Indiana Department of Education

Indiana Content Standards for Educators

CAREER AND TECHNICAL EDUCATION—BUSINESS AND INFORMATION TECHNOLOGY

Business and information technology teachers are expected to have a broad and comprehensive understanding of the knowledge and skills needed for this educator license, and to use that knowledge to help students prepare for the challenges and opportunities of the twenty-first century. This requires the ability to identify, comprehend, analyze, synthesize, and evaluate the basic principles, fundamental concepts, and essential content defined in these standards, and to apply that knowledge to the tasks of planning and delivering effective instruction and assessment.

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Business and information technology teachers have a broad and comprehensive understanding of entrepreneurship and business ownership.

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Business and information technology teachers have a broad and comprehensive understanding of business communication.

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Business and information technology teachers have a broad and comprehensive understanding of financial management, accounting, and business math.

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Business and information technology teachers have a broad and comprehensive understanding of business and personal law and ethics.

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Business and information technology teachers have a broad and comprehensive understanding of marketing and international business.

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Business and information technology teachers have a broad and comprehensive understanding of computer applications, data management, and programming.

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Business and information technology teachers have a broad and comprehensive understanding of networking and the Internet.

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Business and information technology teachers have a broad and comprehensive understanding of business and information technology careers and career development.

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Business and information technology teachers have a broad and comprehensive understanding of core knowledge and skills for business and information technology teachers.

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Business and information technology teachers have a broad and comprehensive understanding of instruction and assessment in career and technical education and business education.

Standard 1: Business and Human Resources Management

Business and information technology teachers have a broad and comprehensive understanding of business and human resources management, including:

1.1 management theories, methods, and skills and management functions

1.2 types and characteristics of business organizational structures

1.3 the nature and scope of business operations and principles of operations management

1.4 procedures relating to recruitment, selection, training, evaluation, and termination of employees and principles and practices of collective bargaining and labor contract implementation

1.5 factors that influence individual and group behavior, team building, employee motivation, and employee morale

1.6 strategies and practices pertaining to employee compensation and benefits and government agencies, laws, regulations, and policies affecting human resources management

Standard 2: Entrepreneurship and Business Ownership

Business and information technology teachers have a broad and comprehensive understanding of entrepreneurship and business ownership, including:

2.1 roles of entrepreneurs in the larger global economy, characteristics of successful entrepreneurs, and advantages and disadvantages of owning a business and being an entrepreneur

2.2 types and characteristics of business ownership, including sole proprietorships, partnerships, corporations, franchises, and cooperatives

2.3 steps in starting a new business, including identifying business opportunities and developing a business plan

2.4 strategies for accessing and evaluating information to assist entrepreneurial decision making

Standard 3: Business Communication

Business and information technology teachers have a broad and comprehensive understanding of business communication, including:

3.1 types and characteristics of workplace communication and etiquette in business communication

3.2 strategies and skills for effective oral communication in the workplace, including active listening

3.3 principles and practices for planning and producing effective written business communications using standard American English and appropriate business format and terminology

3.4 strategies and skills for effective reading to locate, interpret, evaluate, and use business-related information from a variety of sources

3.5 strategies and skills for planning, preparing, and delivering effective presentations in a variety of business contexts and to audiences that differ in composition, interest, and level of knowledge

3.6 characteristics, applications, operation, advantages, and disadvantages of various types of communications technologies, including emerging technologies, used in business contexts

3.7 techniques and applications of cross-cultural communication

Standard 4: Financial Management, Accounting, and Business Math

Business and information technology teachers have a broad and comprehensive understanding of financial management, accounting, and business math, including:

4.1 principles and methods of financial management and budgeting, the time value of money, and ethical issues in financial management

4.2 types and characteristics of financial institutions and government regulatory agencies and concepts related to banking and the securities industry

4.3 accounting terminology, steps in the accounting cycle, and the application of Generally Accepted Accounting Principles (GAAP)

4.4 production, interpretation, and analysis of financial statements and the use of accounting data to evaluate financial performance

4.5 managerial accounting and procedures used for managing payrolls and inventory and calculating taxes

4.6 characteristics and applications of industry-standard accounting software

4.7 the application of basic computational skills, including percents, decimals, and fractions, to solve problems in various business contexts

4.8 construction and interpretations of tables, charts, and graphs

4.9 basic principles of geometry and methods and skills related to measurement in various business contexts

4.10 the application of principles and methods of probability and statistics in various business contexts

4.11 basic principles of algebra and the use of formulas and equations in various business contexts

Standard 5: Business and Personal Law and Ethics

Business and information technology teachers have a broad and comprehensive understanding of business and personal law and ethics, including:

5.1 legal terminology and procedures; sources of the law; civil and criminal law; and the structure of federal, state, and local court systems in the United States

5.2 rights and responsibilities of individuals, businesses, and governments under the U.S. and Indiana constitutions

5.3 contract law, agency law, the Uniform Commercial Code (UCC), environmental protection laws, and other laws and regulations pertaining to the operation of a business

5.4 laws and regulations related to product pricing, promotion, selling, and the regulation of competition, including antitrust laws, truth-in-advertising laws, and laws against unfair and deceptive business practices

5.5 laws and regulations pertaining to product development, including laws relating to product safety, consumer protection, product liability, and product labeling

5.6 functions and uses of commercial paper and the laws and regulations pertaining to credit, taxes, and bankruptcy

5.7 estates, trusts, insurable assets, power of attorney, and other applications of personal law

5.8 real and personal property, patent, trademark, and copyright law

5.9 social, legal, and ethical issues related to technology use

5.10 ethics and social responsibility for businesses and individuals

Standard 6: Personal Financial Literacy

Business and information technology teachers have a broad and comprehensive understanding of personal financial literacy, including:

6.1 strategies for collecting and analyzing financial information and applying this information in systematic decision making about individual and family finances

6.2 effects of education, income, skills, life and career choices, and economic factors on personal income and the achievement of financial goals

6.3 strategies and skills for personal financial planning, money management, budgeting, and creating and maintaining financial records

6.4 rights and responsibilities of consumers and the use of rational decision-making skills when purchasing goods and services

6.5 types of financial services offered by banks and other financial institutions; characteristics, advantages, and disadvantages of various types of credit; and strategies for managing credit and debt

6.6 strategies for assessing, analyzing, and managing risk and for controlling personal information and characteristics, advantages, and disadvantages of various types of insurance through the life cycle

6.7 strategies for estate planning, saving, and investing and characteristics, advantages, and disadvantages of various investment and retirement options

6.8 tax terminology, types of taxes, and skills for calculating taxes and completing tax forms in the United States

Standard 7: Economics

Business and information technology teachers have a broad and comprehensive understanding of economics, including:

7.1 basic terminology and concepts in economics, including scarcity, choice, capital, opportunity costs, and supply and demand; the concept of money as a medium of exchange; and the circular flow model of economic exchanges

7.2 major economic theories and their influence on the formulation of public policy

7.3 methods for conducting economic research and analyzing and interpreting economic information

7.4 characteristics of traditional, command, market, and mixed economic systems

7.5 factors that affect productivity, including specialization, division of labor, and technological innovation, and how changes in the availability of factors of production affect businesses and the economy

7.6 characteristics and operation of market economies, including the operation of supply and demand, benefits of competition, and characteristics of different types of competitive market structures

7.7 characteristics and operation of the U.S. national economy and the use of economic indicators to assess the state of the economy

7.8 factors that influence economic growth and fluctuations in the world economy; characteristics of the business cycle; and the relationship of the business cycle to unemployment, recession, and inflation

7.9 roles of government in the economy; major government regulatory agencies; and how government tax, regulatory, spending, monetary, and fiscal policies affect the U.S. economy

7.10 functions of the Federal Reserve System and how the Federal Reserve responds to changing economic conditions

Standard 8: Marketing and International Business

Business and information technology teachers have a broad and comprehensive understanding of marketing and international business, including:

8.1 roles and functions of marketing, marketing strategies, and the use of marketing research and marketing data to make decisions and develop a marketing plan

8.2 product/service development, factors determining the product mix, and effects of product life cycles on marketing decisions

8.3 product/service placement and distribution

8.4 product/service pricing

8.5 product/service promotion and advertising

8.6 consumer behavior and consumer decision making, the selling process, and customer relations

8.7 economic factors, including absolute and comparative advantage, opportunity costs, resource availability, and competition, that shape and affect international business, marketing, and trade

8.8 social, cultural, religious, political, linguistic, legal, and ethical factors that shape and affect international business and marketing and strategies for effective communication in international business contexts

8.9 strategies used by domestic businesses to enter and participate in international business and to market products/services to other countries, including licensing, direct investment, joint ventures, and franchising

8.10 protectionism, free trade, currency exchange, and other factors that affect the international exchange of products/services and the roles of trade agreements and international institutions in regulating trade

Standard 9: Information Technology: Computer Applications, Data Management, and Programming

Business and information technology teachers have a broad and comprehensive understanding of computer applications, data management, and programming, including:

9.1 social, legal, and ethical issues related to technology use

9.2 terminology, components, operations, and applications of computer hardware and peripherals, operating systems, and utility programs

9.3 software applications and operations, including the use of word-processing, database management, spreadsheet, presentation, communication, and desktop publishing software to produce outcomes that meet industry standards

9.4 digital communications tools, skills, and techniques used in keyboarding, formatting, and other input procedures

9.5 knowledge and skills of computer programming, including an understanding of various programming languages

9.6 principles and techniques for the design and production of multimedia projects

9.7 types and characteristics of emerging technologies and procedures for employing these technologies in various business contexts

9.8 strategies for planning the selection and acquisition of information technology and for developing the skills and knowledge of information technology users

Standard 10: Information Technology: Networking and the Internet

Business and information technology teachers have a broad and comprehensive understanding of networking and the Internet, including:

10.1 concepts, principles, hardware, and software used in the creation and management of computer networks

10.2 types, characteristics, and operation of wireless communications and networking devices

10.3 strategies and procedures for managing risk, ensuring privacy, and maintaining security when using the Internet or other networking systems

10.4 Internet terminology and procedures for accessing and navigating the Internet

10.5 strategies and techniques for using information technology and the Internet to communicate, access, and evaluate information

10.6 types of e-commerce; strategies for establishing an Internet business; and procedures for planning, developing, designing, maintaining, and managing a Web site

10.7 strategies for pricing, promoting, and selling products and services on the Internet and for using emerging Internet technologies and procedures for Internet marketing

10.8 types and characteristics of interactive media, including social networking sites and various applications available for mobile devices, and the use of these media in business and marketing

10.9 types and characteristics of emerging technologies related to networking and the Internet and procedures for employing these technologies in various business contexts

Standard 11: Business and Information Technology Careers and Career Development

Business and information technology teachers have a broad and comprehensive understanding of business and information technology careers and career development, including:

11.1 personal characteristics, abilities, and skills for succeeding in the workplace

11.2 types and characteristics of career opportunities in information technology and business-related fields

11.3 sources of information about business-related careers and education and experience, skills, and other requirements needed for various information technology and business-related careers

11.4 strategies and techniques for helping students analyze career pathways and carry out self-assessment and career planning and for encouraging students to be lifelong learners

11.5 strategies and techniques for locating open information technology and business-related career positions, creating an effective résumé, and completing successful interviews

Standard 12: Core Knowledge and Skills for Business and Information Technology Teachers

Business and information technology teachers have a broad and comprehensive understanding of core knowledge and skills for business and information technology teachers, including:

12.1 the structure and delivery of career and technical education in the United States and Indiana and state and federal laws and regulations pertaining to career and technical education

12.2 Common Core Standards for English Language Arts and Mathematics and their application in business and information technology education settings

12.3 important events and developments in the history of career and technical education and business education

12.4 social, political, economic, legal, and ethical issues in business and information technology education

12.5 principles and practices for ensuring the safety of students in business and information technology classrooms and school-to-work experiences

12.6 strategies and techniques for coordinating and supervising students' school-to-work experiences and for assessing student learning during their school-to-work experiences

12.7 missions, goals, and organizational structures of career and technical student organizations; roles and responsibilities of faculty advisors to these organizations; and strategies for fostering leadership skills in students

12.8 professional development and outreach in career and technical education and business and information technology education, including strategies for working with local advisory committees

Standard 13: Business and Information Technology Instruction and Assessment

Business and information technology teachers have a broad and comprehensive understanding of instruction and assessment in career and technical education and business education, including:

13.1 Indiana Academic Standards for Business, Marketing, Entrepreneurship, and Information Technology Education

13.2 NBEA National Standards for Business Education and the ISTE National Educational Technology Standards

13.3 instructional strategies and resources to integrate instruction that promotes students' achievement of Common Core Standards for English Language Arts and Mathematics

13.4 instructional strategies and resources for promoting students' understanding of concepts and development of skills related to business education

13.5 strategies and skills for planning, designing, and delivering instruction in business and information technology education, including the use of techniques and approaches that meet the needs of diverse learners

13.6 instructional strategies for promoting student learning and fostering the development of critical-thinking, higher-order thinking, problem-solving, and performance skills in business and information technology education

13.7 strategies and skills for creating a productive learning environment using knowledge of student behavior, organizational skills, and classroom management skills

13.8 communication methods that promote student learning and foster active inquiry, interaction, and collaboration in the business and information technology education classroom

13.9 strategies and skills for selecting, adapting, and using technological resources to enhance teaching and learning

13.10 strategies for promoting students' skills and knowledge required for success in the workplace, in business and information technology occupations, and in postsecondary education

13.11 strategies and skills for effectively assessing students' understanding and mastery of essential concepts and skills in business and information technology education

Selected Bibliography of Standards and Sources Related to Career and Technical Education—Business and Information Technology

State and National Standards and Curriculum Frameworks

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2. Indiana Department of Education. (2007). *Financial literacy standards framework*. http://dc.doe.in.gov/Standards/AcademicStandards/PrintLibrary/docs-Financial/FinancialLiteracyFramework.pdf
3. National Business Education Association. (2007). *National standards for business education* (3rd ed.).
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17. National Research Center for Career and Technical Education. (2010). *Professional development for secondary career and technical education: Implications for change*. Louisville, KY: National Research Center for Career and Technical Education, University of Louisville.

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Indiana Educator Standards for Career and Technical Education—Business and Information Technology	Indiana Academic Standards for Business, Marketing, Entrepreneurship, and Information Technology Education	NBEA National Standards for Business Education	ISTE National Educational Technology Standards
Standard 1: Business and Human Resources Management Business and information technology teachers have a broad and comprehensive understanding of business and human resources management.	BMF. 8.2–8.8, BTL.5.1, BTL.8.1–8.2, FA.5.9, FA.8.1, FA.8.4, CTE Information Technology 45, 49, BF.3.2–3.3, BM.1.1, BM.2.1, BM.4.1–4.6, BM.5.1, BM.6.1, BM.9.1, BCP.5.1–5.6, BL.3.1, E.1.1, E.6.1	Business Law III, Management I–IV, Management VI–VII, Management IX–XI	
Standard 2: Entrepreneurship and Business Ownership Business and information technology teachers have a broad and comprehensive understanding of entrepreneurship and business ownership.	E.2.1, E.3.1, E.4.1, E.5.1, E.6.1, E.7.1, E.8.1, E.9.1–9.2, E.10.1, E.11.1, E.12.1, E.13.1, E.14.1, ACCII.4.1, BCP.4.1, BF.3.1	Entrepreneurship I–IX, Business Law IV	
Standard 3: Business Communication Business and information technology teachers have a broad and comprehensive understanding of business communication.	BMF.10.1, MF.2.1–2.3, FA.10.1, BTL.2.1, CTE Information Technology 21, 47, BM.4.7, TBC.1.1, TBC.2.1, TBC.3.1, TBC.4.1, TBC.5.1, TBC.6.1, TBC.7.1, DCT.3.1–3.2, BMTH.6.1, PF.7.1, CA.4.1, CA.5.1, T.6.1	Management IV, Communication I–IV, Information Technology XII	

Indiana Educator Standards for Career and Technical Education—Business and Information Technology	Indiana Academic Standards for Business, Marketing, Entrepreneurship, and Information Technology Education	NBEA National Standards for Business Education	ISTE National Educational Technology Standards
Standard 4: Financial Management, Accounting, and Business Math Business and information technology teachers have a broad and comprehensive understanding of financial management, accounting, and business math.	BMF. 1.1–1.3, BMF.5.1–5.3, BMF. 8.9, FA.2.1–2.2, FA.5.1–5.4, FA.5.6, FA.6.2–6.4, FA.7.1–7.11, BTL.1.2, BTL.4.1, CTE Information Technology 49, BM.3.1, BCP.3.1–3.4, BMTH.1.1–1.3, BMTH.2.1–2.2, BMTH.3.1–3.2, BMTH.4.1, BMTH.5.1, ACCI.1.1, ACCI.2.1, ACCI.3.1, ACCI.4.1, ACCI.5.1, ACCI.6.2, ACCII.1.1, ACCII.2.1, ACCII.3.1, ACCII.4.1, ACCII.5.1, ACCII.6.2, PF.6.2, MF.6.1, MF.8.1, E.5.1–5.2	Accounting I–VII, Computation I–VI, Entrepreneurship IV–V, Management X	
Standard 5: Business and Personal Law and Ethics Business and information technology teachers have a broad and comprehensive understanding of business and personal law and ethics.	BMF.7.1–7.3, CTE Information Technology 46, BTL.9.4, FA.8.2–8.3, BF.1.1–1.2, BM.7.1, BM.8.1, BCP.2.2, BL.1.1–1.6, BL.2.1–2.2, BL.3.1–3.2, BL.4.1–4.7, BL.5.1–5.2, E.1.1	Accounting I, Accounting VII, Business Law I–III, Business Law IV–VI, Business Law VIII–X, Entrepreneurship VIII, Management V, Marketing III, International Business IV, Information Technology XV	4a
Standard 6: Personal Financial Literacy Business and information technology teachers have a broad and comprehensive understanding of personal financial literacy.	FA.5.1–5.10, FA.6.1–6.4, PF.1.1–1.3, PF.2.1–2.3, PF.3.1–3.4, PF.4.1–4.6, PF.5.1–5.3, PF.6.1–6.4, BF.5.1–5.6, BL.4.3–4.6, BCP.3.3, BMTH.3.1–3.2, MF.6.1	Accounting VII, Personal Finance I–VIII	
Standard 7: Economics Business and information technology teachers have a broad and comprehensive understanding of economics.	BMF.3.1–3.4, FA.1.1–1.2, BF.2.1–2.7, BCP.2.1–2.3, BCP.3.2, E.3.1, GE.1.1, GE.2.1–2.2, GE.3.1, GE.4.1–4.2, MF.4.1–4.2	Economics I–IX, Entrepreneurship III, Management IX, Marketing III	

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Standard 9: Information Technology: Computer Applications, Data Management, and Programming Business and information technology teachers have a broad and comprehensive understanding of computer applications, data management, and programming.	CTE Information Technology 1.1–1.14, CTE Information Technology 1.16,21, CTE Information Technology 2–12, CTE Information Technology 22–30, CTE Information Technology 35–39, CTE Information Technology 42–43, BTL.1.1, BTL.1.3, BTL.3.1–3.4, BTL.7.1, T.1.1, T.2.1, T.3.1, T.4.1–4.5, T.5.1, CA.1.1, CA.2.1, CA.3.1–3.6, CAA.1.1, CAA.2.1, CAA.3.1–3.6, CP.1.1, CP.21.3, DTP.1.1, DTP.2.1, DTP.3.1, DTP.4.1	Business Law VII, Management VIII, Marketing III, Information Technology I–XVII	3a–3d; 4a

Indiana Educator Standards for Career and Technical Education—Business and Information Technology	Indiana Academic Standards for Business, Marketing, Entrepreneurship, and Information Technology Education	NBEA National Standards for Business Education	ISTE National Educational Technology Standards
Standard 10: Information Technology: Networking and the Internet Business and information technology teachers have a broad and comprehensive understanding of networking and the Internet.	CTE Information Technology 1.15, CTE Information Technology 1.17–1.20, CTE Information Technology 2.3, CTE Information Technology 13–21, CTE Information Technology 31–34, BMF.2.1, BTL.7.1, T.6.1, BCP.5.5, CA.5.1, CAA.5.1, WD.1.1, WD.2.1–2.8, WD.3.1, WD.4.1, WD.5.1, WD.6.1		
Standard 11: Business and Information Technology Careers and Career Development Business and information technology teachers have a broad and comprehensive understanding of business and information technology careers and career development.	CPS.1.1, CPS.2.1, CPS.3.1–3.3, CPS.4.1, CPS.5.1–5.5, TBC.8.1, ACCI.6.1, PF.2.1, GE.5.1, IB.1.2, MF.11.1–11.2, E.13.1, CTE Information Technology 1.5		
Standard 12: Core Knowledge and Skills for Business and Information Technology Teachers Business and information technology teachers have a broad and comprehensive understanding of core knowledge and skills for business and information technology teachers.	BF.3.3, E.13.1, CTE Information Technology 48	Career Development II–V, Information Technology XVIII	5a–5d

Indiana Educator Standards for Career and Technical Education—Business and Information Technology	Indiana Academic Standards for Business, Marketing, Entrepreneurship, and Information Technology Education	NBEA National Standards for Business Education	ISTE National Educational Technology Standards
Standard 13: Business and Information Technology Instruction and Assessment Business and information technology teachers have a broad and comprehensive understanding of instruction and assessment in career and technical education and business education.			1a–1d; 2a–2d; 3a–3d; 4a–4d