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](http://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.
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.