

INDEPENDENT SCHOOL DISTRICT 196
Rosemount-Apple Valley-Eagan Public Schools
Educating our students to reach their full potential

Series Number 607 Adopted February 1990 Revised August 2015

Title **Business and Marketing Beliefs and Goals**

1. **Beliefs**

- 1.1 Students need to be computer literate, and able to select and apply the tools of current technology to personal and business decision-making.
- 1.2 Students should possess the following skills: written and oral communication, problem-solving, time management, job search, technological, financial management, team work and decision-making.
- 1.3 Business and marketing provides opportunities for career awareness and exploration.
- 1.4 Business and marketing supports involvement in student organizations which provide professional experiences and enhance classroom learning.
- 1.5 Business and marketing should be student-centered by providing simulations, hands-on experiences and project-based learning.
- 1.6 Business and marketing should reflect today and tomorrow by incorporating relevant technology and by changing with the trends and times.
- 1.7 Business and marketing provides enrichment beyond the school curriculum through community and business partnerships.
- 1.8 Business and marketing instructional practices should be respectful of the diverse backgrounds that students bring to the classroom.
- 1.9 Business and marketing needs the support of a strong professional development program which provides continuous training in new technology and methodology.

2. **Goals** – Students will be able to:

- 2.1 Function as economically literate citizens in domestic and international venues.
- 2.2 Develop sensitivity to personal, societal and governmental responsibility in the economic system.
- 2.3 Understand how businesses operate.
- 2.4 Demonstrate the interpersonal, teamwork and leadership skills needed to function in diverse business settings, including the global marketplace.
- 2.5 Develop an awareness of career opportunities and the lifelong learning skills that will enable students to become employable in a variety of business careers.

- 2.6 Select and apply technology tools for making personal and business decisions.
- 2.7 Communicate effectively as writers, listeners and speakers in diverse social and business settings.
- 2.8 Understand how accounting procedures can be applied to decisions about planning, organizing and allocating personal and financial resources.
- 2.9 Understand principles of law as they apply to personal and business settings.
- 2.10 Appreciate the value of the entrepreneurial spirit, both in the small business and the corporate environment.
- 2.11 Recognize the consumer-oriented nature of marketing and the impact of marketing activities on the individual business and society.
- 2.12 Understand that the various functions of business are not separate but are interrelated, and that each one impacts the others.
- 2.13 Apply the critical thinking skills needed to function in students' multiple roles as citizens, consumers, workers, managers and business owners.
- 2.14 Develop, create, assess and understand the skills and principles of design as they relate to business/marketing activities and functions.

References: - National Standards for Business Education, 2013