

Business Education

Educating for Success
in Business and Life

Will our school's graduates...

- Use a computer?
 - Enter the job market?
 - Manage their finances?
 - Purchase goods and services?
 - Be effected by technology?
 - Seek solutions to problems?



If so, today's business curriculum
will help our students develop
the knowledge and skills
they need to succeed.

Business Education Includes Instruction for and About Business in the Areas of...

- Accounting
- Business Law
- Career Development
- Communications
- Economics and Personal Finance
- Entrepreneurship
- Information Technology
- International Business
- Keyboarding and Document Processing
- Management Concepts
- Marketing Concepts
- Quantitative Skills

Business Education Areas

Accounting – to provide preparation for the advanced study of accounting principles to proprietorships, partnerships, corporations and entrepreneurial ventures



Business Law – to promote an understanding of the laws affecting businesses, individuals and families

Career Development – to refine concepts and skills related to self awareness, career research, workplace expectations and life-long learning which are integrated throughout students' educational experiences



Communications – to expand the development and application of reading, writing, speaking, listening and presentation skills including utilization and access of shared information resources via networks and/or the Internet

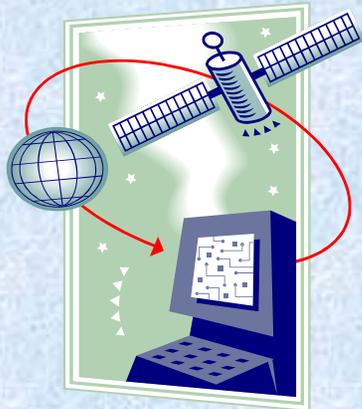
Economics and Personal Finance – to increase the ability to make wise economic decisions related to personal finances, the successful operation of organizations and the economic activities of the country



Entrepreneurship – to cultivate the ability to recognize a business opportunity, develop a business plan, start a business based on the recognized opportunity and operate and maintain the business

Information Technology –

to teach and apply concepts and skills in current and emerging technology areas including keyboarding/document processing, computer application software, networking, multimedia production, Internet, e-mail and business programming



International Business –

to encourage the analysis of how countries' cultures, political and economic policies and business practices are interrelated

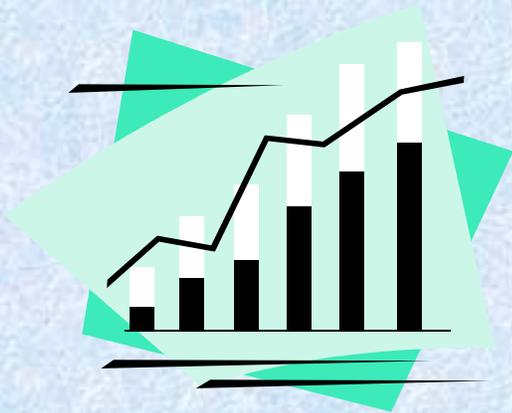
Keyboarding and Document Processing – to develop speed and accuracy using touch keyboarding techniques to create and format documents, use the computer as an effective tool and enhance students' information skills



Management Concepts – to develop the ability to analyze, synthesize and evaluate data from other areas of business such as marketing, finance, accounting and production along with developing appropriate leadership skills and conducting career and technical student organization activities

Marketing Concepts –

to increase the understanding of the impact of marketing on both the American economic system as well as on the international economy



Quantitative Skills – to support the development of essential computation skills for citizens, consumers, wage earners, employees, employers, investors and entrepreneurs

Additional information can be found in the
**National Standards for
Business Education,**
developed in cooperation
with business leaders by the
National Business Education Association.

www.nbea.org

These standards specify

**What America's Students
Should Know and Be Able to
Do in Business**

In Pennsylvania, business teachers have voluntarily taken the standards and made them a part of their curriculum.



These standards are also being cross-referenced with Pennsylvania academic standards.

Additional information on
Pennsylvania academic standards
and the cross referencing project
can be found on the
Department of Education website.

www.pde.state.pa.us

Every student in Pennsylvania
can benefit from business
knowledge and skills.

Business students are given opportunities to...

- Use accounting procedures
 - Prepare to become entrepreneurs
 - Communicate effectively as writers, listeners and speakers
 - Understand the interrelationships of different areas of business
 - Apply knowledge and skills to simulations and/or work experience



Given Opportunities To...

- Function as economically literate and financially responsible citizens
- Demonstrate interpersonal, teamwork, problem solving and leadership skills
- Make career choices and become employable in a variety of careers
- Analyze data to make wise management and economic decisions



Given Opportunities To...

- Integrate academic knowledge with technical competencies
- Prepare for further education and life long learning
- Select and apply tools of technology
- Develop career awareness



Your support is needed
to help provide students with
information about the necessity
of business courses.

Together we need to
communicate to students, parents,
and other teachers the importance
of business courses.

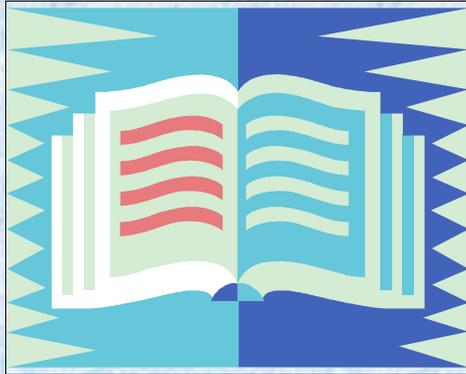


And give our students the message
that they can start **now** to gain
all the knowledge and skills
they need to succeed
in business and in life.



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This PowerPoint Presentation was designed for the Pennsylvania Department of Education by Amy Thorn, a business education major at Indiana University of Pennsylvania, using materials developed by Robin Smith, from the Hollidaysburg Area School District, and a brochure prepared by a committee of business education instructors.