

NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

Business, Finance, and Marketing Education

Grade: Grade 9 - 12

Course: Business Management I **Updated**

NCCTE.2020.BB40 - Business Management I

NCCTE.2020.BB40.01.00 - Understand the planning and organizing role of management

NCCTE.2020.BB40.01.01 - Discuss employment opportunities in business management and administration

NCCTE.2020.BB40.01.02 - Explain the concept of management

NCCTE.2020.BB40.01.03 - Discuss the nature of managerial planning

NCCTE.2020.BB40.01.04 - Explain managerial considerations in organizing

NCCTE.2020.BB40.01.05 - Explain the organizational design of business

NCCTE.2020.BB40.01.06 - Explain the nature of project management

NCCTE.2020.BB40.02.00 - Understand the staffing and directing role of management

NCCTE.2020.BB40.02.01 - Discuss the nature of human resources management

NCCTE.2020.BB40.02.02 - Describe managerial considerations in staffing

NCCTE.2020.BB40.02.03 - Discuss managerial considerations in directing

NCCTE.2020.BB40.02.04 - Orient new employees

NCCTE.2020.BB40.03.00 - Understand the relationship between customer service and business management

NCCTE.2020.BB40.03.01 - Discuss the nature of customer relationship management

NCCTE.2020.BB40.03.02 - Describe the use of technology in customer relationship management

NCCTE.2020.BB40.03.03 - Demonstrate a customer-service mindset

NCCTE.2020.BB40.03.04 - Interpret business policies to customers/clients

NCCTE.2020.BB40.03.05 - Adapt communication to the cultural and social differences among clients

NCCTE.2020.BB40.03.06 - Handle customer/client complaints

NCCTE.2020.BB40.03.07 - Identify company's brand promise

NCCTE.2020.BB40.03.08 - Describe the impact of a person's social media brand on the achievement of organizational objectives

