.1.CE 1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).
ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).
ELA.1.CE 1.3.2	Compose written and spoken essays or work-related text that demonstrate logical thinking and the development of ideas for academic, creative, and personal purposes: essays that convey the author's message by using an engaging introduction (with a clear thesis as appropriate), well-constructed paragraphs, transition sentences, and a powerful conclusion.
ELA.1.CE 1.4.1	Identify, explore, and refine topics and questions appropriate for research.
ELA.1.CE 1.4.5	Develop organizational structures appropriate to the purpose and message, and use transitions that produce a sequential or logical flow of ideas.

ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
ELA.4.CE 4.1.5	Demonstrate use of conventions of grammar, usage, and mechanics in written texts, including parts of speech, sentence structure and variety, spelling, capitalization, and punctuation.
ELA.4.CE 4.2.5	Recognize language bias in one’s community, school, textbooks, the public press, and in one’s own use of language.
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.04.06	Using appropriate technology, prepare draft document using established rules for grammar, spelling and sentence construction
ELA.1.CE 1.1.1	Demonstrate flexibility in using independent and collaborative strategies for planning, drafting, revising, and editing complex texts.
ELA.1.CE 1.1.2	Know and use a variety of prewriting strategies to generate, focus, and organize ideas (e.g., free writing, clustering/mapping, talking with others, brainstorming, outlining, developing graphic organizers, taking notes, summarizing, paraphrasing).
ELA.1.CE 1.1.3	Select and use language that is appropriate (e.g., formal, informal, literary, or technical) for the purpose, audience, and context of the text, speech, or visual representation (e.g., letter to editor, proposal, poem, or digital story).
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.1.5	Revise drafts to more fully and/or precisely convey meaning—drawing on response from others, self-reflection, and reading one’s own work with the eye of a reader; then refine the text— deleting and/or reorganizing ideas, and addressing potential readers’ questions.
ELA.1.CE 1.1.6	Reorganize sentence elements as needed and choose grammatical and stylistic options that provide sentence variety, fluency, and flow.
ELA.1.CE 1.1.7	Edit for style, tone, and word choice (specificity, variety, accuracy, appropriateness, conciseness) and for conventions of grammar, usage and mechanics that are appropriate for audience.
ELA.1.CE 1.1.8	Proofread to check spelling, layout, and font; and prepare selected pieces for a public audience.
ELA.1.CE 1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE 1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).
ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).

ELA.1.CE 1.3.2	Compose written and spoken essays or work-related text that demonstrate logical thinking and the development of ideas for academic, creative, and personal purposes: essays that convey the author’s message by using an engaging introduction (with a clear thesis as appropriate), well-constructed paragraphs, transition sentences, and a powerful conclusion.
ELA.1.CE 1.3.9	Use the formal, stylistic, content, and mechanical conventions of a variety of genres in speaking, writing, and multimedia presentations.
ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
ELA.4.CE 4.1.5	Demonstrate use of conventions of grammar, usage, and mechanics in written texts, including parts of speech, sentence structure and variety, spelling, capitalization, and punctuation.
ELA.4.CE 4.2.1	Understand how languages and dialects are used to communicate effectively in different roles, under different circumstances, and among speakers of different speech communities (e.g., ethnic communities, social groups, professional organizations).
ELA.4.CE 4.2.2	Understand the implications and potential consequences of language use (e.g., appropriate professional speech; sexist, racist, homophobic language).
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.04.07 Write business communication using appropriate format for the situation	
ELA.1.CE 1.1.1	Demonstrate flexibility in using independent and collaborative strategies for planning, drafting, revising, and editing complex texts.
ELA.1.CE 1.1.2	Know and use a variety of prewriting strategies to generate, focus, and organize ideas (e.g., free writing, clustering/mapping, talking with others, brainstorming, outlining, developing graphic organizers, taking notes, summarizing, paraphrasing).
ELA.1.CE 1.1.3	Select and use language that is appropriate (e.g., formal, informal, literary, or technical) for the purpose, audience, and context of the text, speech, or visual representation (e.g., letter to editor, proposal, poem, or digital story).
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.1.5	Revise drafts to more fully and/or precisely convey meaning—drawing on response from others, self-reflection, and reading one’s own work with the eye of a reader; then refine the text— deleting and/or reorganizing ideas, and addressing potential readers’ questions.
ELA.1.CE 1.1.6	Reorganize sentence elements as needed and choose grammatical and stylistic options that provide sentence variety, fluency, and flow.
ELA.1.CE 1.1.7	Edit for style, tone, and word choice (specificity, variety, accuracy, appropriateness, conciseness) and for conventions of grammar, usage and mechanics that are appropriate for audience.
ELA.1.CE 1.1.8	Proofread to check spelling, layout, and font; and prepare selected pieces for a public audience.

ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).
ELA.1.CE 1.3.2	Compose written and spoken essays or work-related text that demonstrate logical thinking and the development of ideas for academic, creative, and personal purposes: essays that convey the author’s message by using an engaging introduction (with a clear thesis as appropriate), well-constructed paragraphs, transition sentences, and a powerful conclusion.
ELA.1.CE 1.3.5	From the outset, identify and assess audience expectations and needs; consider the rhetorical effects of style, form, and content based on that assessment; and adapt communication strategies appropriately and effectively.
ELA.1.CE 1.3.9	Use the formal, stylistic, content, and mechanical conventions of a variety of genres in speaking, writing, and multimedia presentations.
ELA.1.CE 1.5.4	Use technology tools (e.g., word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
ELA.4.CE 4.1.5	Demonstrate use of conventions of grammar, usage, and mechanics in written texts, including parts of speech, sentence structure and variety, spelling, capitalization, and punctuation.
ELA.4.CE 4.2.1	Understand how languages and dialects are used to communicate effectively in different roles, under different circumstances, and among speakers of different speech communities (e.g., ethnic communities, social groups, professional organizations).
ELA.4.CE 4.2.2	Understand the implications and potential consequences of language use (e.g., appropriate professional speech; sexist, racist, homophobic language).
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.04.08 Utilize multiple technologies for written and presentation communications	
ELA.1.CE 1.1.2	Know and use a variety of prewriting strategies to generate, focus, and organize ideas (e.g., free writing, clustering/mapping, talking with others, brainstorming, outlining, developing graphic organizers, taking notes, summarizing, paraphrasing).
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE 1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).

ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).
ELA.1.CE 1.5.4	Use technology tools (e.g., word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
01.04.09 Synthesize and summarize information from reading material, articulating its major points and proposals	
ELA.1.CE 1.1.2	Know and use a variety of prewriting strategies to generate, focus, and organize ideas (e.g., free writing, clustering/mapping, talking with others, brainstorming, outlining, developing graphic organizers, taking notes, summarizing, paraphrasing).
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE 1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).
ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).
ELA.1.CE 1.5.4	Use technology tools (e.g., word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.05 Apply Entrepreneurial Skills	
01.05.01 Evaluate the role of small business on local, state, national, and international economies	
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.05.02 List the factors, including personal traits which contribute to the success of small business	

CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.05.03 Analyze the components of a successful business including planning and decision making, employee and equipment needs, and budgeting concerns	
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.05.04 Analyze the relationship of customer service and customer satisfaction on the success of a business	
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.05.05 Understand the need for life-long learning in a rapidly changing job market	
ELA.1.CE 1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE 1.3.5	From the outset, identify and assess audience expectations and needs; consider the rhetorical effects of style, form, and content based on that assessment; and adapt communication strategies appropriately and effectively.
ELA.1.CE 1.3.9	Use the formal, stylistic, content, and mechanical conventions of a variety of genres in speaking, writing, and multimedia presentations.
ELA.1.CE 1.4.1	Identify, explore, and refine topics and questions appropriate for research.
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.3	Use a range of linguistic applications and styles for accomplishing different rhetorical purposes (e.g., persuading others to change opinions, conducting business transactions, speaking in a public forum, discussing issues informally with peers).
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
ELA.4.CE 4.2.4	Understand the appropriate uses and implications of casual or informal versus professional language; understand, as well, the implications of language designed to control others and the detrimental effects of its use on targeted individuals or groups (e.g., propaganda, homophobic language, and racial, ethnic, or gender epithets).
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.06 Demonstrate Teamwork and Leadership Skills	
01.06.01 Determine characteristics and management styles of effective leaders	
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.06.02 Describe how cultural/ethnic difference affect leadership styles and interpersonal interactions/communications within a group	
01.06.03 Determine the roles and responsibilities that leaders and members bring to an organization	
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.

01.06.04 Evaluate characteristics of effective teams and effective team leaders	
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.06.05 Demonstrate team work	
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.06.06 Practice effective meeting management	
01.06.07 Practice decision-making process	
ELA.1.CE 1.1.2	Know and use a variety of prewriting strategies to generate, focus, and organize ideas (e.g., free writing, clustering/mapping, talking with others, brainstorming, outlining, developing graphic organizers, taking notes, summarizing, paraphrasing).
ELA.1.CE 1.1.3	Select and use language that is appropriate (e.g., formal, informal, literary, or technical) for the purpose, audience, and context of the text, speech, or visual representation (e.g., letter to editor, proposal, poem, or digital story).
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.1.7	Edit for style, tone, and word choice (specificity, variety, accuracy, appropriateness, conciseness) and for conventions of grammar, usage and mechanics that are appropriate for audience.
ELA.1.CE 1.1.8	Proofread to check spelling, layout, and font; and prepare selected pieces for a public audience.
ELA.1.CE 1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).
ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).
ELA.1.CE 1.3.2	Compose written and spoken essays or work-related text that demonstrate logical thinking and the development of ideas for academic, creative, and personal purposes: essays that convey the author’s message by using an engaging introduction (with a clear thesis as appropriate), well-constructed paragraphs, transition sentences, and a powerful conclusion.
ELA.1.CE 1.4.1	Identify, explore, and refine topics and questions appropriate for research.
ELA.1.CE 1.4.5	Develop organizational structures appropriate to the purpose and message, and use transitions that produce a sequential or logical flow of ideas.
ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
ELA.4.CE 4.1.5	Demonstrate use of conventions of grammar, usage, and mechanics in written texts, including parts of speech, sentence structure and variety, spelling, capitalization, and punctuation.

ELA.4.CE 4.2.4	Understand the appropriate uses and implications of casual or informal versus professional language; understand, as well, the implications of language designed to control others and the detrimental effects of its use on targeted individuals or groups (e.g., propaganda, homophobic language, and racial, ethnic, or gender epithets).
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.06.08	Work toward consensus by exchanging resources and resolving divergent interests
01.06.09	Assume leadership roles in team settings by communicating thoughts and ideas to justify a position, motivating others and delegating tasks
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.06.10	View accomplishments or failures of self and others accurately and in a positive manner
01.07 Demonstrate Technological Literacy and Computation, Data Analysis Skills For Productivity in the Workplace	
01.07.01	Select and use appropriate technology to organize, send and receive information
ELA.1.CE 1.1.1	Demonstrate flexibility in using independent and collaborative strategies for planning, drafting, revising, and editing complex texts.
ELA.1.CE 1.1.2	Know and use a variety of prewriting strategies to generate, focus, and organize ideas (e.g., free writing, clustering/mapping, talking with others, brainstorming, outlining, developing graphic organizers, taking notes, summarizing, paraphrasing).
ELA.1.CE 1.1.3	Select and use language that is appropriate (e.g., formal, informal, literary, or technical) for the purpose, audience, and context of the text, speech, or visual representation (e.g., letter to editor, proposal, poem, or digital story).
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.1.5	Revise drafts to more fully and/or precisely convey meaning—drawing on response from others, self-reflection, and reading one’s own work with the eye of a reader; then refine the text— deleting and/or reorganizing ideas, and addressing potential readers’ questions.
ELA.1.CE 1.1.6	Reorganize sentence elements as needed and choose grammatical and stylistic options that provide sentence variety, fluency, and flow.
ELA.1.CE 1.1.7	Edit for style, tone, and word choice (specificity, variety, accuracy, appropriateness, conciseness) and for conventions of grammar, usage and mechanics that are appropriate for audience.
ELA.1.CE 1.1.8	Proofread to check spelling, layout, and font; and prepare selected pieces for a public audience.
ELA.1.CE 1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE 1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).
ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).

ELA.1.CE 1.3.2	Compose written and spoken essays or work-related text that demonstrate logical thinking and the development of ideas for academic, creative, and personal purposes: essays that convey the author’s message by using an engaging introduction (with a clear thesis as appropriate), well-constructed paragraphs, transition sentences, and a powerful conclusion.
ELA.1.CE 1.3.5	From the outset, identify and assess audience expectations and needs; consider the rhetorical effects of style, form, and content based on that assessment; and adapt communication strategies appropriately and effectively.
ELA.1.CE 1.3.9	Use the formal, stylistic, content, and mechanical conventions of a variety of genres in speaking, writing, and multimedia presentations.
ELA.1.CE 1.4.1	Identify, explore, and refine topics and questions appropriate for research.
ELA.1.CE 1.4.5	Develop organizational structures appropriate to the purpose and message, and use transitions that produce a sequential or logical flow of ideas.
ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
ELA.4.CE 4.1.5	Demonstrate use of conventions of grammar, usage, and mechanics in written texts, including parts of speech, sentence structure and variety, spelling, capitalization, and punctuation.
ELA.4.CE 4.2.1	Understand how languages and dialects are used to communicate effectively in different roles, under different circumstances, and among speakers of different speech communities (e.g., ethnic communities, social groups, professional organizations).
ELA.4.CE 4.2.2	Understand the implications and potential consequences of language use (e.g., appropriate professional speech; sexist, racist, homophobic language).
ELA.4.CE 4.2.4	Understand the appropriate uses and implications of casual or informal versus professional language; understand, as well, the implications of language designed to control others and the detrimental effects of its use on targeted individuals or groups (e.g., propaganda, homophobic language, and racial, ethnic, or gender epithets).
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.07.02	Analyze the impact of technological changes on tasks, people, and society
01.07.03	Apply computation skills and data analysis techniques to make decisions and solve workplace problems
01.07.04	Select and use appropriate computation techniques to solve problems and determine reasonableness of results
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.07.05	Construct projections and trends from raw data, charts, tables, and graphs that summarize data from workplace situations
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.07.06	Use technology to access, manage, integrate, and create information

ELA.1.CE 1.1.1	Demonstrate flexibility in using independent and collaborative strategies for planning, drafting, revising, and editing complex texts.
ELA.1.CE 1.1.2	Know and use a variety of prewriting strategies to generate, focus, and organize ideas (e.g., free writing, clustering/mapping, talking with others, brainstorming, outlining, developing graphic organizers, taking notes, summarizing, paraphrasing).
ELA.1.CE 1.1.3	Select and use language that is appropriate (e.g., formal, informal, literary, or technical) for the purpose, audience, and context of the text, speech, or visual representation (e.g., letter to editor, proposal, poem, or digital story).
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.1.5	Revise drafts to more fully and/or precisely convey meaning—drawing on response from others, self-reflection, and reading one’s own work with the eye of a reader; then refine the text— deleting and/or reorganizing ideas, and addressing potential readers’ questions.
ELA.1.CE 1.1.6	Reorganize sentence elements as needed and choose grammatical and stylistic options that provide sentence variety, fluency, and flow.
ELA.1.CE 1.1.7	Edit for style, tone, and word choice (specificity, variety, accuracy, appropriateness, conciseness) and for conventions of grammar, usage and mechanics that are appropriate for audience.
ELA.1.CE 1.1.8	Proofread to check spelling, layout, and font; and prepare selected pieces for a public audience.
ELA.1.CE 1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE 1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).
ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).
ELA.1.CE 1.3.2	Compose written and spoken essays or work-related text that demonstrate logical thinking and the development of ideas for academic, creative, and personal purposes: essays that convey the author’s message by using an engaging introduction (with a clear thesis as appropriate), well-constructed paragraphs, transition sentences, and a powerful conclusion.
ELA.1.CE 1.3.5	From the outset, identify and assess audience expectations and needs; consider the rhetorical effects of style, form, and content based on that assessment; and adapt communication strategies appropriately and effectively.
ELA.1.CE 1.3.9	Use the formal, stylistic, content, and mechanical conventions of a variety of genres in speaking, writing, and multimedia presentations.
ELA.1.CE 1.5.4	Use technology tools (e.g, word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.

ELA.4.CE 4.1.5	Demonstrate use of conventions of grammar, usage, and mechanics in written texts, including parts of speech, sentence structure and variety, spelling, capitalization, and punctuation.
ELA.4.CE 4.2.1	Understand how languages and dialects are used to communicate effectively in different roles, under different circumstances, and among speakers of different speech communities (e.g., ethnic communities, social groups, professional organizations).
ELA.4.CE 4.2.2	Understand the implications and potential consequences of language use (e.g., appropriate professional speech; sexist, racist, homophobic language).
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.07.07 Understand the relationship of data and measurements to the problem	
01.07.08 Demonstrate effective use of a variety of on-line technological resources	
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.08 Apply Critical Thinking Skills to Make Decisions and Solve Workplace Problems	
01.08.01 Develop a plan to solve complex problems by gathering, selecting, and analyzing data	
ELA.1.CE 1.1.2	Know and use a variety of prewriting strategies to generate, focus, and organize ideas (e.g., free writing, clustering/mapping, talking with others, brainstorming, outlining, developing graphic organizers, taking notes, summarizing, paraphrasing).
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE 1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).
ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).
ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
ELA.4.CE 4.1.1	Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.
ELA.4.CE 4.1.4	Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.08.02 Identify and allocate available resources (e.g., time, money, material, facility, & human)	

CES.1.1 Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.

01.08.03 Demonstrate the ability to adapt new information to changing situations and requirements

01.08.04 Combine ideas or information in new ways, make connections, reshape goals in ways that reveal new possibilities to solve problems

ELA.1.CE 1.1.2 Know and use a variety of prewriting strategies to generate, focus, and organize ideas (e.g., free writing, clustering/mapping, talking with others, brainstorming, outlining, developing graphic organizers, taking notes, summarizing, paraphrasing).

ELA.1.CE 1.2.1 Write, speak, and use images and graphs to understand and discover complex ideas.

ELA.1.CE 1.2.2 Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).

ELA.1.CE 1.3.1 Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).

ELA.1.CE 1.5.4 Use technology tools (e.g., word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).

ELA.4.CE 4.1.1 Use sentence structures and vocabulary effectively within different modes (oral and written, formal and informal) and for various rhetorical purposes.

ELA.4.CE 4.1.4 Control standard English structures in a variety of contexts (e.g., formal speaking, academic prose, business, and public writing) using language carefully and precisely.

CES.1.1 Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.

01.08.05 Develop an inventory record-keeping system to maintain dates and information in a systematic fashion

01.09 Illustrate How Social, Organizational, and Technological Systems Function

01.09.01 Draft and interpret an organizational chart

CES.1.1 Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.

01.09.02 Evaluate the quality and performance of workplace systems, distinguish trends, and recommend improvements and modifications to an existing system to improve products or services

CES.1.1 Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.

01.09.03 Understand how changing a component of a system impacts the whole system

CES.1.1 Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.

01.10 Maintain Safe and Healthful Working Conditions and Environment

01.10.01 Work in accordance with employee rights and responsibilities and employer obligations concerning occupational safety and health

CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.10.02	Assess types and sources of workplace hazards
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.10.03	Follow procedures for hazards in the workplace/school
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.10.04	Practice environmental conservation and safety
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
01.10.05	Adhere to policies and regulations for health and safety
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.

ACADEMICS

02.01 Integrate social-studies skills into marketing, sales and services to better understand customer and the economic environment in which they function

02.01.01	Acquire an understanding of fundamental economic concepts to obtain a foundation for employment in marketing careers
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
02.01.02	Differentiate among economic systems to understand the environments in which businesses function.
02.01.03	Analyze business productivity to determine its effect on business success.
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
02.01.04	Analyze cost/profit relationships to guide business decision-making.
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
02.01.05	Identify economic trends/indicators to measure economic conditions.
02.01.06	Ascertain international trade's impact to guide business decision-making
02.01.07	Employ sociological knowledge to facilitate marketing activities.
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.

ELA.1.CE 1.1.5 Revise drafts to more fully and/or precisely convey meaning—drawing on response from others, self-reflection, and reading one’s own work with the eye of a reader; then refine the text— deleting and/or reorganizing ideas, and addressing potential readers’ questions.

02.01.08 Apply psychological knowledge to facilitate marketing activities

ELA.1.CE 1.1.4 Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.

ELA.1.CE 1.1.5 Revise drafts to more fully and/or precisely convey meaning—drawing on response from others, self-reflection, and reading one’s own work with the eye of a reader; then refine the text— deleting and/or reorganizing ideas, and addressing potential readers’ questions.

02.02 Solve mathematical problems to obtain information for decision making in marketing, sales and service

02.02.01 Employ numbers and operations to understand and solve mathematical problems in marketing

02.02.02 Apply algebraic skills to make business decisions

02.02.03 Employ measurement skills to make business decisions.

02.02.04 Perform data analysis to make business decisions.

ELA.1.CE 1.3.1 Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).

Chem.1.C1.1D Identify patterns in data and relate them to theoretical models.

02.02.05 Implement problem-solving techniques to evaluate the accuracy of mathematical responses.

ELA.1.CE 1.5.1 Use writing, speaking, and visual expression to develop powerful, creative and critical messages.

ELA.4.CE 4.1.3 Use a range of linguistic applications and styles for accomplishing different rhetorical purposes (e.g., persuading others to change opinions, conducting business transactions, speaking in a public forum, discussing issues informally with peers).

Chem.1.C1.2B Identify and critique arguments about personal or societal issues based on scientific evidence.

02.03 Apply language arts skills to enhance business opportunities in marketing , sales and service.

02.03.01 Apply writing skills and strategies to communicate with targeted business audiences in marketing, sales, and service

ELA.1.CE 1.1.1 Demonstrate flexibility in using independent and collaborative strategies for planning, drafting, revising, and editing complex texts.

ELA.1.CE 1.1.4 Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.

ELA.1.CE 1.1.5 Revise drafts to more fully and/or precisely convey meaning—drawing on response from others, self-reflection, and reading one’s own work with the eye of a reader; then refine the text— deleting and/or reorganizing ideas, and addressing potential readers’ questions.

ELA.1.CE 1.3.2	Compose written and spoken essays or work-related text that demonstrate logical thinking and the development of ideas for academic, creative, and personal purposes: essays that convey the author’s message by using an engaging introduction (with a clear thesis as appropriate), well-constructed paragraphs, transition sentences, and a powerful conclusion.
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
02.03.02 Employ writing skills to create a specific tone and style of writing for marketing communications	
ELA.1.CE 1.1.2	Know and use a variety of prewriting strategies to generate, focus, and organize ideas (e.g., free writing, clustering/mapping, talking with others, brainstorming, outlining, developing graphic organizers, taking notes, summarizing, paraphrasing).
ELA.1.CE 1.1.3	Select and use language that is appropriate (e.g., formal, informal, literary, or technical) for the purpose, audience, and context of the text, speech, or visual representation (e.g., letter to editor, proposal, poem, or digital story).
ELA.1.CE 1.1.4	Compose drafts that convey an impression, express an opinion, raise a question, argue a position, explore a topic, tell a story, or serve another purpose, while simultaneously considering the constraints and possibilities (e.g., structure, language, use of conventions of grammar, usage, and mechanics) of the selected form or genre.
ELA.1.CE 1.1.5	Revise drafts to more fully and/or precisely convey meaning—drawing on response from others, self-reflection, and reading one’s own work with the eye of a reader; then refine the text— deleting and/or reorganizing ideas, and addressing potential readers’ questions.
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
02.03.03 Apply grammatical and mechanical conventions to clarify written marketing communications	
ELA.1.CE 1.3.9	Use the formal, stylistic, content, and mechanical conventions of a variety of genres in speaking, writing, and multimedia presentations.
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
02.03.04 Compile and use information to support writer's position or topic in marketing communications	
ELA.1.CE 1.4.1	Identify, explore, and refine topics and questions appropriate for research.
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
02.03.05 Employ general reading skills and strategies to obtain information for use in marketing activities	
ELA.2.CE 2.1.1	Use a variety of pre-reading and previewing strategies (e.g., acknowledge own prior knowledge, make connections, generate questions, make predictions, scan a text for a particular purpose or audience, analyze text structure and features) to make conscious choices about how to approach the reading based on purpose, genre, level of difficulty, text demands and features.

ELA.2.CE 2.1.2	Make supported inferences and draw conclusions based on informational print and multimedia features (e.g., prefaces, appendices, marginal notes, illustrations, bibliographies, author’s pages, footnotes, diagrams, tables, charts, maps, timelines, graphs, and other visual and special effects) and explain how authors and speakers use them to infer the organization of text and enhance understanding, convey meaning, and inspire or mislead audiences.
ELA.2.CE 2.1.3	Determine the meaning of unfamiliar words, specialized vocabulary, figurative language, idiomatic expressions, and technical meanings of terms through context clues, word roots and affixes, and the use of appropriate resource materials such as print and electronic dictionaries.
ELA.2.CE 2.1.4	Identify and evaluate the primary focus, logical argument, structure, and style of a text or speech and the ways in which these elements support or confound meaning or purpose.
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
02.03.06 Practice reading skills and strategies to understand and interpret information for use in marketing	
ELA.2.CE 2.1.7	Demonstrate understanding of written, spoken, or visual information by restating, paraphrasing, summarizing, critiquing, or composing a personal response; distinguish between a summary and a critique.
ELA.2.CE 2.1.8	Recognize the conventions of visual and multimedia presentations (e.g., lighting, camera angle, special effects, color, and soundtrack) and how they carry or influence messages.
ELA.2.CE 2.1.9	Examine the intersections and distinctions between visual (media images, painting, film, and graphic arts) and verbal communication.
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
02.03.07 Speak and listen to acquire, provide, and understand marketing information	
ELA.1.CE 1.5.2	Prepare spoken and multimedia presentations that effectively address audiences by careful use of voice, pacing, gestures, eye contact, visual aids, audio and video technology.
ELA.2.CE 2.1.11	Demonstrate appropriate social skills of audience, group discussion, or work team behavior by listening attentively and with civility to the ideas of others, gaining the floor in respectful ways, posing appropriate questions, and tolerating ambiguity and lack of consensus.
ELA.2.CE 2.1.12	Use a variety of strategies to enhance listening comprehension (e.g., monitor message for clarity and understanding, ask relevant questions, provide verbal and nonverbal feedback, notice cues such as change of pace or emphasis that indicate a new point is about to be made; and take notes to organize essential information).
ELA.4.CE 4.2.2	Understand the implications and potential consequences of language use (e.g., appropriate professional speech; sexist, racist, homophobic language).
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
02.04 Use communication skills to facilitate information flow in marketing, sales, and service	
02.04.01 Apply verbal skills to communicate effectively in marketing, sales and service	

ELA.1.CE 1.3.1	Compose written, spoken, and/or multimedia compositions in a range of genres (e.g., personal narrative, biography, poem, fiction, drama, creative nonfiction, summary, literary analysis essay, research report, or work-related text): pieces that serve a variety of purposes (e.g., expressive, informative, creative, and persuasive) and that use a variety of organizational patterns (e.g., autobiography, free verse, dialogue, comparison/contrast, definition, or cause and effect).
ELA.1.CE 1.3.2	Compose written and spoken essays or work-related text that demonstrate logical thinking and the development of ideas for academic, creative, and personal purposes: essays that convey the author’s message by using an engaging introduction (with a clear thesis as appropriate), well-constructed paragraphs, transition sentences, and a powerful conclusion.
ELA.1.CE 1.5.2	Prepare spoken and multimedia presentations that effectively address audiences by careful use of voice, pacing, gestures, eye contact, visual aids, audio and video technology.
ELA.4.CE 4.2.2	Understand the implications and potential consequences of language use (e.g., appropriate professional speech; sexist, racist, homophobic language).
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
02.04.02 Write effectively to enhance marketing, sales and service communications.	
ELA.1.CE 1.3.2	Compose written and spoken essays or work-related text that demonstrate logical thinking and the development of ideas for academic, creative, and personal purposes: essays that convey the author’s message by using an engaging introduction (with a clear thesis as appropriate), well-constructed paragraphs, transition sentences, and a powerful conclusion.
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
02.04.03 Communicate with staff to clarify workplace objectives.	
ELA.1.CE 1.3.7	Participate collaboratively and productively in groups (e.g., response groups, work teams, discussion groups, and committees)—fulfilling roles and responsibilities, posing relevant questions, giving and following instructions, acknowledging and building on ideas and contributions of others to answer questions or to solve problems, and offering dissent courteously.
ELA.1.CE 1.3.8	Evaluate own and others’ effectiveness in group discussions and formal presentations (e.g., considering accuracy, relevance, clarity, and delivery; types of arguments used; and relationships among purpose, audience, and content).
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
02.04.04 Communicate with customers to enhance company image.	
ELA.1.CE 1.3.6	Use speaking, writing, and visual presentations to appeal to audiences of different social, economic, and cultural backgrounds and experiences (e.g., include explanations and definitions according to the audience’s background, age, or knowledge of the topic; adjust formality of style; consider interests of potential readers).
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.

02.05 Apply problem-solving and critical thinking skills to help grow the business and/or to resolve workplace conflict

02.05.01 Deal with conflict to minimize disruptions in the workplace	
ELA.1.CE 1.3.7	Participate collaboratively and productively in groups (e.g., response groups, work teams, discussion groups, and committees)—fulfilling roles and responsibilities, posing relevant questions, giving and following instructions, acknowledging and building on ideas and contributions of others to answer questions or to solve problems, and offering dissent courteously.
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
02.05.02 Employ skills to promote self-development.	
ELA.1.CE 1.3.8	Evaluate own and others' effectiveness in group discussions and formal presentations (e.g., considering accuracy, relevance, clarity, and delivery; types of arguments used; and relationships among purpose, audience, and content).
ELA.1.CE 1.5.5	Respond to and use feedback to strengthen written and multimedia presentations (e.g., clarify and defend ideas, expand on a topic, use logical arguments, modify organization, evaluate effectiveness of images, set goals for future presentations).
CES.1.1	Read from a technical manual, and write a clear and logical report explaining the information using standard business English (including correct spelling, grammar and punctuation). Give a verbal report explaining what the manual says.
02.05.03 Acquire organizational knowledge to solidify commitment to business	
02.06 Apply technological tools in marketing, sales and service to expedite work flow	
02.06.01 Use e-mail functions to expedite work.	
ELA.1.CE 1.1.7	Edit for style, tone, and word choice (specificity, variety, accuracy, appropriateness, conciseness) and for conventions of grammar, usage and mechanics that are appropriate for audience.
ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
02.06.02 Employ web search skills to obtain information.	
ELA.1.CE 1.4.1	Identify, explore, and refine topics and questions appropriate for research.
ELA.1.CE 1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
02.06.03 Demonstrate word-processing skills to prepare text documents.	
ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
02.06.04 Demonstrate presentation software skills to prepare visual support of presentations.	
ELA.1.CE 1.5.2	Prepare spoken and multimedia presentations that effectively address audiences by careful use of voice, pacing, gestures, eye contact, visual aids, audio and video technology.
ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
02.06.05 Employ database skills to store, search, analyze, and retrieve information	

ELA.1.CE 1.5.4	Use technology tools (e.g, word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
02.06.06 Apply spreadsheet skills to expedite mathematical calculations and to display that data in meaningful way	
ELA.1.CE 1.5.4	Use technology tools (e.g, word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
02.06.07 Create and post basic web page to demonstrate a web presence.	
ELA.1.CE 1.5.1	Use writing, speaking, and visual expression to develop powerful, creative and critical messages.
ELA.1.CE 1.5.2	Prepare spoken and multimedia presentations that effectively address audiences by careful use of voice, pacing, gestures, eye contact, visual aids, audio and video technology.
ELA.1.CE 1.5.4	Use technology tools (e.g, word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
02.07 Implement, modify, and improve business and marketing systems to facilitate business activities	
02.07.01 Determine a business's social responsibilities to understand how business can enhance public relations	
ELA.2.CE 2.1.2	Make supported inferences and draw conclusions based on informational print and multimedia features (e.g., prefaces, appendices, marginal notes, illustrations, bibliographies, author's pages, footnotes, diagrams, tables, charts, maps, timelines, graphs, and other visual and special effects) and explain how authors and speakers use them to infer the organization of text and enhance understanding, convey meaning, and inspire or mislead audiences.
ELA.2.CE 2.1.3	Determine the meaning of unfamiliar words, specialized vocabulary, figurative language, idiomatic expressions, and technical meanings of terms through context clues, word roots and affixes, and the use of appropriate resource materials such as print and electronic dictionaries.
Chem.1.C1.2k	Analyze how science and society interact from a historical, political, economic, or social perspective.
02.07.02 Determine the relationship between government and business to ascertain government's role in a market.	
02.07.03 Analyze marketing to identify its role in a global economy	
ELA.1.CE 1.4.1	Identify, explore, and refine topics and questions appropriate for research.
ELA.1.CE 1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.
02.07.04 Appraise the marketing functions system to determine its role in business.	
02.07.05 Evaluate a business's purchasing system to determine its role in business.	
02.07.06 Analyze a business's production system to determine its importance in business	
02.07.07 Analyze accounting systems to examine their contribution to the fiscal stability of businesses	
02.07.08 Determine the role of management to understand how managers staff, organize, direct, control, and plan business activities	
ELA.1.CE 1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
02.07.09 Evaluate quality systems to determine their effectiveness	

ELA.2.CE 2.1.2	Make supported inferences and draw conclusions based on informational print and multimedia features (e.g., prefaces, appendices, marginal notes, illustrations, bibliographies, author’s pages, footnotes, diagrams, tables, charts, maps, timelines, graphs, and other visual and special effects) and explain how authors and speakers use them to infer the organization of text and enhance understanding, convey meaning, and inspire or mislead audiences.
ELA.2.CE 2.1.3	Determine the meaning of unfamiliar words, specialized vocabulary, figurative language, idiomatic expressions, and technical meanings of terms through context clues, word roots and affixes, and the use of appropriate resource materials such as print and electronic dictionaries.
02.07.10 Assess human-resource systems to determine their role in a business organization	
02.07.11 Analyze data systems to improve their effectiveness	
02.07.12 Evaluate administrative-support systems to improve their effectiveness	
02.07.13 Evaluate finance systems to enhance their impact on business	
02.07.14 Evaluate types of business ownership to determine the systems used for structuring business organizations	
ELA.1.CE 1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
ELA.1.CE 1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.
ELA.2.CE 2.1.7	Demonstrate understanding of written, spoken, or visual information by restating, paraphrasing, summarizing, critiquing, or composing a personal response; distinguish between a summary and a critique.
02.08 Implement safety, health, and environmental controls to enhance productivity in marketing, sales and service	
02.08.01 Acquire knowledge of federal and state health and safety regulations to support a safe working environment in marketing, sales and service	
02.08.02 Analyze security issues to minimize loss in marketing, sales and service	
02.08.03 Evaluate safety issues to minimize loss in marketing, sales and service	
02.09 Employ leadership and teamwork skills to facilitate work flow in marketing, sales and service	
02.09.01 Enhance group working relationships to improve the work environment in marketing, sales and service	
ELA.1.CE 1.3.7	Participate collaboratively and productively in groups (e.g., response groups, work teams, discussion groups, and committees)—fulfilling roles and responsibilities, posing relevant questions, giving and following instructions, acknowledging and building on ideas and contributions of others to answer questions or to solve problems, and offering dissent courteously.
ELA.1.CE 1.5.5	Respond to and use feedback to strengthen written and multimedia presentations (e.g., clarify and defend ideas, expand on a topic, use logical arguments, modify organization, evaluate effectiveness of images, set goals for future presentations).
02.09.02 Organize work efforts and staff to enhance work flow in marketing, sales and service	
02.09.03 Staff business operation to expedite work efforts	
02.09.04 Lead staff to achieve company goals	
ELA.1.CE 1.3.7	Participate collaboratively and productively in groups (e.g., response groups, work teams, discussion groups, and committees)—fulfilling roles and responsibilities, posing relevant questions, giving and following instructions, acknowledging and building on ideas and contributions of others to answer questions or to solve problems, and offering dissent courteously.

ELA.1.CE 1.3.8 Evaluate own and others' effectiveness in group discussions and formal presentations (e.g., considering accuracy, relevance, clarity, and delivery; types of arguments used; and relationships among purpose, audience, and content).

02.09.05 Maintain fiscal control of business operations to limit expenses

02.10 Exhibit ethical behavior in marketing, sales and service to create goodwill and trust

02.10.01 Employ ethical communications to acquire other's confidence

02.10.02 Take ethical actions to inspire others' trust in marketing, sales and service

02.10.03 Adhere to regulations and organizational ethics to foster trust

02.11 Implement employability and career-development skills to obtain and progress in marketing, sales and service careers

02.11.01 Plan career to enhance potential for job success in marketing, sales and service

ELA.1.CE 1.4.2 Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.

ELA.1.CE 1.4.4 Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.

02.11.02 Implement job-seeking skills to obtain employment in marketing, sales and service

ELA.1.CE 1.5.1 Use writing, speaking, and visual expression to develop powerful, creative and critical messages.

02.11.03 Participate in activities to enhance career success in marketing, sales and service

ELA.1.CE 1.5.1 Use writing, speaking, and visual expression to develop powerful, creative and critical messages.

ELA.1.CE 1.5.2 Prepare spoken and multimedia presentations that effectively address audiences by careful use of voice, pacing, gestures, eye contact, visual aids, audio and video technology.

02.11.04 Employ personal skills to succeed in marketing, sales and service

ELA.1.CE 1.5.5 Respond to and use feedback to strengthen written and multimedia presentations (e.g., clarify and defend ideas, expand on a topic, use logical arguments, modify organization, evaluate effectiveness of images, set goals for future presentations).

02.12 Employ technical skills to understand and perform marketing, sales and service activities

02.12.01 Apply knowledge of fundamental business concepts to purchase equipment/materials/supplies for business operations

02.12.02 Acquire knowledge of financial records to understand a business' financial position

02.12.03 Acquire knowledge of management tools to understand methods used to control business operations

ELA.1.CE 1.5.4 Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).

02.12.04 Identify current business trends to recognize changes needed in business operations

ELA.1.CE 1.4.2 Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.

ELA.1.CE 1.4.4 Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.

02.12.05 Utilize distribution knowledge and skill to manage supply-chain activities

02.12.06 Employ financial knowledge and skill to make business decisions

02.12.07 Gather, access, synthesize, evaluate, and disseminate marketing-information to make business decisions

ELA.1.CE.1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
ELA.1.CE.1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.
02.12.08 Utilize pricing strategies to maximize return and meet customer's perceptions of value	
Math.1.L1.2.2	Interpret representations that reflect absolute value relationships (e.g. $ x - a \leq b$, or $a \pm b$) in such contexts as error tolerance.
Math.1.L1.2.4	Organize and summarize a data set in a table, plot, chart, or spreadsheet; find patterns in a display of data; understand and critique data displays in the media.
Math.1.L2.1.1	Explain the meaning and uses of weighted averages (e.g., GNP, consumer price index, grade point average).
Math.2.A1.1.1	Give a verbal description of an expression that is presented in symbolic form, write an algebraic expression from a verbal description, and evaluate expressions given values of the variables.
Math.2.A1.2.1	Write equations and inequalities with one or two variables to represent mathematical or applied situations, and solve.
Math.2.A3.1.3	Using the adapted general symbolic form, draw reasonable conclusions about the situation being modeled. In the example above, the exact solution is 365.698, but for this problem an appropriate approximation is 365.
02.12.09 Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities	
02.12.10 Utilize promotional knowledge and skill for communicating information to achieve a desired outcome	
ELA.1.CE.1.5.4	Use technology tools (e.g, word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
02.12.11 Utilize sales knowledge and skill to determine client needs and wants to respond through planned personalized communications	
ELA.1.CE.1.5.2	Prepare spoken and multimedia presentations that effectively address audiences by careful use of voice, pacing, gestures, eye contact, visual aids, audio and video technology.

MANAGEMENT AND ENTREPRENEURSHIP

03.01 Assess entrepreneurship/small-business management-career information to enhance opportunities for career success

03.01.01 Analyze sales careers to determine careers of interest	
ELA.1.CE.1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
ELA.1.CE.1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.
03.01.02 Compare individual's abilities, interests, and attitudes with those associated with entrepreneurial success to determine the match between the two	
ELA.1.CE.1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.

03.02 Use staffing, organizing, leading, controlling, and planning to manage business activities

03.02.01 Plan for organizational development and growth to facilitate business success	
03.02.02 Organize work efforts and staff to enhance work flow	

03.02.03 Staff the business operation to expedite work efforts	
03.02.04 Plan and evaluate purchasing activities to minimize expenses	
03.02.05 Maintain fiscal control of business operations to limit expenses	
03.03 Implement business ethics, regulations, and safeguards to protect the business and to create trust	
03.03.01 Apply ethics and government regulations to protect the business	
ELA.1.CE.1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
ELA.1.CE.1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.
03.03.02 Create safety and security plans to minimize loss and to maximize return	
03.03.03 Resolve safety and security breaches to create safe working environment and to minimize loss	
03.04 Implement communication and interpersonal skills to manage a business operation	
03.04.01 Communicate and apply interpersonal skills to manage a business	
ELA.1.CE.1.3.8	Evaluate own and others' effectiveness in group discussions and formal presentations (e.g., considering accuracy, relevance, clarity, and delivery; types of arguments used; and relationships among purpose, audience, and content).
ELA.1.CE.1.5.1	Use writing, speaking, and visual expression to develop powerful, creative and critical messages.
ELA.1.CE.1.5.5	Respond to and use feedback to strengthen written and multimedia presentations (e.g., clarify and defend ideas, expand on a topic, use logical arguments, modify organization, evaluate effectiveness of images, set goals for future presentations).
03.05 Manage marketing activities to facilitate business development and growth	
03.05.01 Utilize distribution knowledge and skill to manage supply-chain activities	
03.05.02 Employ financial knowledge and skill to make business decisions	
03.05.03 Manage marketing-information to make business decisions	
Math.1.L2.1.1	Explain the meaning and uses of weighted averages (e.g., GNP, consumer price index, grade point average).
Math.1.L3.1.1	Convert units of measurement within and between systems; explain how arithmetic operations on measurements affect units, and carry units through calculations correctly.
Math.2.A1.1.1	Give a verbal description of an expression that is presented in symbolic form, write an algebraic expression from a verbal description, and evaluate expressions given values of the variables.
Math.2.A1.1.2	Know the definitions and properties of exponents and roots, transition fluently between them, and apply them in algebraic expressions.
Math.2.A1.2.1	Write equations and inequalities with one or two variables to represent mathematical or applied situations, and solve.
Math.2.A3.1.1	Identify the family of function best suited for modeling a given real-world situation (e.g., quadratic functions for motion of an object under the force of gravity; exponential functions for compound interest; trigonometric functions for periodic phenomena. In the example above, recognize that the appropriate general function is exponential ($P = P_0a^t$)
Math.2.A3.1.3	Using the adapted general symbolic form, draw reasonable conclusions about the situation being modeled. In the example above, the exact solution is 365.698, but for this problem an appropriate approximation is 365.
03.05.04 Utilize pricing strategies to maximize return and meet customer's perceptions of value	
03.05.05 Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities	
03.05.06 Utilize promotional knowledge and skill for communicating information to achieve a desired outcome	

ELA.1.CE 1.3.5	From the outset, identify and assess audience expectations and needs; consider the rhetorical effects of style, form, and content based on that assessment; and adapt communication strategies appropriately and effectively.
ELA.1.CE 1.5.1	Use writing, speaking, and visual expression to develop powerful, creative and critical messages.
ELA.1.CE 1.5.2	Prepare spoken and multimedia presentations that effectively address audiences by careful use of voice, pacing, gestures, eye contact, visual aids, audio and video technology.
ELA.3.CE 3.4.4	Understand how the commercial and political purposes of producers and publishers influence not only the nature of advertisements and the selection of media content, but the slant of news articles in newspapers, magazines, and the visual media.
03.05.07 Manage the sales function to determine client needs and wants to respond through planned, personalized communication	
ELA.1.CE 1.3.5	From the outset, identify and assess audience expectations and needs; consider the rhetorical effects of style, form, and content based on that assessment; and adapt communication strategies appropriately and effectively.
ELA.1.CE 1.5.1	Use writing, speaking, and visual expression to develop powerful, creative and critical messages.
ELA.1.CE 1.5.2	Prepare spoken and multimedia presentations that effectively address audiences by careful use of voice, pacing, gestures, eye contact, visual aids, audio and video technology.

PROFESSIONAL SALES AND MARKETING

04.01 Assess sales-career information to enhance opportunities for career success

04.01.01 Analyze sales careers to determine careers of interest	
ELA.1.CE 1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
ELA.1.CE 1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.
04.01.02 Compare individual's abilities, interests, and attitudes with those associated with sales success to determine the match between the two	
ELA.2.CE 2.3.6	Reflect on personal understanding of reading, listening, and viewing; set personal learning goals; and take responsibility for personal growth.

04.02 Employ processes and techniques to sell good/services/ideas

04.02.01 Acquire product knowledge needed to perform professional selling	
ELA.1.CE 1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
ELA.1.CE 1.4.3	Develop and refine a position, claim, thesis, or hypothesis that will be explored and supported by analyzing different perspectives, resolving inconsistencies, and writing about those differences in a structure appropriate for the audience (e.g., argumentative essay that avoids inconsistencies in logic and develops a single thesis; exploratory essay that explains differences and similarities and raises additional questions).
04.02.02 Prospect to maintain or increase client numbers in professional selling	
04.02.03 Complete preparation needed for to make a sales presentation	
ELA.1.CE 1.5.1	Use writing, speaking, and visual expression to develop powerful, creative and critical messages.
ELA.1.CE 1.5.2	Prepare spoken and multimedia presentations that effectively address audiences by careful use of voice, pacing, gestures, eye contact, visual aids, audio and video technology.

ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
04.02.04 Establish initial relationship with clients to sell goods/services/ideas	
ELA.1.CE 1.3.6	Use speaking, writing, and visual presentations to appeal to audiences of different social, economic, and cultural backgrounds and experiences (e.g., include explanations and definitions according to the audience's background, age, or knowledge of the topic; adjust formality of style; consider interests of potential readers).
04.02.05 Determine client needs/wants to increase the likelihood of making immediate and repeat sales	
ELA.1.CE 1.3.5	From the outset, identify and assess audience expectations and needs; consider the rhetorical effects of style, form, and content based on that assessment; and adapt communication strategies appropriately and effectively.
04.02.06 Employ recommendation processes and techniques to educate client and to sell goods/services/ideas	
ELA.1.CE 1.5.1	Use writing, speaking, and visual expression to develop powerful, creative and critical messages.
ELA.1.CE 1.5.2	Prepare spoken and multimedia presentations that effectively address audiences by careful use of voice, pacing, gestures, eye contact, visual aids, audio and video technology.
04.02.07 Convert objections into benefits to continue sales process	
ELA.1.CE 1.4.3	Develop and refine a position, claim, thesis, or hypothesis that will be explored and supported by analyzing different perspectives, resolving inconsistencies, and writing about those differences in a structure appropriate for the audience (e.g., argumentative essay that avoids inconsistencies in logic and develops a single thesis; exploratory essay that explains differences and similarities and raises additional questions).
04.02.08 Close sales to conclude sales process	
ELA.1.CE 1.4.3	Develop and refine a position, claim, thesis, or hypothesis that will be explored and supported by analyzing different perspectives, resolving inconsistencies, and writing about those differences in a structure appropriate for the audience (e.g., argumentative essay that avoids inconsistencies in logic and develops a single thesis; exploratory essay that explains differences and similarities and raises additional questions).
04.02.09 Develop and implement a sales follow-up plan to enhance client satisfaction and build sales	
04.03 Use staffing, organizing, leading, controlling, and planning to manage sales activities	
04.03.01 Staff sales force to meet company needs	
04.03.02 Organize sales-force and its activities to maximize effectiveness	
04.03.03 Lead sales force to improve staff's sales abilities	
04.03.04 Control sales staff and activities to maximize sales	
04.03.05 Control sales staff and activities to minimize expenses	
04.03.06 Plan sales activities and strategies to guide sales force	
ELA.1.CE 1.5.1	Use writing, speaking, and visual expression to develop powerful, creative and critical messages.
04.04 Monitor marketing information to enhance sales opportunities	
04.04.01 Predict sales to guide business activities	
ELA.1.CE 1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
ELA.1.CE 1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.

BUYING AND MERCHANDISING

05.01 Assess buying and merchandising-career information to enhance opportunities for career success

05.01.01 Analyze buying and merchandising careers to determine careers of interest	
ELA.1.CE 1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
ELA.1.CE 1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.
05.01.02 Compare individual's abilities, interests, and attitudes with those associated with buying and merchandising	
ELA.1.CE 1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).

05.02 Employ communication and interpersonal skills to facilitate interactions with others

05.02.01 Communicate and apply interpersonal skills to manage buying and merchandising and to provide customer assistance	
ELA.1.CE 1.3.2	Compose written and spoken essays or work-related text that demonstrate logical thinking and the development of ideas for academic, creative, and personal purposes: essays that convey the author's message by using an engaging introduction (with a clear thesis as appropriate), well-constructed paragraphs, transition sentences, and a powerful conclusion.
ELA.1.CE 1.3.5	From the outset, identify and assess audience expectations and needs; consider the rhetorical effects of style, form, and content based on that assessment; and adapt communication strategies appropriately and effectively.

05.03 Acquire foundational knowledge of retailing to understand its scope and impact on the economy

05.03.01 Investigate the retail industry	
ELA.1.CE 1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
ELA.1.CE 1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.
05.03.02 Compare and contrast in-store merchandising with online merchandising to determine their similarities and differences	
ELA.1.CE 1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
ELA.1.CE 1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.
05.03.03 Place orders/reorders to maintain appropriate levels of materials/equipment/supplies	
05.03.04 Plan and evaluate purchasing activities to minimize expenses	

05.04 Implement business ethics, regulations, and safeguards to protect the business and the create trust

05.04.01 Apply ethics and government regulations to protect a retail business	
ELA.1.CE 1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
ELA.1.CE 1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.

05.04.02	Plan and implement security measures to minimize loss and to create trust
05.04.03	Implement measures to maintain a safe working environment
ELA.1.CE.1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
05.05 Use leading, controlling, and planning to manage buying and merchandising activities	
05.05.01	Lead store/department staff to improve their job performance
05.05.02	Maintain fiscal control of retail operations to minimize expenses and maximize profit
05.05.03	Plan and implement activities and strategies to guide staff
05.06 Manage marketing activities to facilitate business's development and growth	
05.06.01	Utilize distribution knowledge and skill to manage supply chain activities
05.06.02	Employ financial knowledge and skill to make retail decisions
Math.1.L3.1.1	Convert units of measurement within and between systems; explain how arithmetic operations on measurements affect units, and carry units through calculations correctly.
Math.2.A1.1.1	Give a verbal description of an expression that is presented in symbolic form, write an algebraic expression from a verbal description, and evaluate expressions given values of the variables.
Math.2.A1.1.2	Know the definitions and properties of exponents and roots, transition fluently between them, and apply them in algebraic expressions.
Math.2.A1.2.1	Write equations and inequalities with one or two variables to represent mathematical or applied situations, and solve.
05.06.03	Manage marketing-information to make retail decisions.
05.06.04	Utilize pricing strategies to maximize return and meet customers' perceptions of value
Math.1.L2.1.1	Explain the meaning and uses of weighted averages (e.g., GNP, consumer price index, grade point average).
Math.2.A1.2.1	Write equations and inequalities with one or two variables to represent mathematical or applied situations, and solve.
Math.2.A2.1.7	Identify and interpret the key features of a function from its graph or its formula(e), (e.g. slope, intercept(s), asymptote(s), maximum and minimum value(s), symmetry, average rate of change over an interval, and periodicity).
05.06.05	Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities
ELA.1.CE.1.3.5	From the outset, identify and assess audience expectations and needs; consider the rhetorical effects of style, form, and content based on that assessment; and adapt communication strategies appropriately and effectively.
ELA.1.CE.1.5.1	Use writing, speaking, and visual expression to develop powerful, creative and critical messages.
05.06.06	Utilize promotional knowledge and skill for communicating information to achieve a desired outcome
ELA.1.CE.1.5.1	Use writing, speaking, and visual expression to develop powerful, creative and critical messages.
05.06.07	Manage the sales function to determine client needs and wants and to respond through planned, personalized communication
ELA.1.CE.1.5.1	Use writing, speaking, and visual expression to develop powerful, creative and critical messages.

MARKETING COMMUNICATIONS AND PROMOTION

06.01 Assess marketing communication and promotion career information to enhance opportunities for career success

06.01.01	Analyze marketing communication and promotion careers to determine careers of interest
ELA.1.CE.1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).

ELA.1.CE.1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
06.01.02	Compare individual's abilities, interests and attitudes with those associated with marketing communication and promotion success to determine the match between the two
ELA.1.CE.1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).
06.02 Employ communication and interpersonal skills to facilitate interactions with others	
06.02.01	Communicate with staff to clarify workplace objectives and maximize workflow
06.03 Acquire foundational knowledge of marketing communication & promotion to understand its scope & impact on business	
06.03.01	Investigate the marketing communication and promotion industry to understand its background
ELA.1.CE.1.4.1	Identify, explore, and refine topics and questions appropriate for research.
ELA.1.CE.1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
ELA.1.CE.1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.
Chem.1.C1.1A	Generate new questions that can be investigated in the laboratory or field.
Chem.1.C1.1B	Evaluate the uncertainties or validity of scientific conclusions using an understanding of sources of measurement error, the challenges of controlling variables, accuracy of data analysis, logic of argument, logic of experimental design, and/or the dependence on underlying assumptions.
Chem.1.C1.1C	Conduct scientific investigations using appropriate tools and techniques (e.g., selecting an instrument that measures the desired quantity—length, volume, weight, time interval, temperature—with the appropriate level of precision).
Chem.1.C1.1D	Identify patterns in data and relate them to theoretical models.
Chem.1.C1.1E	Describe a reason for a given conclusion using evidence from an investigation.
Chem.1.C1.1f	Predict what would happen if the variables, methods, or timing of an investigation were changed.
Chem.1.C1.1g	Based on empirical evidence, explain and critique the reasoning used to draw a scientific conclusion or explanation.
Chem.1.C1.1h	Design and conduct a systematic scientific investigation that tests a hypothesis. Draw conclusions from data presented in charts or tables.
Chem.1.C1.1i	Distinguish between scientific explanations that are regarded as current scientific consensus and the emerging questions that active researchers investigate.
06.03.02	Place orders/reorders to maintain appropriate levels of materials/equipment/supplies
06.04 Apply technological tools in the workplace to expedite work flow and to prepare professional looking materials	
06.04.01	Demonstrate basic desktop publishing functions to prepare promotional materials
06.04.02	Integrate software applications to prepare professional looking materials
ELA.1.CE.1.5.4	Use technology tools (e.g, word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
06.05 Implement business ethics, regulations, and safeguards to protect the business and to create trust	
06.05.01	Apply ethics and regulations to protect an agency/business
06.06 Use organizing, leading, and planning to manage marketing communication and promotion activities	
06.06.01	Organize work efforts and staff to enhance work flow

ELA.1.CE 1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.
06.06.02 Lead staff to improve their job performance	
06.06.03 Plan and implement activities and strategies to guide staff	
ELA.1.CE 1.3.7	Participate collaboratively and productively in groups (e.g., response groups, work teams, discussion groups, and committees)—fulfilling roles and responsibilities, posing relevant questions, giving and following instructions, acknowledging and building on ideas and contributions of others to answer questions or to solve problems, and offering dissent courteously.
06.07 Manage marketing communication and promotion activities to facilitate business's development and growth and to contribute to customer satisfaction	
06.07.01 Acquire foundational knowledge of marketing communication and promotion activities to gain an understanding of their nature and scope	
ELA.1.CE 1.3.8	Evaluate own and others' effectiveness in group discussions and formal presentations (e.g., considering accuracy, relevance, clarity, and delivery; types of arguments used; and relationships among purpose, audience, and content).
ELA.1.CE 1.5.1	Use writing, speaking, and visual expression to develop powerful, creative and critical messages.
ELA.2.CE 2.1.11	Demonstrate appropriate social skills of audience, group discussion, or work team behavior by listening attentively and with civility to the ideas of others, gaining the floor in respectful ways, posing appropriate questions, and tolerating ambiguity and lack of consensus.
06.07.02 Advertise to communicate with targeted audiences	
ELA.1.CE 1.3.6	Use speaking, writing, and visual presentations to appeal to audiences of different social, economic, and cultural backgrounds and experiences (e.g., include explanations and definitions according to the audience's background, age, or knowledge of the topic; adjust formality of style; consider interests of potential readers).
06.07.03 Conduct publicity and public relations to create goodwill and to remind others about business activities	
ELA.1.CE 1.3.6	Use speaking, writing, and visual presentations to appeal to audiences of different social, economic, and cultural backgrounds and experiences (e.g., include explanations and definitions according to the audience's background, age, or knowledge of the topic; adjust formality of style; consider interests of potential readers).
ELA.1.CE 1.3.8	Evaluate own and others' effectiveness in group discussions and formal presentations (e.g., considering accuracy, relevance, clarity, and delivery; types of arguments used; and relationships among purpose, audience, and content).
06.07.04 Employ sales promotion activities to inform or remind others.	
ELA.1.CE 1.5.1	Use writing, speaking, and visual expression to develop powerful, creative and critical messages.
06.07.05 Manage promotional activities and staff to expedite work, to coordinate activities, and to maximize the value of marketing communication and promotion	
ELA.1.CE 1.5.1	Use writing, speaking, and visual expression to develop powerful, creative and critical messages.
06.08 Manage marketing activities to facilitate business development and growth	
06.08.01 Utilize distribution knowledge and skill to manage supply-chain activities	
06.08.02 Employ financial knowledge and skill to make business decisions	
06.08.03 Manage marketing-information to make business decisions	
ELA.1.CE 1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.

ELA.1.CE 1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.
06.08.04	Manage pricing strategies to maximize return and meet customers' perceptions of value
Math.2.A1.2.1	Write equations and inequalities with one or two variables to represent mathematical or applied situations, and solve.
Math.2.A1.2.3	Solve (and justify steps in the solutions) linear and quadratic equations and inequalities, including systems of up to three linear equations with three unknowns; apply the quadratic formula appropriately.
Math.2.A2.4.1	Write the symbolic forms of linear functions (standard [i.e., $Ax + By = C$, where $B \neq 0$], point-slope, and slope-intercept) given appropriate information, and convert between forms.
Math.2.A2.4.2	Graph lines (including those of the form $x = h$ and $y = k$) given appropriate information.
Math.2.A2.4.3	Relate the coefficients in a linear function to the slope and x- and y-intercepts of its graph.
06.08.05	Manage product/service management activities to assist in obtaining, developing, maintaining, and improving a product/service mix that responds to market opportunities
06.08.06	Manage the sales function to determine client needs and wants to respond through planned, personalized communication.
ELA.1.CE 1.3.5	From the outset, identify and assess audience expectations and needs; consider the rhetorical effects of style, form, and content based on that assessment; and adapt communication strategies appropriately and effectively.

MARKETING INFORMATION MANAGEMENT AND RESEARCH

07.01 Assess marketing information and research career information to enhance opportunities for career success

07.01.01	Analyze marketing information and research careers to determine careers of interest
ELA.1.CE 1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
ELA.1.CE 1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.
07.01.02	Compare individual's abilities, interests, and attitudes with those associated with marketing information and research success to determine the match between the two
ELA.1.CE 1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.

07.02 Employ communication and interpersonal skills to facilitate interaction with others

07.02.01	Communicate with staff to clarify workplace objectives and maximize workflow
ELA.1.CE 1.5.1	Use writing, speaking, and visual expression to develop powerful, creative and critical messages.
07.02.02	Communicate and apply interpersonal skills to manage marketing information and research
ELA.1.CE 1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).

07.03 Acquire foundational knowledge of marketing information and research to understand its scope and impact on business

07.03.01	Investigate the marketing information and research industry to understand its background
ELA.1.CE 1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.

ELA.1.CE 1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.
Chem.1.C1.1A	Generate new questions that can be investigated in the laboratory or field.
Chem.1.C1.1B	Evaluate the uncertainties or validity of scientific conclusions using an understanding of sources of measurement error, the challenges of controlling variables, accuracy of data analysis, logic of argument, logic of experimental design, and/or the dependence on underlying assumptions.
Chem.1.C1.1C	Conduct scientific investigations using appropriate tools and techniques (e.g., selecting an instrument that measures the desired quantity—length, volume, weight, time interval, temperature—with the appropriate level of precision).
Chem.1.C1.1D	Identify patterns in data and relate them to theoretical models.
Chem.1.C1.1E	Describe a reason for a given conclusion using evidence from an investigation.
Chem.1.C1.1f	Predict what would happen if the variables, methods, or timing of an investigation were changed.
Chem.1.C1.1g	Based on empirical evidence, explain and critique the reasoning used to draw a scientific conclusion or explanation.
Chem.1.C1.1h	Design and conduct a systematic scientific investigation that tests a hypothesis. Draw conclusions from data presented in charts or tables.
Chem.1.C1.1i	Distinguish between scientific explanations that are regarded as current scientific consensus and the emerging questions that active researchers investigate.

07.04 Implement business ethics and safeguards to protect the business and to create trust

- 07.04.01 Apply ethics to protect a business.
- 07.04.02 Plan and implement security measures to minimize loss and to create trust
- 07.04.03 Implement measures to maintain a safe working environment

07.05 Use organizing, leading, and planning to manage marketing information and research activities

- 07.05.01 Organize work efforts and staff to enhance work flow
- 07.05.02 Lead staff to improve their job performance
- ELA.1.CE 1.5.5 Respond to and use feedback to strengthen written and multimedia presentations (e.g., clarify and defend ideas, expand on a topic, use logical arguments, modify organization, evaluate effectiveness of images, set goals for future presentations).

- 07.05.03 Plan and implement activities and strategies to guide staff

07.06 Manage marketing-information and research activities to facilitate business's development and growth and to contribute customer satisfaction

- 07.06.01 Acquire foundational knowledge of marketing-information and research to understand what information and equipment are needed to carry out marketing information and research activities
- ELA.1.CE 1.4.2 Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
- ELA.1.CE 1.4.4 Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.
- 07.06.02 Collect marketing information to facilitate decision making
- 07.06.03 Design and implement marketing research activities to test hypotheses and/or resolve issues
- ELA.1.CE 1.4.2 Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.

Chem.1.C1.1C	Conduct scientific investigations using appropriate tools and techniques (e.g., selecting an instrument that measures the desired quantity—length, volume, weight, time interval, temperature—with the appropriate level of precision).
07.06.04 Process marketing information to translate data into useful information for decision making	
ELA.1.CE.1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE.1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.
ELA.1.CE.1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
Chem.1.C1.1D	Identify patterns in data and relate them to theoretical models.
07.06.05 Report findings to communicate research information to others	
ELA.2.CE.2.3.1	Read, listen to, and view diverse texts for multiple purposes such as learning complex procedures, making work-place decisions, or pursuing in-depth studies.
07.06.06 Employ marketing information to plan marketing activities	
07.07 Manage marketing information to facilitate marketing functions	
07.07.01 Manage marketing-information to make and evaluate logistical decisions	
ELA.2.CE.2.3.1	Read, listen to, and view diverse texts for multiple purposes such as learning complex procedures, making work-place decisions, or pursuing in-depth studies.
07.07.02 Manage marketing information to facilitate pricing strategies that maximize return and meet customer's perceptions of value	
ELA.2.CE.2.3.1	Read, listen to, and view diverse texts for multiple purposes such as learning complex procedures, making work-place decisions, or pursuing in-depth studies.
Math.2.A1.1.1	Give a verbal description of an expression that is presented in symbolic form, write an algebraic expression from a verbal description, and evaluate expressions given values of the variables.
Math.2.A1.2.1	Write equations and inequalities with one or two variables to represent mathematical or applied situations, and solve.
Math.2.A1.2.3	Solve (and justify steps in the solutions) linear and quadratic equations and inequalities, including systems of up to three linear equations with three unknowns; apply the quadratic formula appropriately.
Math.2.A2.1.3	Represent functions in symbols, graphs, tables, diagrams, or words, and translate among representations.
Math.2.A2.4.1	Write the symbolic forms of linear functions (standard [i.e., $Ax + By = C$, where $B \neq 0$], point-slope, and slope-intercept) given appropriate information, and convert between forms.
Math.2.A2.4.2	Graph lines (including those of the form $x = h$ and $y = k$) given appropriate information.
Math.2.A2.4.3	Relate the coefficients in a linear function to the slope and x- and y-intercepts of its graph.
Math.2.A2.6.5	Express quadratic functions in vertex form to identify their maxima or minima, and in factored form to identify their zeros.
Math.2.A3.1.1	Identify the family of function best suited for modeling a given real-world situation (e.g., quadratic functions for motion of an object under the force of gravity; exponential functions for compound interest; trigonometric functions for periodic phenomena. In the example above, recognize that the appropriate general function is exponential ($P = P_0a^t$))

Math.4.S1.1.1	Construct and interpret dot plots, histograms, relative frequency histograms, bar graphs, basic control charts, and box plots with appropriate labels and scales; determine which kinds of plots are appropriate for different types of data; compare data sets and interpret differences based on graphs and summary statistics.
07.07.03 Manage marketing information to assist in obtaining, developing, maintaining, and improving a product /service mix that responds to market opportunities	
ELA.2.CE 2.3.1	Read, listen to, and view diverse texts for multiple purposes such as learning complex procedures, making work-place decisions, or pursuing in-depth studies.
07.07.04 Manage marketing information to facilitate promotional activities.	
ELA.2.CE 2.3.1	Read, listen to, and view diverse texts for multiple purposes such as learning complex procedures, making work-place decisions, or pursuing in-depth studies.

E-MARKETING

08.01 Assess e-marketing career information to enhance opportunities for career success

08.01.01 Analyze e-marketing careers to determine careers of interest	
ELA.1.CE 1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
ELA.1.CE 1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.
08.01.02 Compare individual's abilities, interests, and attitudes with those associated with e-marketing success to determine the match between the two	
ELA.1.CE 1.2.2	Write, speak, and visually represent to develop self-awareness and insight (e.g., diary, journal writing, portfolio self-assessment).

08.02 Acquire foundational knowledge of the Internet and e-commerce to understand its scope and impact on business and the economy

08.02.01 Investigate the retail industry to explore the relationship between retailing and e-commerce	
ELA.1.CE 1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
ELA.1.CE 1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.
Chem.1.C1.1A	Generate new questions that can be investigated in the laboratory or field.
Chem.1.C1.1B	Evaluate the uncertainties or validity of scientific conclusions using an understanding of sources of measurement error, the challenges of controlling variables, accuracy of data analysis, logic of argument, logic of experimental design, and/or the dependence on underlying assumptions.
Chem.1.C1.1C	Conduct scientific investigations using appropriate tools and techniques (e.g., selecting an instrument that measures the desired quantity—length, volume, weight, time interval, temperature—with the appropriate level of precision).
Chem.1.C1.1D	Identify patterns in data and relate them to theoretical models.
Chem.1.C1.1E	Describe a reason for a given conclusion using evidence from an investigation.
Chem.1.C1.1f	Predict what would happen if the variables, methods, or timing of an investigation were changed.
Chem.1.C1.1g	Based on empirical evidence, explain and critique the reasoning used to draw a scientific conclusion or explanation.
Chem.1.C1.1h	Design and conduct a systematic scientific investigation that tests a hypothesis. Draw conclusions from data presented in charts or tables.

Chem.1.C1.1i	Distinguish between scientific explanations that are regarded as current scientific consensus and the emerging questions that active researchers investigate.
08.02.02	Explore the relationship between e-commerce and the Internet to understand the role of the Internet in e-commerce
ELA.1.CE 1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
ELA.1.CE 1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.
ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
08.02.03	Analyze the economic impact of e-commerce
08.02.04	Ascertain the impact of e-commerce on international trade to understand the global marketplace
ELA.1.CE 1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE 1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.
ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
08.02.05	Determine the impact of the Internet on marketing to determine the Internet's usefulness in carrying out marketing activities
ELA.1.CE 1.2.1	Write, speak, and use images and graphs to understand and discover complex ideas.
ELA.1.CE 1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.
ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
08.02.06	Compare and contrast in-store merchandising with online merchandising to determine their similarities and differences
ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
08.02.07	Identify the impact of the Internet on a business's purchasing activities to appreciate the value added by the internet
ELA.1.CE 1.4.2	Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.
ELA.1.CE 1.4.4	Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.
ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).
08.02.08	Place orders/reorders to maintain appropriate levels of materials/equipment/supplies

08.03 Implement e-business ethics, regulations, and safeguards to protect the business and to create trust

08.03.01 Apply ethics and government regulations to protect the e-business

08.04 Acquire needed skills to create a web presence

08.04.01 Employ technological tools to create a web presence

ELA.1.CE 1.5.1 Use writing, speaking, and visual expression to develop powerful, creative and critical messages.

ELA.1.CE 1.5.4 Use technology tools (e.g, word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).

08.05 Organize, control and plan work efforts to manage e-business activities

08.05.01 Organize work to facilitate e-business success

08.05.02 Control costs to minimize expenses and maximize return

08.05.03 Plan an e-business to maximize return and minimize expenses

08.06 Manage marketing activities to facilitate e-business development and growth

08.06.01 Utilize distribution knowledge and skill to manage supply-chain activities

08.06.02 Employ financial knowledge and skill to make e-business decisions

08.06.03 Manage marketing-information to make e-business decisions.

08.06.04 Acquire knowledge of e-pricing strategies to maximize return and meet customers' perceptions of value

ELA.1.CE 1.4.2 Develop a system for gathering, organizing, paraphrasing, and summarizing information; select, evaluate, synthesize, and use multiple primary and secondary (print and electronic) resources.

ELA.1.CE 1.4.4 Interpret, synthesize, and evaluate information/findings in various print sources and media (e.g., fact and opinion, comprehensiveness of the evidence, bias, varied perspectives, motives and credibility of the author, date of publication) to draw conclusions and implications.

Math.2.A1.2.1 Write equations and inequalities with one or two variables to represent mathematical or applied situations, and solve.

Math.2.A1.2.3 Solve (and justify steps in the solutions) linear and quadratic equations and inequalities, including systems of up to three linear equations with three unknowns; apply the quadratic formula appropriately.

Math.2.A2.1.7 Identify and interpret the key features of a function from its graph or its formula(e), (e.g. slope, intercept(s), asymptote(s), maximum and minimum value(s), symmetry, average rate of change over an interval, and periodicity).

Math.2.A2.6.5 Express quadratic functions in vertex form to identify their maxima or minima, and in factored form to identify their zeros.

Math.2.A3.1.1 Identify the family of function best suited for modeling a given real-world situation (e.g., quadratic functions for motion of an object under the force of gravity; exponential functions for compound interest; trigonometric functions for periodic phenomena. In the example above, recognize that the appropriate general function is exponential ($P = P_0a^t$)

08.06.05 Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities

08.06.06 Utilize promotional knowledge and skill for communicating information to achieve a desired outcome

ELA.1.CE 1.3.6 Use speaking, writing, and visual presentations to appeal to audiences of different social, economic, and cultural backgrounds and experiences (e.g., include explanations and definitions according to the audience's background, age, or knowledge of the topic; adjust formality of style; consider interests of potential readers).

ELA.1.CE 1.4.7	Recognize the role of research, including student research, as a contribution to collective knowledge, selecting an appropriate method or genre through which research findings will be shared and evaluated, keeping in mind the needs of the prospective audience. (e.g., presentations, online sharing, written products such as a research report, a research brief, a multi-genre report, I-Search, literary analysis, news article).
ELA.1.CE 1.5.1	Use writing, speaking, and visual expression to develop powerful, creative and critical messages.
08.06.07	Manage the e-sales function to determine client needs and wants and to respond through planned, personalized communication in order to influence sales
ELA.1.CE 1.3.6	Use speaking, writing, and visual presentations to appeal to audiences of different social, economic, and cultural backgrounds and experiences (e.g., include explanations and definitions according to the audience's background, age, or knowledge of the topic; adjust formality of style; consider interests of potential readers).
ELA.1.CE 1.5.1	Use writing, speaking, and visual expression to develop powerful, creative and critical messages.
ELA.1.CE 1.5.4	Use technology tools (e.g. word processing, presentation and multimedia software) to produce polished written and multimedia work (e.g., literary and expository works, proposals, business presentations, advertisements).