Cluster Knowledge and Skill Statement

Communications

Statement: Comprehend and use reading strategies to learn meaning, technical concepts, vocabulary and follow directions.

Performance Element: Use purpose as a context to select reading strategies and read text.

Measurement Criteria: Identify purpose of business correspondence and documents.
Measurement Criteria: Use at least one reading strategy (skimming, reading for detail, reading for meaning and other critical analysis) for business correspondence and documents, and describe why you selected that strategy.

Performance Element: Analyze business correspondence and documents read to learn meaning, technical concepts, vocabulary and follow directions.

Measurement Criteria: Determine relevance, accuracy and appropriateness of business correspondence and documents.
Measurement Criteria: Integrate information with prior knowledge.
Measurement Criteria: Identify complexities and discrepancies in information.
Measurement Criteria: Analyze information presented in a variety of formats such as tables, lists and figures.

Performance Element: Interpret, transcribe and communicate information, data, and observations to apply information learned from reading to actual practice.

Measurement Criteria: Explain meaning of new terms, vocabulary and concepts.
Measurement Criteria: Interpret technical materials used.
Measurement Criteria: Write specific steps for applying information learned to task or new situation.
Measurement Criteria: Write set of directions for others sharing information learned and applying that task or new situation.

Statement: Compose and prepare written communications to convey technical concepts and company information.

Performance Element: Employ writing skills to compose business letters and correspondence.

Measurement Criteria: Communicate main ideas and supporting facts.
Measurement Criteria: Use correct spelling, punctuation, and capitalization.
Measurement Criteria: Use correct grammar and sentence structure.
Measurement Criteria: Organize and arrange information for effective coherence.
Measurement Criteria: Provide for cost efficiency

Performance Element: Use writing and organizational skills to construct reports, graphs and tables.

Measurement Criteria: Compile and arrange information to communicate main facts.
Measurement Criteria: Document sources and references of data.
Measurement Criteria: Organize and arrange information for effective coherence.
Cluster Knowledge and Skill Statement

Performance Element: Use technology to design and develop multimedia materials.

**Measurement Criteria:** Use appropriate software to develop text, charts, graphs or figures.

**Measurement Criteria:** Use correct spelling, punctuation, capitalization and grammar.

**Measurement Criteria:** Compile and arrange information to communicate main facts.

**Measurement Criteria:** Document sources and references of data.

**Measurement Criteria:** Organize and arrange information for effective coherence.

Performance Element: Use description of audience and purpose to prepare multimedia materials.

**Measurement Criteria:** Use technical terms and concepts.

**Measurement Criteria:** Incorporate and use references effectively and accurately.

**Measurement Criteria:** Report objective and/or subjective information.

Statement: Interpret verbal and nonverbal messages to enhance communication with co-workers and external customers.

Performance Element: Interpret behaviors to enhance communication.

**Measurement Criteria:** Identify verbal cues.

**Measurement Criteria:** Explain message conveyed by verbal behaviors.

Performance Element: Interpret nonverbal behaviors to enhance communication.

**Measurement Criteria:** Interpret nonverbal cues.

**Measurement Criteria:** Observe eye contact, facial expressions, posture, gestures and other body language.

**Measurement Criteria:** Explain message conveyed by nonverbal behaviors.

Performance Element: Respond effectively to individuals, groups and in informal discussions.

**Measurement Criteria:** Explain company procedures and policies.

**Measurement Criteria:** Direct inquiries to appropriate location for response.

**Measurement Criteria:** Greet visitors and clients respectfully and promptly.

**Measurement Criteria:** Achieve purpose and objectives of discussion by participating in meetings and staying on the subject/task.

**Measurement Criteria:** Reflect appropriate volume, rate and clarity in voice.

**Measurement Criteria:** Respond to questions and comments on presentation effectively.

**Measurement Criteria:** Use telephone etiquette to conduct company business.

Statement: Develop and deliver formal and informal presentations relating to a broad range of business topics.

Performance Element: Use description of audience and purpose to prepare oral presentations.

**Measurement Criteria:** Know subject matter.

**Measurement Criteria:** Identify characteristics of the audience and adjust to their ability to understand.

**Measurement Criteria:** Use technical terms and concepts correctly.

**Measurement Criteria:** Use proper organization and structure to achieve coherence of major points.
Cluster Knowledge and Skill Statement

Performance Element: Identify and prepare support materials to prepare oral presentation.
   Measurement Criteria: Identify media and visual aids appropriate to understanding of topic.
   Measurement Criteria: Operate any equipment used with support materials smoothly and efficiently.
   Measurement Criteria: Prepare visual aids and support materials for easy viewing and without error.

Performance Element: Deliver presentation to sustain listener's attention and interest.
   Measurement Criteria: Deliver presentation without grammatical error.
   Measurement Criteria: Speak clearly with appropriate volume, rate and gestures.
   Measurement Criteria: Use support materials in the presentation that enhance the understanding of the topic and the interest level of the audience.
   Measurement Criteria: Evaluate listeners' interest and receptiveness.
   Measurement Criteria: Use verbal and nonverbal feedback strategies to engage discussion and adjust message and delivery.
   Measurement Criteria: Respond to questions and comments on presentation.

Statement: Exhibit people skills to deal positively with a variety of personalities and diverse individuals.

Performance Element: Use positive strategies to resolve conflicts.
   Measurement Criteria: Control and channel emotions.
   Measurement Criteria: Respond positively to praise or criticism.
   Measurement Criteria: Provide constructive praise or criticism.
   Measurement Criteria: Respond positively to coaching and requests.

Performance Element: Exhibit respect to manage group activities.
   Measurement Criteria: Work together positively with team members.
   Measurement Criteria: Exhibit proper etiquette.
   Measurement Criteria: Respond effectively to questions and comments.

Performance Element: Be understanding to provide good customer/client service.
   Measurement Criteria: Communicate accurate information in a timely manner.
   Measurement Criteria: Hear concern or inquiry and recommend appropriate person or department to handle situation.
   Measurement Criteria: Address customer or client's concern.

Statement: Apply active listening skills to obtain and clarify information.

Performance Element: Reflect on message/information given to clarify information.
   Measurement Criteria: Determine complexity of discussion.
   Measurement Criteria: Identify effect of physical, social and psychological factors on ability to listen.
   Measurement Criteria: Explain the message given.
Cluster Knowledge and Skill Statement

Performance Element: Respond with restatement and clarification techniques to clarify information.

Measurement Criteria: Ask questions to seek or confirm understanding.

Measurement Criteria: Paraphrase or repeat information.

Measurement Criteria: Record and summarize information in written notes.

Measurement Criteria: Follow directions and/or respond in a positive way with clear, concise comments.

Statement: Interpret and use tables, charts and figures to support written and oral communication.

Performance Element: Develop tables, charts and figures to support written and oral communication

Measurement Criteria: Compile facts and arrange in organized manner for a table, chart or figure.

Measurement Criteria: Document sources of data.

Measurement Criteria: Determine most appropriate way to display data for effective coherence.

Measurement Criteria: Prepare table, chart, graph or figure for inclusion in publication or presentation.

Performance Element: Interpret tables, charts and figures used to support written and oral communication.

Measurement Criteria: Evaluate reference or source of data for authenticity and reliability.

Measurement Criteria: Explain information presented in tables, charts and figures.

Measurement Criteria: Prepare written summary of findings expressed in tables, charts and figures.

Statement: Locate, organize and reference written information from various sources to communicate with co-workers and clients/participants.

Performance Element: Locate written information to communicate with co-workers and clients/participants.

Measurement Criteria: Identify topic.

Measurement Criteria: Conduct search of information using card catalog, keywords, and/or search engines.

Measurement Criteria: Locate variety of resources such as books, journals, and magazines.

Measurement Criteria: Locate information from electronic forms including the Internet.

Performance Element: Organize information to use in written and oral communications.

Measurement Criteria: Read and take notes from selected resources.

Measurement Criteria: Prepare outline that emphasizes major points with supporting data.

Measurement Criteria: Present information in organized, easy-to-follow manner.
Cluster Knowledge and Skill Statement

Performance Element: Document the source and proper reference to use in written information.

Measurement Criteria: Prepare a bibliography.

Measurement Criteria: Footnote excerpts and quotations.

Measurement Criteria: Follow rules and regulations relating to plagiarism and copyright.
Cluster Knowledge and Skill Statement

Problem Solving and Critical Thinking

Statement: Apply accepted problem solving methods to solve business problems.

Performance Element: Apply logic and common sense to identify the problem.
  Measurement Criteria: Define the problem in concrete terms.
  Measurement Criteria: Identify all affected parties.

Performance Element: Prepare acceptable outcomes to identify alternatives.
  Measurement Criteria: Brainstorm possible alternatives.
  Measurement Criteria: List the alternatives.

Performance Element: Visualize outcomes to evaluate the alternatives.
  Measurement Criteria: Explore the consequences and potential impact of each alternative.
  Measurement Criteria: Evaluate the feasibility of each alternative.

Performance Element: Rank options to select a solution.
  Measurement Criteria: Rank alternative solutions.
  Measurement Criteria: Choose the best solution.

Performance Element: Implement and evaluate the decision to make sure the best solutions was selected.
  Measurement Criteria: Implement the decision.
  Measurement Criteria: Compare and contrast the actual outcome with the anticipated outcome.
  Measurement Criteria: Formulate a corrective action plan as necessary.
Cluster Knowledge and Skill Statement

Information Technology Applications

Statement: Use technology based tools to accomplish business services and planning.

Performance Element: Use computer applications to locate, select and manage business information.

Measurement Criteria: Identify and locate information sources using technology.
Measurement Criteria: Select relevant information by applying accepted research methods.
Measurement Criteria: Obtain a functional use of software (word processing, database, spreadsheet, presentation, graphics, etc.)

Performance Element: Operate technology tools to perform business applications.

Measurement Criteria: Manage and maintain technology tools.
Measurement Criteria: Diagnose and solve common technology problems.
Measurement Criteria: Efficient use of input devices.

Performance Element: Operate technology tools to explore and solve business problems.

Measurement Criteria: Observe, analyze, interpret and draw conclusions using technology to resolve business problems.
Measurement Criteria: Use technology to evaluate, combine and extend information to resolve business problems.

Statement: Use technology responsibly to apply its functions and understand its impact.

Performance Element: Examine selected situations to discriminate between responsible and irresponsible uses of technology.

Measurement Criteria: Explain ethical and legal behavior regarding software.
Measurement Criteria: Recognize an original idea and its appropriate use and restraints
Measurement Criteria: Explain the purpose and use of filtering (i.e., Spam)

Performance Element: Research available business technologies to evaluate the ways technology impacts culture and daily living.

Measurement Criteria: Integrate use of technology into daily activities.
Measurement Criteria: Recognize the implications of emerging technologies.

Statement: Use technology to express ideas and exchange business information.

Performance Element: Use multimedia to convey business ideas.

Measurement Criteria: Prepare a graphic media presentation.
Measurement Criteria: Prepare presentation notes for a variety of audiences.

Performance Element: Use technology to exchange business information.

Measurement Criteria: Compare methods for interacting with others using technology.
Measurement Criteria: Use communications technology to exchange ideas and information (such as email, GroupWare, WebEx, etc.).
Cluster Knowledge and Skill Statement

Business, Management and Administration

Systems

Statement: Understand roles within teams, work units, departments, and organizations to identify the effect of systems on the activities of a business.

Performance Element: Review sources to trace the development of a business and learn the overall structure.

- Measurement Criteria: Analyze current trends in society and how they affect a business.
- Measurement Criteria: Analyze common roles and typical responsibilities of a business.
- Measurement Criteria: Explain the major competitive challenges faced by a business.

Performance Element: Use organizational charts to analyze the workplace operations of a business

- Measurement Criteria: Identify mission, organizational goals and objectives of a business.
- Measurement Criteria: Understand the components of a business plan.
- Measurement Criteria: Understand the components of a business plan.

Statement: Use resources to manage and improve organizational systems.

Performance Element: Apply good customer service skills to improve customer relationships.

- Measurement Criteria: Identify needs and requirements of internal and external customers.
- Measurement Criteria: Handle customer problems and complaints.

Performance Element: Explain how planning and budgeting are used to accomplish organizational goals and objectives.

- Measurement Criteria: Explain how work plans and budgets are used to allocate people and resources effectively.
- Measurement Criteria: Identify reports used to track performance and resources and explain how they are used.
- Measurement Criteria: Explain how plans and budgets are revised to meet goals and objectives.

Performance Element: Explain how planning is used to improve overall organizational performance.

- Measurement Criteria: Identify and describe most critical performance problems that businesses typically face.
- Measurement Criteria: Describe how improvements are identified.
Cluster Knowledge and Skill Statement

Safety, Health, and Environmental

Statement: Assess workplace conditions to maintain safe and healthful working conditions.

Performance Element: Inspect workplace conditions to identify individual roles in safety, health and/or environmental situation.

Measurement Criteria: Describe the individual role as it relates to causes of accidents.

Measurement Criteria: Describe the individual role in identifying dangers in the workplace.

Measurement Criteria: Describe the workplace environment as it relates to an employee in a given situation.

Performance Element: Apply knowledge of safety, health and environmental concerns to identify potential hazards.

Measurement Criteria: List common causes of accidents.

Measurement Criteria: Explain the dangers in the workplace.

Measurement Criteria: Evaluate the workplace environment of an employee in a given situation.

Performance Element: Acquire knowledge of federal and state health and safety regulations to support a safe working environment

Measurement Criteria: Identify applicable regulations.

Measurement Criteria: Recognize penalties for noncompliance with the regulations.

Measurement Criteria: Describe procedures for reporting noncompliance with regulations.

Statement: Assess hazards, ergonomics, and surface safety in business environment to follow safety procedures and respond to emergency plan.

Performance Element: Examine workplace to identify and describe hazards.

Measurement Criteria: Define safety hazards.

Measurement Criteria: Identify safety hazards in given situations.

Measurement Criteria: Recommend corrective action plan for safety hazards.

Performance Element: Examine facilities and equipment to identify and describe the principles of ergonomics.

Measurement Criteria: Define ergonomics.

Measurement Criteria: List principles of ergonomics.

Measurement Criteria: Recommend action plan for applying ergonomics in given situation.

Measurement Criteria: Evaluate the problems of poor ergonomics.

Performance Element: Inspect floors and movement areas to identify surface safety conditions that exist in businesses.

Measurement Criteria: Identify OSHA standards for working surfaces.

Measurement Criteria: Identify common cause of workplace, slips, trips, and falls.

Measurement Criteria: Recommend protective measure to avoid slips, trips, and falls.

Statement: Identify, safeguard and eliminate causes of combustible materials, fires and emergencies to establish a fire-safe working environment.

Performance Element: Safeguard and eliminate cause of combustible materials and fires to promote personnel safety.

Measurement Criteria: Describe the classifications of flammable and combustible
Cluster Knowledge and Skill Statement

- **liquids.**

  **Measurement Criteria:** Identify and discuss safe practices for using, storing, and disposing of flammables and combustibles.

  **Measurement Criteria:** Describe and identify fire hazards and fire reporting procedures.

**Performance Element:** Plan specific procedures to apply to emergency situations.

  **Measurement Criteria:** Identify emergency exits and rally points.

  **Measurement Criteria:** Identify and describe bloodborne pathogens standards.

  **Measurement Criteria:** Describe safe practices to use in giving assistance to others who may be injured.

  **Measurement Criteria:** Compare differences in procedures for each type of emergency.
Cluster Knowledge and Skill Statement

Leadership and Teamwork

Statement: Identify characteristics of the leadership role to perform leadership activities.

Performance Element: Exhibit trustworthy behavior to develop successful business relationships.

Measurement Criteria: Define integrity in the workplace
Measurement Criteria: Make the right decisions in ethical challenges.

Performance Element: Understand the necessary attributes to exercise leadership in business.

Measurement Criteria: Describe common behaviors of typical leaders within an organization.
Measurement Criteria: Explain key performance measures for typical leaders within an organization.
Measurement Criteria: Maintain professional competence by keeping current in the business field.

Statement: Work as a team to develop and implement company vision and goals.

Performance Element: Understand the need for a common vision or mission statement to focus company energies.

Measurement Criteria: Involve all stakeholders in developing a common vision or mission statement.
Measurement Criteria: Explain the components of a corporate mission statement.
Measurement Criteria: Explain methods of gaining buy-in from all members and future members of the organization.

Performance Element: Develop goals and objectives to provide clear directions for all personnel.

Measurement Criteria: Explain how corporate goals and objectives support mission statement.

Performance Element: Implement as a team departmental goals and objectives to obtain personnel participation in the planning process.

Measurement Criteria: Explain methods for implementing departmental goals and objectives.
Measurement Criteria: Compare departmental goals and objectives with company goals and objectives.

Statement: Collaborate with others to accomplish business tasks.

Performance Element: Provide leadership to group or team to motivate personnel.

Measurement Criteria: Motivate co-workers to achieve goals.
Measurement Criteria: Distribute work fairly and responsibly.
Measurement Criteria: Take ownership for work.

Performance Element: Work with others to achieve tasks.

Measurement Criteria: Treat people with respect.
Measurement Criteria: Display commitment and positive attitude.
Measurement Criteria: Assist co-workers in completing the job.
Measurement Criteria: Adapt to changes in work activities.
Cluster Knowledge and Skill Statement

Ethics and Legal Responsibilities

Statement: Apply business laws and regulations to business situations.

Performance Element: Apply laws and regulations to personnel situations.

Measurement Criteria: Explain major points and purpose of laws and regulations concerning sexual harassment, gender equity and disabilities.

Measurement Criteria: Identify resources that provide specific information regarding personnel laws and regulations.

Measurement Criteria: Apply major laws affected in given scenarios/situations.

Performance Element: Apply information about contracts to specific business situations.

Measurement Criteria: Identify major elements of a business contract.

Measurement Criteria: Compare contracts for differences.

Measurement Criteria: Develop a business contract for a given situation.

Performance Element: Identify resources to keep business related laws and regulations current.

Measurement Criteria: Identify types of resources that provide information on laws and regulations.

Measurement Criteria: Analyze company procedures for compliance with laws and regulations.

Measurement Criteria: Evaluate a list of resources that would update and comply with laws and regulations.

Performance Element: Apply knowledge of copyright laws to business situations.

Measurement Criteria: Analyze and interpret copyright laws and regulations.

Measurement Criteria: Demonstrate ability to apply copyright laws to specific situations.

Measurement Criteria: Identify procedures to avoid violation of copyright laws.

Statement: Exhibit ethical conduct to business negotiations and decisions.

Performance Element: Use ethical business practices to conduct business in a legal and responsible manner.

Measurement Criteria: Explain difference between an ethical business practice and legal responsibility.

Measurement Criteria: Identify ethical and legal issues in given business situations.

Measurement Criteria: Identify and explain alternative strategies that address unethical and illegal business actions.

Performance Element: Apply ethical principles to decision making related to clients, customers and fellow-workers.

Measurement Criteria: Demonstrate responsibility for actions.

Measurement Criteria: Exhibit respect for others.

Measurement Criteria: Assume responsibility for decisions and actions.

Performance Element: Apply professional conduct to business situations.

Measurement Criteria: Interpret company policies and procedures for professional conduct.

Measurement Criteria: Explain difference in personal and professional conduct.

Measurement Criteria: Apply professional conduct in different business situations.

Measurement Criteria: Identify strategies for improving professional conduct in specific business situations.
Cluster Knowledge and Skill Statement

Employability and Career Development

Statement: Exhibit positive work behaviors and personal qualities to enhance the work environment.

Performance Element: Demonstrate self-discipline, self-worth, positive attitude, and integrity to improve the work place.

- Measurement Criteria: Demonstrate regular attendance.
- Measurement Criteria: Exhibit pride in work.
- Measurement Criteria: Follow company dress and appearance standards.
- Measurement Criteria: Demonstrate leadership and teamwork.
- Measurement Criteria: Exercise honesty in the workplace setting.

Performance Element: Demonstrate flexibility and willingness to learn new knowledge and skills to increase job efficiency.

- Measurement Criteria: Exhibit ability to handle stress.
- Measurement Criteria: Display initiative.
- Measurement Criteria: Participate in company orientation and training.
- Measurement Criteria: Identify strategies that will impact efficiency of job.

Performance Element: Exhibit commitment to the organization to achieve company goals.

- Measurement Criteria: Follow established rules, regulations and policies.
- Measurement Criteria: Demonstrate cost effectiveness.
- Measurement Criteria: Demonstrate time management.

Statement: Identify and explore career opportunities to create a professional growth and development plan.

Performance Element: Utilize multiple resources to locate and identify career opportunities for growth in business, management and administration.

- Measurement Criteria: Locate and interpret career information for career opportunities.
- Measurement Criteria: Identify job requirements for at least three career opportunities.
- Measurement Criteria: Identify educational and credentialing requirements for at least three career opportunities.

Performance Element: Analyze interests and aptitudes to determine potential careers in business, management and administration.

- Measurement Criteria: Identify personal interests and aptitudes.
- Measurement Criteria: Identify job requirements and characteristics for each career of interest.
- Measurement Criteria: Compare personal interests and aptitudes with job requirements and characteristics.

Performance Element: Identify career goals and objectives to develop career plan.

- Measurement Criteria: Compare career information with personal interests.
- Measurement Criteria: Identify goals and objective for reaching and advancing in career.
- Measurement Criteria: Develop a list of suggested strategies for reaching career objectives.

Statement: Apply job seeking skills to seek, evaluate, apply for and accept employment.

Performance Element: Utilize multiple resources to locate job opportunities in
Cluster Knowledge and Skill Statement

business, management and administration utilizing multiple resources.

**Measurement Criteria:** Identify resources for finding employment.

**Measurement Criteria:** Analyze job requirements with personal qualifications, interests, and aptitudes.

**Measurement Criteria:** Select job opportunity that matches personal qualifications, interests, and aptitudes.

**Performance Element:** Apply organizational and writing skills to prepare a resume, job application letter and job application.

**Measurement Criteria:** Develop a personal resume for specific job opening.

**Measurement Criteria:** Write letter of application for specific job opening.

**Measurement Criteria:** Complete job application forms provided by employer.

**Performance Element:** Exhibit verbal and nonverbal skills to respond appropriately in job interview.

**Measurement Criteria:** Exhibit acceptable dress for interview.

**Measurement Criteria:** Demonstrate professional conduct before, during and after interview.

**Measurement Criteria:** Communicate your qualifications and interests clearly and concisely.

**Measurement Criteria:** Write follow-up letter after interview.

**Performance Element:** Accept or reject employment.

**Measurement Criteria:** Evaluate and compare job advantages and disadvantages.

**Measurement Criteria:** Write acceptance or rejection letter.

**Measurement Criteria:** Complete employment forms upon acceptance.

**Statement:** Exhibit an understanding of written organizational policies, rules and procedures to optimize employee performance.

**Performance Element:** Locate information on organizational policies in handbooks and manuals.

**Measurement Criteria:** Identify the contents of various organizational publications.

**Measurement Criteria:** Determine the appropriate document for specific job responsibilities and work assignments.

**Performance Element:** Apply organizational policies and rules to a specific work situation.

**Measurement Criteria:** Locate and identify specific organizational policy, rule or procedure to assist with a given situation.

**Measurement Criteria:** Apply a specific organizational policy, rule or procedure to a given situation.
Technical Skills

Statement: Use effective communication skills for all modes of business

Performance Element: Use multi-media platforms as communication tools to receive and deliver information.

Measurement Criteria: Use e-mail correctly and appropriately.
Measurement Criteria: Exhibit the ability to use a facsimile.
Measurement Criteria: Exhibit the correct use of all phone and web-based communication systems (cell phones, multi-line phones, etc.
Measurement Criteria: Exhibit the use of hand-held computers.
Measurement Criteria: Deliver and receive information via the Internet (in accordance with company's e-business infrastructure).
Measurement Criteria: Use data projectors or other presentation tools.