

Below is a connection of the tasks in the essay rubric to relevant **National Business Education Standards (NBES)** and **Common Career Technical Core (CCTC) Standards**. These standards ensure that the tasks align with recognized business education guidelines and provide a framework for business leadership and management education.

1. Introduction & Thesis Statement

Relevant Standards:

- **National Business Education Standards:**
 - **Standard 1.0 – Business Fundamentals:** Demonstrates understanding of the principles of business and leadership.
 - **Standard 2.0 – Communication in Business:** Communicates ideas clearly and effectively in written formats, including developing a clear thesis.

Connection: Crafting a focused thesis aligns with standard 2.0, emphasizing effective communication and the ability to synthesize complex ideas into a clear statement.

2. Description of Initial Leadership Style

Relevant Standards:

- **CCTC Standard 1.1 – Business Management:** Understands the role of leadership in organizational effectiveness and can identify the characteristics of effective leaders.
- **CCTC Standard 4.3 – Ethical Business Practices:** Understands the effects of transactional leadership on employee morale and business performance, and can identify leadership styles that align with ethical business practices.
- **NBES Standard 6.0 – Management:** Understands the role of leadership in business organizations, including the impact of leadership style on organizational success.

Connection: This task links directly to business management principles, particularly the analysis of leadership styles, and helps students understand the impact of leadership on company culture and employee morale.

3. Leadership Evolution & Transformation

Relevant Standards:

- **CCTC Standard 1.4 – Leadership & Teamwork:** Demonstrates the ability to lead and inspire a team, understanding how leadership styles evolve.

- **CCTC Standard 4.1 – Ethical Leadership & Decision-Making:** Demonstrates the ability to make decisions that reflect ethical leadership, including the shift from transactional to transformational leadership.

Connection: This task requires students to analyze the change in leadership style, demonstrating knowledge of how leadership evolves and how transformational leadership can influence business outcomes.

4. Impact on Profitability

Relevant Standards:

- **CCTC Standard 2.2 – Business Operations:** Understands the relationship between leadership style, employee engagement, and profitability.
- **CCTC Standard 4.5 – Financial Management:** Analyzes how business decisions, including leadership strategies, impact long-term profitability and sustainability.
- **NBES Standard 9.0 – Strategic Planning:** Understands how leadership decisions, such as shifting to a transformational style, can contribute to strategic business success.

Connection: This task directly connects leadership to organizational outcomes like profitability, encouraging students to link leadership transformation with business performance and long-term strategic success.

5. Impact on Employee Motivation & Engagement

Relevant Standards:

- **CCTC Standard 2.3 – Human Resources & Labor Relations:** Understands how leadership influences employee motivation, morale, and retention.
- **CCTC Standard 4.2 – Leadership Styles & Motivation:** Demonstrates knowledge of different leadership styles and their effects on employee engagement and motivation.
- **NBES Standard 7.0 – Human Resources Management:** Explores the role of leadership in creating an effective organizational culture where employees feel motivated and valued.

Connection: This task emphasizes the connection between leadership style and employee engagement, linking theory with practical outcomes on morale and motivation.

6. Recommendations for Business Leaders

Relevant Standards:

- **CCTC Standard 5.3 – Decision-Making & Problem-Solving:** Demonstrates the ability to analyze leadership challenges and propose solutions.
- **CCTC Standard 6.1 – Strategic Leadership:** Understands how leadership can be leveraged to improve employee performance, satisfaction, and business outcomes.
- **NBES Standard 11.0 – Professional Development:** Encourages continuous learning and development for business leaders to stay effective in a dynamic workplace.

Connection: This task involves applying learned knowledge to real-world business scenarios by providing actionable recommendations for improving business leadership, employee satisfaction, and overall success.

7. Use of Specific Film Examples

Relevant Standards:

- **CCTC Standard 1.5 – Communication & Technology:** Uses various tools (including multimedia) to analyze business cases and communicate ideas effectively.
- **NBES Standard 2.0 – Communication in Business:** Uses examples, cases, and real-world scenarios to support analysis in written or oral forms.

Connection: Using specific examples from the film requires the application of communication skills in connecting theory to real-world cases, demonstrating critical thinking and the ability to present analysis in a clear, compelling way.

8. Connection to Management & Leadership Theory

Relevant Standards:

- **CCTC Standard 3.1 – Management & Leadership Concepts:** Applies management and leadership theories to analyze and improve organizational effectiveness.
- **NBES Standard 6.0 – Management:** Demonstrates the ability to apply leadership and management theories to real-world business situations.

Connection: This task requires students to connect leadership theories discussed in class (such as transformational leadership) with Walter Hobbs' actions and leadership style in *Elf*. This strengthens the application of theoretical concepts to practical business scenarios.

9. Organization & Structure

Relevant Standards:

- **NBES Standard 2.0 – Communication in Business:** Develops clear and organized written communication, with logical flow and effective structure.
- **CCTC Standard 5.2 – Professional Communication Skills:** Demonstrates professional communication skills, including clear and effective writing organization.

Connection: Organizing an essay clearly with well-structured arguments connects to the need for effective communication in the business world, emphasizing the ability to present ideas logically and persuasively.

10. Writing Quality (Grammar, Style, Clarity)

Relevant Standards:

- **CCTC Standard 5.1 – Communication Skills:** Demonstrates the ability to communicate professionally through written work, with correct grammar, syntax, and tone.
- **NBES Standard 2.0 – Communication in Business:** Demonstrates professional writing skills that are clear, concise, and error-free.

Connection: This criterion focuses on ensuring students develop professional writing skills, an essential competence in the business environment for producing clear, polished communication.

Summary of Alignment with National Business Standards:

- **CCTC Standards:** The tasks align with foundational standards in business management, leadership, ethics, human resources, communication, decision-making, and strategic planning, emphasizing both theoretical understanding and practical application.
- **NBES Standards:** The essay criteria support the development of key skills, including communication, management, leadership, and human resource management, which are essential for success in the business world.

By completing this assignment, students will demonstrate their ability to apply management and leadership concepts to real-world situations, analyze the impact of leadership styles on business outcomes, and make strategic recommendations for improving business performance and employee engagement.