

Delaware Business, Finance and Marketing Education

Mission

The mission of Business, Finance and Marketing Education in Delaware is to prepare all students for the workplace and/or advanced studies in a diverse global society.

Delaware Business, Finance and Marketing Education Overarching Standards

- Students will utilize systems and technology that record, analyze, interpret, and communicate financial data.
- Students will apply management theories, functions, and technological systems to achieve organizational goals.
- Students will use marketing concepts, functions, theories, and computerized tools to analyze the ways in which economic, consumer, and environmental variables affect the marketing process.

Business, Finance and Marketing Education:

- Encourages students to think critically and innovatively
- Demonstrates the integration of academics
- Enables students to utilize technology in the performance of business tasks
- Enables students to utilize technology to solve business problems
- Stresses the importance of interpersonal skills in a diverse society
- Fosters an understanding and appreciation of business ethics
- Provides a foundation for advanced study
- Fosters a realistic understanding of work
- Utilizes a variety of interactions with the business community

MarkED/Career Paths National Curriculum Standards

Career opportunities in the following three Career Clusters are closely related and require a common base of core business skills. These Career Clusters, viewed together, represent the comprehensive model and are supported by a set of core business concepts.

Delaware Business, Finance and Marketing Career Clusters:

- Finance
- Management and Administration
- Marketing

Business, Finance and Marketing Core Standards:

- Business Law – Students will understand business’s responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions.
- Career Development – Students will understand concepts, tools, and strategies used to explore, obtain, and develop in a business career.
- Communication Skills – Students will understand the concepts, strategies, and systems used to obtain and convey ideas and information.
- Customer Relations – Students will understand the techniques and strategies used to foster positive, ongoing relationships with customers.
- Economics – Students will understand the economic principles and concepts fundamental to business operations.
- Entrepreneurship – Students will understand the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or venture.
- Financial Analysis – Students will understand the tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.
- Human Resources Management – Students will understand the tools, techniques, and systems that businesses use to plan, staff, lead, and organized its human resources
- Information Management – Students will understand tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making.
- Marketing – Students will understand the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives.
- Operations – Students will understand the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning.
- Strategic Management – Students will understand tools, techniques, and systems that affect a business’s ability to plan, control, and organize a department or organization.