

Week	NYS Performance Indicators	Objectives Essential Questions	Resources (Suggested Activities)	Cross-Curriculum Connections	Assessment Items
Week 1-3	<p>Universal Standards for entire 40 weeks:</p> <p><u>Standard: CDOS.C.1</u> Subject Area: NYS Career Development and Occupational Studies Grades: Commencement, 9th Grade, 10th Grade, 11th Grade, 12th Grade Career Development Students will be knowledgeable about the world of work, explore career options, and relate personal skills, aptitudes, and abilities to future career decisions.</p> <p><u>Key Idea: CDOS.C.1.1</u> Subject Area: NYS Career Development and Occupational Studies Grades: Commencement, 9th Grade, 10th Grade, 11th Grade, 12th Grade Career Development Students will learn about the changing nature of the workplace, the value of work to society, and the connection of work to the achievement of personal goals.</p>	<p><i>Business Management and Administration</i></p> <p><i>Financial Analysis</i></p> <p>Understand the fundamental principles of money needed to make financial exchanges.</p> <p>Understand the use of financial-services providers to aid in financial-goal achievement.</p> <p>Analyze financial needs and goals to determine financial requirements. Performance Indicators</p> <p><i>HR</i></p> <p>Discuss the nature of human resources management</p> <p>Explain the role of ethics in human resources management</p> <p>Describe the use of technology in human resources management</p> <p><i>Marketing</i></p>	<p>Financial analysis Financial Literacy for High School Students Free Course (everfi.com)</p> <p>Types of Financial Analysis - YouTube</p> <p>Free Personal Finance Tutorials at GCFCGlobal</p> <ul style="list-style-type: none"> Practical Money Skills for Life: K-12 lesson plans on financial literacy. https://www.practicalmoneyskills.com <p>Human Resources:</p> <p>HR Management: Real-Life Perspectives - Lesson and Activity WISELearn Resources</p> <p>Teaching Resources (shrm.org)</p> <p>Human Resources Managers :</p>	<p>Marketing Microsoft Word - APL Integrated Marketing Campaign Resource Guide.docx (website-files.com)</p>	<ul style="list-style-type: none"> Students will research the fundamental principles of money. Students will compare and contrast the various financial service providers. Students will analyze the nature of human resource management. Students will identify the role of ethics in HRM. Students will research the factors that influence buying behavior. Students will identify how marketing is beneficial in a global economy. SWBAT to identify and explain the

	<p><u>Performance Indicator:</u> <u>CDOS.C.1.1.C</u></p> <p>Subject Area: NYS Career Development and Occupational Studies</p> <p>Grades: Commencement, 9th Grade, 10th Grade, 11th Grade, 12th Grade</p> <p>Students analyze skills and abilities required in a career option and relate them to their own skills and abilities.</p> <p>Financial Analysis</p> <p>Performance Indicator - CDOS.Alt.3a.MI.6.A: Students utilize information to make decisions.</p> <p>Performance Indicator - CDOS.Alt.3a.TS.2.A: Students recognize that there is a problem and make decisions to solve the problem to accomplish a task.</p> <p>Performance Indicator - CDOS.C.2.1.A: Students demonstrate the integration and application of academic and occupational skills in their school learning, work, and personal lives.</p> <p>HR</p> <p>tudents will - CDOS.C.3b.BI.5.A.SW:</p>	<p>Explain factors that influence customer/client/business buying behavior</p> <p>Discuss actions employees can take to achieve the company's desired results</p> <p>Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.</p> <p>Explain marketing and its importance in a global economy</p> <p>Describe marketing functions and related activities</p> <p><i>Operations</i></p> <p>Explain the nature of operations</p> <p>Discuss the role of ethics in operations</p> <p>Describe the use of technology in operations</p> <p>Explain the nature and scope of purchasing</p> <p><i>Professional Development</i></p>	<p><u>Occupational Outlook Handbook:</u> <u>: U.S. Bureau of Labor Statistics (bls.gov)</u></p> <p><u>1.1 What Is Human Resources? – Human Resource Management (umn.edu)</u></p> <p><u>Free Business Communication Tutorial at GCFCGlobal</u></p> <p><u>Free Workplace Basics Tutorial at GCFCGlobal</u> Marketing:</p> <p><u>Marketing Teacher – For marketing learners, teachers and professionals.</u></p> <p><u>What is Marketing? – The Definition of Marketing – AMA</u></p> <p><u>Marketing and sales U.S. Small Business Administration (sba.gov)</u></p>		<p>“purchasing” process of business.</p> <ul style="list-style-type: none"> • Students will practice creating SMART goals for themselves. • Students will review and analyze a Businesses “Code of Conduct”. • Students will examine an organizational leadership structure. • Students will be able to define the concept of “Management”. • Students will complete research on how to effectively minimize risk.
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	<p>A. Understand business organization management:</p> <ol style="list-style-type: none"> 1. Organizational structure 2. Factors of production <ol style="list-style-type: none"> a. Land b. Labor c. Capital d. Time B. Understand human resources management: 3. Planning 4. Recruiting and selecting personnel 5. Compensation <ol style="list-style-type: none"> e. Salaries f. Incentives g. Employee benefits 6. Training and development 7. Performance appraisal <ol style="list-style-type: none"> h. Promotion i. Transfer j. Termination C. Understand personal resources management (see A, B). <p>Performance Indicator - CDOS.C.2.1.B: Students use academic knowledge and skills in an occupational context, and demonstrate the application of these skills by using a variety of communication techniques (e.g., sign language, pictures, videos, reports, and technology).</p> <p>Students will - CDOS.I.3a.TE.5.A.SW:</p> <p>A. Use the computer as a tool for:</p>	<p>Maintain appropriate personal appearance</p> <p>Demonstrate systematic behavior</p> <p>Set personal goals</p> <p>Balance personal and professional responsibilities</p> <p>Follow rules of conduct</p> <p>Follow chain of command</p> <p><i>Strategic Management</i></p> <p>Explain the concept of management</p> <p>Explain factors that affect management</p>	<p>7 Best Marketing Lesson Plans and Projects for High School (aeseducation.com)</p> <p>Marketing Lesson Plans (georgeacademics.com)</p> <p>WGYP Lesson Plans - Marketing - Wharton Global Youth Program (upenn.edu)</p> <p>Business Operations Business Production & Operations Lesson Plans - Videos & Lessons Study.com</p> <p>Business Management Lesson Plans (georgeacademics.com)</p> <p>Business Management & Administration - CTE Lesson</p>		
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	<ol style="list-style-type: none"> 1. Word processing 2. Graphics 3. Gathering, organizing, and manipulating data and information (e.g., spreadsheets, databases, Internet) 4. Presentations <p>B. Understand how different parts of a machine (e.g., copier, laboratory equipment, etc.) operate.</p> <p>C. Demonstrate awareness of technology and the 21st century workforce.</p> <p>D. Use technology appropriate for management of individuals, families, groups, etc.</p> <p>E. Discuss the influence of technology on the changing economy.</p> <p>F. Practice troubleshooting and routine maintenance of technological resources.</p> <p>G. Use the computer as a tool to solve problems.</p> <p>H. Recognize the limits of current technology.</p> <p>I. Understand costs of technological solutions.</p> <p>Performance Indicator - CDOS.Alt.3a.MR.7.A: Students demonstrate an awareness of the knowledge, skills,</p>		<p>Planning Resources (google.com)</p> <p>Business Lessons For High School Students (gatewaycfs.com)</p> <p>Business Operations - Overview, Examples, How To Improve (corporatefinanceinstitute.com)</p> <p>guide6_eng.pdf (citigroup.com)</p> <p>Free Entrepreneurship 101 Tutorial at GCFGlobal</p> <p>Professional Development</p> <p>What Is Professional Development? Definition and Examples Indeed.com</p> <p>Why is Professional Development Important? -</p>	
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	<p>abilities and resources needed to complete a task.</p> <p>Performance Indicator - CDOS.Alt.3a.SY.8.A: Students demonstrate understanding of how a system operates and identify where to obtain information and resources within the system.</p> <p>Marketing</p> <p>Students will - CDOS.C.3b.HP.2.A.SW:</p> <ul style="list-style-type: none"> J. K. Public relations/promotion L. Understand and apply communication processes to convey information: M. Records, forms, applications, resumes, reports N. Alternative communication techniques (e.g., ASL, technology) O. Constructive/destructive communication techniques P. Nonverbal communication Q. Public relations, advertising, and promotion <p>Performance Indicator - CDOS.E.2.1.A: Students identify academic knowledge and skills that are required in specific occupation</p> <p>Students will - CDOS.C.3b.BI.1.A.SW:</p>		<p>Professional Development Harvard DCE</p> <p>How to Encourage Professional Development for Employees (businessnewsdaily.com)</p> <p>What is Professional Development? (learn.org)</p> <p>Free Job Success Tutorial at GCFCGlobal</p> <p>Free Learning Tips Tutorial at GCFCGlobal</p> <p>Strategic Management</p> <p>Strategic Management - Meaning and Important Concepts (managementstudyguide.com)</p> <p>Strategic management explained MU</p>		
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	<p>D. Understand marketing concepts:</p> <p>8. Basics (e.g., functions, mix, concept, utility)</p> <p>9. Product management (planning, development, product, life-cycle)</p> <p>10. External factors</p> <p>k. Government regulations</p> <p>l. Economic environment</p> <p>m. Cultural differences</p> <p>n. Technology</p> <p>o. Special interest groups</p> <p>p. Competition</p>		<p>Business (marquette.edu)</p> <p>Microsoft Word - DECA HRM 2023 District Event 1 C R.docx (website-files.com)</p>		
Week 4-6	<p><i>Operations</i></p> <p><u>Students will:</u> <u>CDOS.C.3a.BS.1.A.SW</u></p> <p>Subject Area: NYS Career Development and Occupational Studies</p> <p>Grades: Commencement, 9th Grade, 10th Grade, 11th Grade, 12th Grade</p> <p>E. Demonstrate competency in reading through strategies to:</p> <p>11. Organize new information to support a decision in the workplace</p> <p>12. Make generalizations and identify underlying concepts independently</p> <p>13. Apply information from one context to many</p> <p>14. Extract and synthesize data from many sources</p>	<p><i>Entrepreneurship</i></p> <p><i>Economics</i></p> <p>Identify the impact of small business/entrepreneurship on market economies</p> <p>Explain the concept of private enterprise</p> <p>Identify factors affecting a business's profit</p> <p>Determine factors affecting business risk</p> <p>Explain the concept of competition</p> <p><i>Entrepreneurship</i></p> <p>Describe the nature of entrepreneurship</p>	<p><i>Entrepreneurship</i></p> <p>Free Entrepreneurship 101 Tutorial at GCFCGlobal</p> <p>WGYP Lesson Plans - Entrepreneurship - Wharton Global Youth Program (upenn.edu)</p> <p>Shark Tank Teaching Guide.pdf (scholastic.com)</p> <p>Entrepreneurship (ngpf.org)</p> <p>WHAT IS AN ENTREPRENEUR (financeintheclassroom.org)</p>		<ul style="list-style-type: none"> • Students will be able to conduct research and define the term entrepreneur. • Students will be able to compare Private vs public enterprises. • Students will research factors that affect a business's profits. • Students will complete research on how to effectively minimize risk. • Students will research the opportunities for small

	<p>15. Use insight to make generalizations and draw conclusions</p> <p>16. Assess data and information for significance</p> <p><i>Entrepreneurship</i></p> <p><u>Students will:</u> <u>CDOS.C.3b.BI.2.A.SW</u></p> <p>Subject Area: NYS Career Development and Occupational Studies</p> <p>Grades: Commencement, 9th Grade, 10th Grade, 11th Grade, 12th Grade</p> <p>F. Understand business concepts/characteristics:</p> <p>17. Nature of business</p> <p>q. Trends (e.g., e-commerce)</p> <p>r. Influential factors</p> <p>i. Social</p> <p>ii. Political</p> <p>iii. Economic</p> <p>iv. Technological</p> <p>v. Global</p> <p>G. Understand the nature of entrepreneurship:</p> <p>18. Characteristics of the entrepreneur</p> <p>19. Advantages and disadvantages</p> <p>20. Business plan</p> <p>21. Financing (e.g., raising capital)</p> <p>22. Opportunities</p>	<p>Explain the role requirements of entrepreneurs and owners</p> <p>Describe the use of business ethics in entrepreneurship</p> <p>Describe small-business opportunities in international trade</p>	<p>Entrepreneurship PBS LearningMedia</p> <p>What is Entrepreneurship? Center for American Entrepreneurship (startupsusa.org)</p> <p>Entrepreneurship - HBR</p> <p>Economics</p> <p>Economics Lesson Plans & Activities (K-12) (mrdonn.org)</p> <p>Economics For Kids And Teenagers PBS LearningMedia</p> <p>Government & the Economy Lesson Plan iCivics</p> <p>WGY Lesson Plans - Economics - Wharton Global Youth Program (upenn.edu)</p> <p>American Economic Association (aeaweb.org)</p>		<p>business in international trade.</p> <ul style="list-style-type: none"> Students will research things to be mindful of when entering into the international markets.
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	<p>23. Legal issues (see IC)</p> <p>24. Organizational structures (see IA3)</p> <p>25. Marketing (see IV)</p> <p>26. Economics (see III)</p> <p>27. Finance/accounting</p> <p>28. Global markets</p>		<p>Economics Khan Academy</p> <p>Bureau of Economics Federal Trade Commission (ftc.gov)</p> <p>Center for Economic Education - Lessons - High School - JMU</p> <p>Business Operations 6464fe90a024122a8e2d8bf9 DECA-SBE-Operations-Lesson Plan.docx (live.com)</p> <p>Economics 639b7665dae42959ab5a525f DECA BFS 2019 District Event 2.pdf (website-files.com)</p> <p>Case Study of the Week: Does a Retailer Live Up to Its Promise? DECA Direct Online</p>	
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			<u>Case Study of the Week: Using Research in Halloween Merchandising DECA Direct Online</u> <u>Case Study of the Week: Gambling with Financial Security DECA Direct Online</u> Entrepreneurship <u>Case Study of the Week: Adding Less Expensive Options at the Food Truck DECA Direct Online</u> <u>Case Study of the Week: Which Additional Sales Channel is Best? DECA Direct Online</u> <u>Case Study of the Week: Customer Reviews for Custom Pottery DECA Direct Online</u>		
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			Turn Your Business Idea Into a Reality DECA Direct Online Case Study of the Week: Turning a Hobby into a Business DECA Direct Online Case Study of the Week: Funding Options for Small Businesses DECA Direct Online 639b69719f12d86dbe356f3f DECA ENT 2022 District Event 1.pdf (website-files.com) 639b674b2aeadf58eae51497 DECA ENT 2018 District Event 1.pdf (website-files.com)		
Week 7	Economics	<p><i>Finance</i></p> <p><i>HR</i></p> <p>Discuss the nature of human resources management</p>	<p>Finance Case Study of the Week: Mitigating Fraud DECA Direct Online</p> <p>Case Study of the Week: The</p>		<ul style="list-style-type: none"> • Students will research and identify technology usage in HRM. • Students identify the concept of

	<p><u>Students will:</u> <u>CDOS.C.3b.BI.1.A.SW</u></p> <p>Subject Area: NYS Career Development and Occupational Studies</p> <p>Grades: Commencement, 9th Grade, 10th Grade, 11th Grade, 12th Grade</p> <ul style="list-style-type: none"> H. Understand basic economic concepts: 29. Making economic decisions <ul style="list-style-type: none"> s. The economic way of thinking t. Individual decisions u. Group decisions v. Private sector decisions w. Public sector decisions 30. The microeconomic perspective <ul style="list-style-type: none"> x. Demand: achieving consumer satisfaction y. Supply: producing goods and services z. Demand, supply, and prices aa. Business firms in the economy bb. Perfect competition and monopoly cc. Monopolistic competition dd. Improving the market economy ee. The labor market and determining personal income 31. The macroeconomic perspective <ul style="list-style-type: none"> ff. Measuring aggregate economic activity gg. Distribution of income 	<p>Explain the role of ethics in human resources management</p> <p>Describe the use of technology in human resources management</p> <p><i>Financial Analysis</i></p> <p>Explain the time value of money</p> <p>Explain the purposes and importance of credit</p> <p>Explain legal responsibilities associated with financial exchanges</p> <p><i>Business Law</i></p> <p>Discuss the nature of law and sources of law in the United States</p> <p>Describe the United States' judicial system</p> <p>Describe methods used to protect intellectual property (BL:051) (SP)</p> <p>Describe legal issues affecting businesses (BL:001) (SP)</p>	<p><u>Importance of Emotional Intelligence in Lending DECA Direct Online</u></p> <p><u>Teach Your Students About the Stock Market DECA Direct Online</u></p> <p><u>639b75655a8079d6910d57a4 DECA BFS 2018 District Event 1.pdf (website-files.com)</u></p> <p><u>639b76253832772e05c9c9ed DECA BFS 2019 District Event 1.pdf (website-files.com)</u></p> <p><u>639b7699e9be860496e41e4d DECA BFS 2020 District Event 1.pdf (website-files.com)</u></p> <p><u>Microsoft Word - DECA BFS 2023 District Event 2 CR.docx (website-files.com)</u></p> <p><u>Case Study of the Week: The Need for</u></p>		<p>"Time value of money".</p> <ul style="list-style-type: none"> • Students identify the purpose of maintaining a good credit score. • SWBAT research ways to protect their intellectual property. • Students will research previous and current legal issues affecting businesses.
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	<p>hh. Unemployment</p> <p>ii. Inflation</p> <p>jj. Money, the Federal Reserve System, and banking</p> <p>kk. Monetary policy</p> <p>ll. Taxes</p> <p>mm. Fiscal policy</p> <p>nn. Economic growth</p>		<p>an Accountant DECA Direct Online</p> <p>Business Law</p> <p>639b713ed95a03488fd8853c DECA BL TDM 2019 District Event.pdf (website-files.com)</p> <p>6397d4f06039a04dd66037f8 DECA BL TDM 2018 District Event.pdf (website-files.com)</p> <p>639b713ed95a03488fd8853c DECA BL TDM 2019 District Event.pdf (website-files.com)</p> <p>639b71b3f30634713d8f7f2d DECA BL TDM 2020 District Event.pdf (website-files.com)</p> <p>Microsoft Word - DECA BLTDM 2021 District Event Virtual.docx (website-files.com)</p> <p>639b70bf0b950978a9666bb5 DECA B</p>	
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			LTDM 2017 District Event.pdf (website-files.com) HR Ethics Education Business Ethics Leadership MBA Research Case Study of the Week: Positive Working Relationships While Restructuring DECA Direct Online Why Cross-cultural Fluency Is Among Today's Most Sought-after Workplace Skills DECA Direct Online Case Study of the Week: Creating a Bereavement Policy DECA Direct Online SBE: Human Resources Management DECA Inc. Advisor Resources		
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			Case Study of the Week: Diversity in Holidays DECA Direct Online Microsoft Word - DECA HRM 2023 District Event 2 C R.docx (website-files.com) Human Resources Sample Role-play Presentation DECA Inc. Advisor Resources 639a38b4c8e1ec6874817306 DECA HRM 2017 District Event 1.pdf (website-files.com)		
Week 8-10	<p>Finance</p> <p><u>Students will:</u> <u>CDOS.C.3b.BI.2.A.SW</u></p> <p>Subject Area: NYS Career Development and Occupational Studies</p> <p>Grades: Commencement, 9th Grade, 10th Grade, 11th Grade, 12th Grade</p> <p>32. Personal finance and investment</p> <p>Human Resources</p>	<p><i>Hospitality and Tourism</i></p> <p><i>Customer Relations</i></p> <p>Respond to customer inquiries</p> <p>Adapt communication to the cultural and social differences among clients</p> <p>Interpret business policies to customers/clients</p>	<p>Customer Relations</p> <p>Case Study of the Week: Customers Overstaying Their Welcome DECA Direct Online</p> <p>639a37ce3baaabee d326ff32 DECA M CS 2022 District Event 1.pdf (website-files.com)</p> <p>Marketing</p>		<ul style="list-style-type: none"> • SWBAT practice reviewing and responding to customer inquiries. • SWBAT practices reviewing business policies and expressing them to customers. • SWBAT research current marketing

	<p><u>Students will:</u> <u>CDOS.C.3b.BI.5.A.SW</u></p> <ol style="list-style-type: none"> l. Understand human resources management: 33. Planning 34. Recruiting and selecting personnel 35. Compensation <ol style="list-style-type: none"> oo. Salaries pp. Incentives qq. Employee benefits 36. Training and development 37. Performance appraisal <ol style="list-style-type: none"> rr. Promotion ss. Transfer tt. Termination J. Understand personal resources management (see A, B). <p><u>Performance Indicator:</u> <u>CDOS.C.3b.ET.2.A</u></p> <p>Subject Area: NYS Career Development and Occupational Studies</p> <p>Grades: Commencement, 9th Grade, 10th Grade, 11th Grade, 12th Grade</p> <p>Students demonstrate how all types of engineering/technical organizations, equipment (hardware/software), and well-trained human resources assist and expedite the production/distribution of goods and services.</p> <p>Financial Analysis</p>	<p>Build and maintain relationships with customers</p> <p><i>Marketing</i></p> <p>Explain marketing and its importance in a global economy</p> <p>Describe marketing functions and related activities</p> <p><i>Communication Skills</i></p> <p>Identify sources that provide relevant, valid written material</p> <p>Extract relevant information from written materials</p> <p>Apply written directions to achieve tasks</p> <p>Analyze company resources to ascertain policies and procedures</p>	<p><u>Case Study of the Week: Turning an Exercise Brand into a Lifestyle Brand DECA Direct Online</u></p> <p><u>Case Study of the Week: Making a Splash with New Management DECA Direct Online</u></p> <p><u>Case Study of the Week: Making a Splash with New Management DECA Direct Online</u></p> <p><u>Case Study of the Week: Methods to Market an Inconvenient Location DECA Direct Online</u></p> <p><u>Case Study of the Week: Rich Content for Weekly</u></p>		<p>function and strategies.</p> <ul style="list-style-type: none"> • SWBAT practice reviewing and companies polices and procedures,
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Students will:
CDOS.C.3b.BI.1.A.SW

Subject Area: NYS Career Development and Occupational Studies

Grades: Commencement, 9th Grade, 10th Grade, 11th Grade, 12th Grade

- K. Understand business-related mathematical applications:
- 38. Computation
- 39. Accounting
- 40. Income taxes
- 41. Financial records
- 42. Ratios and percentages
- 43. Depreciation
- 44. Interpretation
- 45. Tables
- 46. Charts and graphs
- 47. Financial reports
- 48. Analyzing
- 49. Amortization
- 50. Real versus nominal
- 51. Statistics
- 52. Economic indicators
- 53. Forecasting
- 54. Stock markets
- 55. Sales
- 56. Inventory
- 57. Earnings

Customer Relations

Students will:
CDOS.C.3b.HP.2.A.SW

Subject Area: NYS Career Development and Occupational Studies

[Emails | DECA Direct Online Case Study of the Week: Expanding Clientele with New Products and Services | DECA Direct Online](#)

[Case Study of the Week: Designing Pricing Strategies | DECA Direct Online](#)

[Case Study of the Week: How to Deliver Entertainment Along with Food? | DECA Direct Online Case Study of the Week: Can](#)

	<p>Grades: Commencement, 9th Grade, 10th Grade, 11th Grade, 12th Grade</p> <ul style="list-style-type: none"> L. Understand techniques of effective communication: 58. Speaking uu. Acceptable conventions of the English language vv. Grammar, tone ww. Presentation skills xx. Questioning skills yy. Interviewing 59. Reading 		<p>Partnering Benefit Both Corporate Brands? DECA Direct Online</p>	
Week 11-14	<p>Communication skills</p> <p><u>Students will:</u> <u>CDOS.C.1.1.A.SW</u></p> <p>Subject Area: NYS Career Development and Occupational Studies</p> <p>Grades: Commencement, 9th Grade, 10th Grade, 11th Grade, 12th Grade</p> <ul style="list-style-type: none"> M. Identify how basic academics relate to a variety of careers: 60. Basic skills required by employers 61. Assessed skills by state/national/private testing to enter workforce 62. Promotional skill requirements 63. Effective communication skills 64. Specific technical skills needed for some jobs 	<p>Marketing</p> <p><i>Marketing</i></p> <p>Explain factors that influence customer/client/business buying behavior</p> <p>Discuss actions employees can take to achieve the company's desired results (</p> <p>Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.)</p> <p>Operations</p> <p>Maintain a safe work environment</p>	<p>Professional Development</p> <p>Case Study of the Week: The Need for Professional Development DECA Direct Online</p> <p>Use Role-plays and Case Studies in the Classroom DECA Inc. Advisor Resources</p> <p>Microsoft Word - DECA ACT 2021 District Event 2 Virtual.docx (website-files.com)</p> <p>Microsoft Word - DECA ACT 2023 District Event 1 CR.</p>	<ul style="list-style-type: none"> • Students will research the factors that influence buying behavior. • SWBAT analyze a job site and tell if there are any major OSHA infractions. • Students will practice writing workplace incident reports. • Students will practice the basic functions of professional email by completing one for a job inquiry

	<p><u>Students will:</u> <u>CDOS.C.3b.BI.1.A.SW</u></p> <p>Subject Area: NYS Career Development and Occupational Studies</p> <p>Grades: Commencement, 9th Grade, 10th Grade, 11th Grade, 12th Grade</p> <p>N. Understand marketing concepts:</p> <p>65. Basics (e.g., functions, mix, concept, utility)</p> <p>66. Product management (planning, development, product, life-cycle)</p> <p>67. External factors</p> <p>zz. Government regulations</p> <p>aaa. Economic environment</p> <p>bbb.Cultural differences</p> <p>ccc. Technology</p> <p>ddd. Personal selling</p> <p>eee. Sales approaches</p> <p>fff. Functions of sales personnel</p> <p>68. Market research</p> <p>ggg.a. Purposes</p> <p>hhh.b. Data collection, sampling, and analysis</p> <p>69. Market types/characteristics</p> <p>iii. Buying motives</p> <p>jjj. Market segmentation</p> <p>kkk. Market positioning for competitive edge</p> <p>III. Target market</p> <p>70. Marketing plan</p> <p>mmm. Development</p> <p>nnn.Strategic and tactical planning</p> <p>71. Trends and innovations in marketing</p>	<p>Explain procedures for handling accidents</p> <p>Handle and report emergency situations</p> <p><i>Info Mgt</i></p> <p>Discuss principles of computer systems</p> <p>Use basic operating systems</p> <p>Describe the scope of the Internet</p> <p>Demonstrate basic e-mail functions</p> <p>Demonstrate personal information management/productivity applications</p> <p>Implement PEST/SWOT/Marketing Mix</p>	<p><u>docx (website-files.com)</u></p>		<ul style="list-style-type: none"> Students will create a SWOT analysis.
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Week 15	<p><u>Students will:</u> <u>CDOS.C.3b.BI.2.A.SW</u></p> <p>Subject Area: NYS Career Development and Occupational Studies</p> <p>Grades: Commencement, 9th Grade, 10th Grade, 11th Grade, 12th Grade</p> <p>72. Personal finance and investment</p>	<p>(1 Week) Personal Financial literacy</p> <p>Differentiate between gross and net income.</p> <p>Identify common types of payroll deductions.</p> <p>Explain how taxes impact take-home pay</p>	<p>Resources from CFM will be implemented.</p> <p>Activate prior knowledge based on information learned during CFM</p>	CFM	<p>Students will be able to complete a worksheet differentiating between gross and net income.</p> <p>Students will be able to identify and list common types of payroll deductions.</p> <p>Students will weigh the pros and cons of taking more or less out of a pay check.</p>
Week 16-18	<p><u>Students will:</u> <u>CDOS.C.3b.BI.5.A.SW</u></p> <p>Subject Area: NYS Career Development and Occupational Studies</p> <p>Grades: Commencement, 9th Grade, 10th Grade, 11th Grade, 12th Grade</p> <p>O. Understand business organization management:</p> <p>73. Organizational structure</p> <p>74. Factors of production</p> <p>ooo.Land</p> <p>ppp.Labor</p>	<p>(3 Weeks) Principles of Business Administration</p> <p>Principles of Business Management and Administration: The role-plays will use concepts associated with careers in administrative services, business information management, general management, human resources management,</p>			<ul style="list-style-type: none"> Managing Local Tourism Operations: Apply the four functions of management (planning, organizing, leading, and controlling) to a local tour company operating at

	<p>qqq.Capital rrr. Time P. Understand human resources management: 75. Planning 76. Recruiting and selecting personnel 77. Compensation sss. Salaries ttt. Incentives uuu.Employee benefits 78. Training and development 79. Performance appraisal vvv. Promotion www. Transfer xxx. Termination Q. Understand personal resources management (see A, B).</p> <p>Subject Area: NYS Career Development and Occupational Studies</p> <p>Grades: Commencement, 9th Grade, 10th Grade, 11th Grade, 12th Grade</p> <p>R. Use oral communication skills to: 80. Plan, prepare, present, and evaluate informal/formal oral communication based on purpose and audience 81. Utilize visual aids and handouts, voice, and body language to effectively complement a message 82. Ask questions to solicit and clarify information (e.g., interview, task assignment)</p>	<p>and operations management.</p> <p>Communication Skills</p> <p>Apply verbal skills to obtain and convey information</p> <p>Read to acquire meaning from written material and to apply the information to a task.</p> <p>Entrepreneurship</p> <p>Describe the nature of entrepreneurship</p> <p>Explain the role requirements of entrepreneurs and owners</p> <p>HR</p> <p>Understand the role and function of human resources management to obtain a foundational knowledge of its nature and scope</p> <p>Manage staff growth and development to increase productivity and employee satisfaction.</p> <p>Professional Development</p> <p>Understand and follow company rules and</p>			<p>Niagara Falls. Explain how each function contributes to the company's success.</p> <ul style="list-style-type: none"> Crisis Management at Niagara Falls: Create a crisis management plan for a hotel facing a situation like a natural disaster or an unexpected surge in visitors at Niagara Falls. <p>Topic: Entrepreneurship</p> <ul style="list-style-type: none"> Local Business Plan: Develop a business plan for an innovative tourist attraction or service catering to
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	83. Express messages effectively	<p>regulations to maintain employment.</p> <p>Determine the nature of organizational goals</p> <p>Ascertain employee's role in meeting organizational goals</p>			<p>visitors at Niagara Falls.</p> <p>Include details on the target market, unique selling points, marketing strategy, and financial projections.</p> <ul style="list-style-type: none"> • Entrepreneurial Traits: As an aspiring entrepreneur looking to capitalize on Niagara Falls' tourism, identify three essential traits or skills that will contribute to your success in the competitive local market.
Week 19-25	<p>New York State CDOS Standards:</p> <p>Standard 1: Career Development</p>	<i>(7 Weeks) Individual Series Events</i>	https://assets-global.website-files.com/635c470cc81318fc3e9c1e0e/63fcd934ccfbaaf		<ul style="list-style-type: none"> • Microsoft Word - DECA RMS 2023 District Event 1 CR.docx

	<p>Students will be knowledgeable about the world of work, explore career options, and relate personal skills, aptitudes, and abilities to future career decisions.</p> <p>Standard 2: Integrated Learning</p> <p>Students will demonstrate how academic knowledge and skills are applied in the workplace and other settings.</p> <p>Standard 3a: Universal Foundation Skills</p> <p>Students will demonstrate mastery of the foundation skills and competencies essential for success in the workplace.</p>	<p>Students will be participating in Mock competitions</p> <p>Students will analyze rubrics and learn how to prepare for individual events</p> <p>Marketing</p> <p>Explain the nature of marketing plans.</p> <p>Explain the concept of market and market identification.</p> <p>Explain the concept of marketing strategies.</p> <p>Identify components of a retail image.</p> <p>Explain factors that influence customer/client/business buying behavior</p> <p>Business</p> <p>Explain the nature of marketing plans.</p> <p>Explain the concept of market and market identification.</p> <p>Explain the concept of marketing strategies.</p>	<p>75687bb5e_DEC_A_RMS_2023_District_Event_1_CR.pdf</p> <p>https://assets-global.website-files.com/635c470cc81318fc3e9c1e0e/63fcdbb7df6675697c0f70dc_DEC_A_BSM_2023_District_Event_1_CR.pdf</p> <p>https://assets-global.website-files.com/635c470cc81318fc3e9c1e0e/63fcd7068f1a3549be4b7cde_DEC_A_HLM_2023_District_Event_1_CR.pdf</p> <p>https://assets-global.website-files.com/635c470cc81318fc3e9c1e0e/63fcd8967e511f5a77b956dd_DEC_A_BFS_2023_District_Event_1_CR.pdf</p>		<p>(website-files.com)</p> <ul style="list-style-type: none"> https://assets-global.website-files.com/635c470cc81318fc3e9c1e0e/63fcd8967e511f5a77b956dd_DEC_A_BFS_2023_District_Event_1_CR.pdf https://assets-global.website-files.com/635c470cc81318fc3e9c1e0e/63fcd8967e511f5a77b956dd_DEC_A_BFS_2023_District_Event_1_CR.pdf
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		<p>Communicate core values of product/service.</p> <p>Identify communications channels used in sales promotion.</p> <p><i>Hospitality and Tourism</i></p> <p>Explain the role of promotion as a marketing function.</p> <p>Explain the relationship between promotion and brand.</p> <p>Identify the elements of the promotional mix.</p> <p>Explain the nature of hotel/lodging marketing.</p> <p>Explain factors that motivate people to choose a hospitality and tourism site.</p> <p><i>Finance</i></p> <p>Discuss the economic impact of inflation on business.</p> <p>Describe the functions of prices in markets.</p> <p>Describe factors that affect the business environment.</p> <p>Discuss the analysis of a company's financial</p>			<p>•</p> <p>https://assets-global.website-files.com/635c470cc81318fc3e9c1e0e/63fcd8967e511f5a77b956dd_DECA_BFS_2023_District_Event_1_CR.pdf</p> <p>•</p> <p>https://assets-global.website-files.com/635c470cc81318fc3e9c1e0e/63fcd8967e511f5a77b956dd_DECA_BFS_2023_District_Event_1_CR.pdf</p>
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	<p>Students will demonstrate how academic knowledge and skills are applied in the workplace and other settings.</p> <p>Standard 3a: Universal Foundation Skills</p> <p>Students will demonstrate mastery of the foundation skills and competencies essential for success in the workplace.</p>	<p>Explain the importance of meeting and exceeding customer/guest expectations.</p> <p>Build and maintain relationships with customers</p> <p><i>Marketing</i></p> <p>Explain the concept of market and market identification.</p> <p>Describe factors used by businesses to position corporate brands.</p> <p>Build and maintain relationships with customers.</p> <p>https://assets-global.website-files.com/635c470cc81318fc3e9c1e0e/63fcda7e596de43e5d70b8c4_DECA_MTDM_2023_District_Event_CR.pdf</p>	<p>Professional Development</p> <p>Offer These 50 Free Professional Resources to Your Employees Entrepreneur</p> <p>Professional Development Online Training Courses LinkedIn Learning, formerly Lynda.com</p> <p>Home - Niagara USA Chamber of Commerce (niagarachamber.org)</p> <p>Communication Skills</p> <p>Lesson Plan: The Importance of Communication Skills - You Said What? TX CTE Resource Center</p> <p>Human Resources</p>		<p>d70b8c4_DEC A_MTDM_2023_District_Event_CR.pdf</p> <p>https://www.deca.org/compete/sports-and-entertainment-marketing-team-decision-making</p>
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			Lesson Plan Intro to Human Resource Management.docx (live.com) 16 Human Resources Activities For Kids - Teaching Expertise Human Resources Managers : Occupational Outlook Handbook: : U.S. Bureau of Labor Statistics (bls.gov) Case Study of the Week: Encouraging Guests to Return and Spend More Money DECA Direct Online 639a3cd1160d0c3711cdf655_DECA_HL_M_2017_District_Event_1.pdf (website-files.com) 639936217966d6e705e22cd0_DECA_H_TDM_2018_District_Event.pdf (website-files.com)		
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			639936ffeebc647fafc55db9_DECA_HTDM_2022_District_Event.pdf (website-files.com)		
Week 30-31	<p>New York State CDOS Standards:</p> <p>Standard 1: Career Development</p> <p>Students will be knowledgeable about the world of work, explore career options, and relate personal skills, aptitudes, and abilities to future career decisions.</p> <p>Standard 2: Integrated Learning</p> <p>Students will demonstrate how academic knowledge and skills are applied in the workplace and other settings.</p> <p>Standard 3a: Universal Foundation Skills</p> <p>Students will demonstrate mastery of the foundation skills and competencies essential for success in the workplace.</p>	<p>(2 Weeks)Exams</p> <p>Marketing</p> <p>https://assets-global.website-files.com/635c470cc81318fc3e9c1e0e/63f8ebb00a0a657ccf0f751c_HS_Marketing_Cluster_Sample_Exam_23.pdf</p> <p>Entrepreneurship</p> <p>https://assets-global.website-files.com/635c470cc81318fc3e9c1e0e/63f8eb823603a1c86dc634a4_HS_Entrepreneurship_Sample_Exam_23.pdf</p> <p>Business Management</p> <p>https://assets-global.website-files.com/635c470cc81318fc3e9c1e0e/63fcd07944a334407623792f_HS_Business_Management_Cluster_Sample_Exam_23.pdf</p>	<p>Hospitality</p> <p>Case Study of the Week: From Corporate Apartment to General Lodging DECA Direct Online</p> <p>Microsoft Word - DECA HTDM 2023 District Event CR.docx (website-files.com)</p> <p>assets-global.website-files.com/635c470cc81318fc3e9c1e0e/639fc53d6d3102281a770b67_HTOR_1.pdf</p> <p>Hospitality</p> <p>Case Study of the Week: Dealing with Online Scams in the Travel Industry DECA Direct Online</p> <p>Case Study of the Week: Creating</p>		<ul style="list-style-type: none"> https://assets-global.website-files.com/635c470cc81318fc3e9c1e0e/63f8ebb00a0a657ccf0f751c_HS_Marketing_Cluster_Sample_Exam_23.pdf https://assets-global.website-files.com/635c470cc81318fc3e9c1e0e/63f8eb823603a1c86dc634a4_HS_Entrepreneurship_Sample_Exam_23.pdf https://assets-global.website-files.com/635c470cc81318fc3e9c1e0e/63fcd07944a334407623792f_HS_Business_Management_Cluster_Sample_Exam_23.pdf

		<p>Hospitality and Tourism</p> <p>https://assets-global.website-files.com/635c470cc81318fc3e9c1e0e/63f8ebc5abf0e65bac297cc9_HS_Hospitality_Tourism_Cluster_Sample_Exam_23.pdf</p>	<p>Incentives for Use of Reusable Cups DECA Direct Online</p> <p>Performance Indicators: Hospitality and Tourism DECA Inc. Advisor Resources</p> <p>639936ffeebc647fafc55db9_DECA_HTDistrictEvent.pdf (website-files.com)</p>		<p>agement Cluster Sample Exam 23.pdf</p> <ul style="list-style-type: none"> https://assets-global.website-files.com/635c470cc81318fc3e9c1e0e/63f8ebc5abf0e65bac297cc9_HS_Hospitality_Tourism_Cluster_Sample_Exam_23.pdf
Week 32-35	<p><u>Students will:</u> <u>CDOS.I.1.1.D.SW</u></p> <p>Subject Area: NYS Career Development and Occupational Studies</p> <ol style="list-style-type: none"> 5. Value what they are required to learn: 84. Identify educational requirements for various careers 85. Understand the value and need for lifelong learning 86. Understand the relationship between educational achievement and career success 	<p>(4 Weeks) Performance indicators...21st Century Skills (Rubric)</p> <p>Identify Performance indicators within each sub secession</p> <p>Understand 21st Century Skills and how to implement</p> <p>Analyze the judge and modify your presentation as needed by thinking on the fly.</p> <p>State all of the indicators while presenting</p>	<p>Continual Learning</p> <p>Summer of DECA Bingo DECA Direct Online</p> <p>https://www.deca-direct.org/subcategories/role-play-events</p>		<p>Informal grading: Students will be able to use reason effectively and use systems thinking during competition</p> <p>Students will be able to communicate clearly through competition and show evidence of creativity while activating prior knowledge.</p> <p>Students will be able to think quickly and response to all of the judge's questions</p>

	<p>87. Understand the importance of successful employment to the economy and the individual</p> <p>T. Explore the differences between the 20th and 21st century workplace:</p> <p>88. Understand and explore employment trends</p> <p>89. Recognize the changing composition of the workforce</p> <p>90. Identify the changing skills and tasks relevant to various careers</p>	<p>Rubrics are provided within each event situation</p>			
<p>Week 36-40</p>	<p><u>Students will:</u> <u>CDOS.C.3b.HP.7.A.SW</u> Subject Area: NYS Career Development and Occupational Studies Grades: Commencement, 9th Grade, 10th Grade, 11th Grade, 12th Grade</p> <p>U. Understand and practice goal setting:</p> <p>91. Setting priorities</p> <p>92. Conducting needs assessment</p> <p>93. Identifying resources</p> <p>94. Adjusting to change</p> <p>95. Evaluating progress</p> <p>V. Apply process skills:</p> <p>96. Critical thinking</p> <p>97. Creative thinking</p>	<p>Understand the judge's rules and how they will score you.</p> <p>Identify the indicators and how you will differentiate your presentation</p> <p>Execute a competition to a judge (teacher)</p> <p>Relate personal information to a judge</p> <p>Defend all arguments from mock competition to a judge.</p>			<p>Topic: Marketing</p> <ul style="list-style-type: none"> Promoting Local Tourism: Design a comprehensive marketing campaign for a new Niagara Falls tour package. Outline the marketing mix, including product features, pricing, promotional activities, and

	<p>98. Decision making 99. Problem solving 100. Evaluating</p> <p>Subject Area: NYS Career Development and Occupational Studies</p> <p>Grades: Commencement, 9th Grade, 10th Grade, 11th Grade, 12th Grade</p> <p>W. Understand and practice responsibility: 101. Punctuality 102. Reliability 103. Integrity</p> <p>X. Understand and practice cooperation: 104. Consideration 105. Collaboration 106. Courtesy 107. Thoughtfulness 108. Flexibility</p> <p>Y. Understand and practice motivation: 109. Fortitude 110. Perseverance</p> <p>Z. Understand and practice intuition: 111. Sensitivity 112. Curiosity</p> <p>AA. Understand and practice risk taking: 113. Courage 114. Ability to set trends 115. Independence 116. Confidence 117. Assertiveness 118. Inventiveness 119. Openness to criticism</p>				<p>the most effective digital marketing channels for reaching potential customers.</p> <ul style="list-style-type: none"> • Customer Segmentation at Niagara Falls: Define market segmentation and target audience for different types of tourists visiting Niagara Falls. Provide an example of how local businesses can tailor their offerings to meet the needs of specific customer segments. •
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