

QUICK REFERENCE: 8TH GRADE BUSINESS

A. COMMUNICATIONS

Content Standard

Students in Wisconsin will communicate in a clear, courteous, concise, and correct manner on personal and professional levels.

WRITTEN COMMUNICATIONS

Rationale:

Whether in the school setting, workplace, or personal life, it is essential to be an effective writer.

ORAL COMMUNICATIONS

Rationale:

Speaking and listening are essential communication skills. Whether in a personal or formal setting, communicators are required to listen, follow instructions, and deliver coherent messages.

WORKPLACE COMMUNICATIONS

Rationale:

Communication skills are essential to be successful in the workplace.

PERFORMANCE STANDARDS

By the end of grade 8 students will:

Written Communications

- A.8.1 Write, edit, and revise business correspondence, outlines, summaries, and reports using correct grammar, mechanics, and word usage (see LA B.8.1, B.8.2)
- A.8.2 Differentiate between paraphrasing, documentation, and plagiarism (see LA F.12.1)
- A.8.3 Demonstrate the ability to paraphrase and document sources (see LA F.12.1)
- A.8.4 Demonstrate an awareness to language bias (see LA C.8.1, D.8.2)
- A.8.5 Plan, draft, and revise a spontaneous piece that demonstrates effective language use, structure, style, and correctness (see B.8.2)

Oral Communications

- A.8.6 Present brief impromptu remarks pertaining to topics of current or general interest (see LA C.8.1)
- A.8.7 Research and present a speech relating to career choices (see LA C.8.1)
- A.8.8 Ask appropriate questions when more information is needed (see LA C.8.3)
- A.8.9 Demonstrate and interpret nonverbal cues (see LA C.8.3)
- A.8.10 Demonstrate respect for differences in regional and multicultural communication (see LA C.8.1, D.8.2)

Workplace Communications

- A.8.11 Identify and define the components of the communication process (see LA C.8.2)
- A.8.12 Identify barriers to communications
- A.8.13 Make introductions in a variety of situations
- A.8.14 Describe the steps of problem-solving negotiation
- A.8.15 Describe the characteristics of an effective team
- A.8.16 Write a thank-you letter

B. INFORMATION SYSTEMS/TECHNOLOGY

Content Standard

Students in Wisconsin will select and apply current information systems/technology as they relate to personal and business decision-making in light of ethical and social issues.

Rationale:

Information systems/technology continue to change. Students must be able to select and apply from the tools available. In order to make informed decisions, the student must learn current technology as well as understand ethical and social issues related to the use of technology.

PERFORMANCE STANDARDS**By the end of grade 8 students will:**

- B.8.1 Identify hardware components inside the computer
- B.8.2 Have a basic understanding and use of file management
- B.8.3 Use a medium to store, retrieve, and backup information (see LA E.4.1)
- B.8.4 Explain when to use word processing, spreadsheet, database, and desktop publishing software
- B.8.5 Demonstrate touch keyboarding skills at acceptable speed and accuracy levels
- B.8.6 Use word processing software to compose, organize, and edit information
- B.8.7 Use spreadsheet software to create, store, retrieve, update, and delete data
- B.8.8 Use database software to store and manipulate data
- B.8.9 Proofread and edit documents
- B.8.10 Demonstrate the use of print functions
- B.8.11 Identify security issues pertaining to computer systems
- B.8.12 Use the Internet to obtain information

C. FINANCIAL PROCEDURES

Content Standard

Students in Wisconsin will use financial procedures to make decisions about planning, organizing, and allocating resources.

Rationale:

Making wise decisions is essential for the economic well being of our country. Students need financial knowledge to ensure they make the best decisions both personally and professionally. Whether it is daily transactions or investments for their future, students must understand how to use resources to develop economic growth.

PERFORMANCE STANDARDS**By the end of grade 8 students will:**

- C.8.1 Calculate sales tax (see M B.8.5)
- C.8.2 Make change in a sales transaction
- C.8.3 Determine the amount of savings needed for a short-term goal
- C.8.4 Verify the accuracy of financial calculations

D. ECONOMICS

Content Standard:

Students in Wisconsin will use critical-thinking skills to function as citizens who are literate about economics through development of personal consumer economic skills and a knowledge of societal and governmental responsibility.

Rationale:

The American economy is based on a private enterprise system in which the sum total of the millions of individual choices made by consumers, workers, and citizens affect the decisions made by business owners and government officials. In order to make these informed decisions, individuals must clearly understand how the system operates while comprehending their role in the system.

PERFORMANCE STANDARDS**By the end of grade 8 students will:**

- D.8.1 Describe the characteristics of a market system (i.e., private property, freedom of choice, self interest, competition, prices set in markets by supply and demand, and limited role of government)
- D.8.2 Give examples to explain how businesses depend upon workers with specialized skills to make production more efficient (see SS D.4.4)
- D.8.3 Identify consumer rights and responsibilities
- D.8.4 Give examples to show how government provides for the national defense, health and safety, environmental protection, defense of property rights, and the maintenance of free and competitive markets (see SS D.8.3, D.8.5, D.12.11)
- D.8.5 Apply economic concepts to consumer decision making, buying, saving, and investing (see SS D.8.1)

E. ENTREPRENEURSHIP**Content Standard**

Students in Wisconsin will use business knowledge and preparation to develop an understanding of business operations and the ability and skills necessary to become entrepreneurs.

Rationale:

The major components of entrepreneurship incorporate the basic structure of business (e.g., accounting/finance, economics, international business, law, marketing, and management). Therefore, it is essential for students to have an understanding of entrepreneurship and its place in the education of business.

PERFORMANCE STANDARDS

By the end of grade 8 students will:

- E.8.1 Describe the role of entrepreneurs in a market system and explain the benefits and risks of becoming an entrepreneur (see SS D.8.8)
- E.8.2 Recognize opportunities that would lead to a successful business
- E.8.3 Give examples of how businesses meet societal needs
- E.8.4 Explain the impact of competition on profits
- E.8.5 Explain how supply and demand interact to determine price (see SS D.8.2)
- E.8.6 Define differences between debt and equity and identify factors that can lead to higher and lower prices
- E.8.7 Contrast the differences among corporations, sole proprietorships, and partnerships
- E.8.8 Discuss major components of a business plan
- E.8.9 Describe major business activities that occur in any business
- E.8.10 Prepare a personal net worth statement
- E.8.11 Explain the basic operations of a small business

F. MARKETING

Content Standard

Students in Wisconsin will describe how marketing strategies are used in business to meet the needs of consumers.

Rationale:

Marketing is connected to almost every function of business. All people in an organization are responsible for meeting the needs of their consumers and should, therefore, be familiar with the processes involved with marketing.

PERFORMANCE STANDARDS**By the end of grade 8 students will:**

- F.8.1 Explain the difference between promoting and selling
- F.8.2 Contrast different types of promotional campaigns
- F.8.3 List factors that influence consumers to buy
- F.8.4 Explain the purposes of promotion
- F.8.5 Describe the distribution process
- F.8.6 Explain how a business identifies products/services needed and wanted by consumers

G. INTERNATIONAL BUSINESS**Content Standard**

Students in Wisconsin will develop the ability to participate in business transactions in both domestic and international business.

Rationale:

Businesses are taking on a global focus and workers must be able to participate in both domestic and international environments in order to succeed. Therefore, students need to be able to work in a variety of business and office settings.

PERFORMANCE STANDARDS**By the end of grade 8 students will:**

- G.8.1 Recognize major cities in the world and identify the countries in which they are located (see SS A.4.2, A.4.5)
- G.8.2 Identify major holidays in various cultures and discuss how they are celebrated
- G.8.3 Identify international cultural differences in food, dress, and social behavior of countries (see SS E.4.14)
- G.8.4 Identify basic words and phrases in languages used in business throughout the world
- G.8.5 Define basic business terminology used in international business transactions such as import and export
- G.8.6 Identify examples of imported and exported goods

H. PRINCIPLES OF MANAGEMENT**Content Standard**

Students in Wisconsin will select and analyze appropriate information from the business function areas such as marketing, finance, accounting, production, and personnel of business to make informed management decisions.

Rationale:

Students must have the ability to know where to find information needed to make decisions. The knowledge of different function areas of business and what data can be obtained from these areas is essential for students to use in both personal and business management decisions.

PERFORMANCE STANDARDS

By the end of grade 8 students will:

- H.8.1 Identify why business decisions need to be made
- H.8.2 Describe how to collect and analyze the data in order to make business decisions
- H.8.3 Analyze outcomes as a result of business decisions
- H.8.4 Identify personal traits of successful business owners and managers

I. PRINCIPLES OF LAW

Content Standard

Students in Wisconsin will apply the basic legal principles to their roles as citizens, consumers, and employees.

Rationale:

The knowledge of law is essential in today's society. Whether the law pertains to an individual or a business, students must understand legal principles in order to be a productive citizen and make responsible decisions that protect the individual and society at large.

PERFORMANCE STANDARDS

By the end of grade 8 students will:

- I.8.1 Explain why laws are made
- I.8.2 Explain common legal terms
- I.8.3 Explain the judicial system (see SS C.8.4)
- I.8.4 Identify an individual's legal rights and responsibilities in a democratic society (see SS C.4.1)

J. INTERPERSONAL AND LEADERSHIP SKILLS

Content Standard

Students in Wisconsin will demonstrate interpersonal teamwork and leadership skills necessary to function in multicultural business settings.

Rationale:

In order to be successful, workers need to work independently and with others, demonstrate initiative, and work efficiently in a variety of business environments.

PERFORMANCE STANDARDS**By the end of grade 8 students will:**

- J.8.1 Identify leadership styles
- J.8.2 Demonstrate the ability to work with others
- J.8.3 Provide examples of how behavior affects the feelings of others
- J.8.4 Discuss the importance of honesty when working with others
- J.8.5 Discuss the importance of integrity
- J.8.6 Describe different cultural behaviors and expectations (see SS E.8.10)
- J.8.7 Distinguish between fact and opinion (see LA C.4.2)
- J.8.8 Expand vocabulary to include simple business terms
- J.8.9 Demonstrate respect for others who are different from oneself
- J.8.10 Describe characteristics of a team working together successfully

K. CAREER DEVELOPMENT**Content Standard**

Students in Wisconsin will explore careers and develop skills necessary to make meaningful decisions in a variety of business careers. Students will develop a career cluster focus based on their career development process.

Rationale:

Career development encompasses an individual's total life. In our changing society, career enhancements and career changes will become common. Individuals must be able to use the tools, resources, and guidance made available to them to make informed decisions.

PERFORMANCE STANDARDS

By the end of grade 8 students will:

- K.8.1 Identify own talents and interests
- K.8.2 Identify own strengths and weaknesses with examples
- K.8.3 Assess how one's strengths and weaknesses relate to a variety of career options
- K.8.4 Compare one's skills and aptitudes with various career options
- K.8.5 Describe several occupations within the business occupational cluster
- K.8.6 Initiate a lifework plan to assess self, select high school courses, and identify potential career options
- K.8.7 Create a career portfolio that includes career research materials
- K.8.8 Compare education options
- K.8.9 Use a variety of resources to gather information about careers
- K.8.10 Relate career interests to opportunities in the global economy
- K.8.11 Describe habits needed for career success
- K.8.12 Demonstrate effective interpersonal skills in a work team relationship
- K.8.13 Describe appropriate etiquette for work situations