



BUSINESS TECHNOLOGY PROGRAM EMPLOYABILITY PROFILE

Industry Based Skill Standards

Proficiency Definitions
 NA = Not Applicable 1 = Developing 2 = Basic 3 = Proficient 4 = Mastery

	9th	10th	11th	12th
Career Awareness and Planning				
Demonstrates an understanding of careers in business, education requirements, and employment options that are available.				
Computer Skills				
Demonstrates proficiency in Microsoft Word, Excel and Power Point. Selects and uses appropriate technology to address diverse tasks and problems. Retrieves, interprets, evaluates and interactively uses information in a range of different formats.				
Personal and Professional Goal Setting and Success				
Defines principles that contribute to personal and professional success. Explain the difference between short and long term goals. Understand proper dress for an interview or business meeting. Knows how to speak professionally, make a presentation and adapt to one's work environment. Understands the importance of being prompt and having a positive attitude				
Communicating for Success				
Communicates orally in a clear and sensitive manner appropriately varied according to different audiences and seniority levels. Give and receives feedback appropriately and constructively. Participates constructively in meetings. Presents knowledge, in a range of written formats, in a professional, structured and clear manner.				
Economics				
Can explain the factors that influence income, wealth and allocation, distribution and utilization of scarce resources. Understands and can explain how economics is a central discipline behind the study of business, management and related areas. Compare and contrast the various economic systems. Understands and can explain the concept of scarcity, supply and demand.				
Banking, Saving & Investing				
Can explain features of different financial institutions. Can identify different type of loans, explain interest and compound interest. Describe how credit, debit cards and traditional checking accounts work. Recognize the impact of credit score and interest rates. Describe newer methods of payment such as Venmo, Cash App, Apple Pay and online bill paying. Can describe different types of investments.				

Industry Certifications/Credentials/Endorsement	
Precision Exam:	
Personal Financial Responsibility	
Business Management	
Entrepreneurship	
Marketing Fundamentals	

	9th	10th	11th	12th
Marketing Concepts				
Understands and can explain the function of marketing and the importance of marketing in everyday life. Summarize the steps necessary to create a successful marketing mix. Describe demographics, target markets, SWOT analysis and the 4 P's.				
Accounting				
Demonstrates an understanding of the purpose and importance of accounting. Define the three components of the accounting equation. Reconcile a bank statement; identify basic financial statements				
Personal Finance				
Can evaluate the impact of age, education and geographic location on personal income. Understand and can explain the origin of taxes, how they help society and how they effect us on an individual basis. Can explain sales tax, property tax, state and federal tax and social security tax. Understands and can explain the impact of credit score. Can create a budget and explain gross/net, fixed/variable expenses. Able to assess rent/buy/lease decisions based on finance principals.				
Entrepreneurship				
Understands and can describe entrepreneurship and traits of highly motivated entrepreneurs. Can articulate the changing demographics of entrepreneurs in the US. Explain positive effects of entrepreneurship on global economies. Explain feasibility, SWOT analysis. Understand the purpose of a written business plan and identify a suggested outline of a business plan.				
Business Management				
Can compare and contrast various forms of business organizations and ownerships. Understand and can describe effective management styles. Understands and can create an organizational chart. Can explain the different roles of management (human resources, accounting, distribution, etc.)				

Articulated College Credit or Advanced Standing	
SUNY OCC	
SUPA	
Total	