Business Concepts

Exam Information	Description
Exam number **200** **Items** **47** **National Career Cluster** **Business Management & Administration** **Marketing** **Certification available** **Yes**	The Business Concepts industry certification exam assesses learners' understanding of key business concepts, including economics, entrepreneurship, finance, marketing, and designing business documents.

Exam Blueprint and Performance Skills

Standard	Percentage of exam score
1. Business Concepts	17%
2. Investing	22%
3. Business Venture	17%
4. Marketing Plan	16%
5. Business Documents	16%
6. Business Plan	12%

*Includes performance skill evaluation

Standard 1 - Business Concepts

Candidates will understand basic business, economic, and entrepreneurial concepts.

Objective 1 Candidates will identify different types of business ownership (sole proprietorship, partnership, and corporations.

1. List the advantages and disadvantages of each business type.
2. Explain the difference between for-profit and non-profit businesses.

Objective 2 Candidates will understand and demonstrate Economic and Entrepreneurial concepts.

1. Candidates will determine business risks, skills, and characteristics of entrepreneurs (Personality Test, Risk Awareness).
2. Explain scarcity, demand, supply, and opportunity cost (trade-offs)

Optional: Standard performance evaluations on the final page of this document.

Standard 2 - Investing

Candidates will understand the importance of investing and its relationship to business.

Objective 1 Identify various investment tools.

1. Compare risks and benefits of investment tools.
2. Understand how time influences investment options. (Compound Interest)

Objective 2 Candidates will understand and explain basic stock market concepts and terminology.

Objective 3 Candidates will be able to read stock quotes.

Objective 4 Candidates will simulate the buying and selling of stock. (The Stock Market Game, banks.com, creating a personal portfolio)

1. Use research to identify possible stock purchases.
2. Determine gains/losses on the sale of stock.

Standard 3 - Business Venture

Candidates will research and develop a business venture to be used for their entrepreneurial simulation.

Objective 1 Candidates will explore possible business ventures to pursue the business simulation

1. Identify resources at their disposal. Capital, Human, and Natural Resources.
2. Analyze different business ventures and choose a business for the simulation.

Objective 2 Candidates will determine who the potential customers are for the business simulation.

1. Identify goods and/or services as potential business ventures.
2. Determine an appropriate target market for a business venture using demographics.
3. Conduct market research of the target market to determine customer wants and needs.

Objective 3 Candidates will make financial decisions by creating a budget for the business venture.

1. Create a financial budget. (Include advertising, business documents, and other related expenses.)

Standard 4 - Marketing Plan

Candidates will create a marketing plan for their business venture.

Objective 1 Candidates will know the 4 P's of marketing (Marketing Mix) of product, place, price, and promotion.

1. Incorporate the marketing mix into the business marketing plan.

Objective 2 Candidates will understand what motivates consumer purchases.

1. Identify emotional, rational, and patronage motives for making purchases.
2. Identify possible motivations for the simulation target market.

Objective 3 Candidates will identify advertising media: magazines, newspapers, television, radio, social media, the internet, and billboards.

1. Choose the best advertising media for the simulation.

Objective 4 Candidates will research advertising costs for their business venture.

1. Include the advertising cost in the financial budget.

Standard 5 - Business Documents

Candidates will design business documents.

Objective 1 Candidates will understand and evaluate basic design concepts and terminology.

1. Define: white space, margins, headline, copy, color, page balance, font, font size, graphic formats, and design elements.
2. Design high-quality printed documents for the simulation.

Objective 2 Candidates will create a logo and slogan for their business.

1. Identify the purpose of logos and slogans.
2. Create a digital logo and slogan to be used in the simulation documents.

Objective 3 Candidates will create business cards, letterhead, and additional documents as needed.

1. Identify the purpose of these documents.

Objective 4 Candidates will create 3 print and/or multimedia advertisements

Objective 5 Candidates will research the financial cost of creating/obtaining business documents for their business venture.

1. Include the printing cost in the financial budget

Optional: Standard performance evaluations on the final page of this document.

Standard 6 - Business Plan

Candidates will create, present, and evaluate a business plan.

Objective 1 Candidates will research the financial cost of creating/obtaining business documents for their business venture.

1. Cover Sheet
2. Executive Summary
3. Organizational Plan
4. Marketing Plan
5. Financial Documents
6. Other documents created for the simulation

Objective 2 Candidates will present or display the business plan and supporting documents.

1. Collect feedback from a third-party

Objective 3 Candidates will evaluate the success of their business.

1. Complete a self-reflection activity about the project.

Optional: Standard performance evaluations on the final page of this document

Performance Skills Evaluation

Exam name: *Exam title*

Candidate Name: ____

Performance assessments may be completed and evaluated any time before the certification is issued. The following performance skills can be used in connection with the associated standards and exam. The evaluator will function as the subject matter expert to determine if the candidate meets the skills requirements with a Yes/No for passing.

Standard 1 – Business Concepts • Candidates will complete a job application form properly. (Online option preferred) • Prepare a Resume • Participate in a role-play for job interviews • Prepare and present a short presentation for an audience.	**Pass:**
Standard 4 – Marketing Plan • Create forms of advertising	**Pass:**
Standard 4 – Business Documents • Candidates will prepare an income statement. • Candidates will prepare a balance sheet.	**Pass:**

Evaluator Name: ____________________________ **Date:** ____________________