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VBC.MARK.2.D.02	D:Financial Analysis	Analyze financial needs and goals to determine financial requirements.
VBC.MARK.2.D.02.01	D:Financial Analysis	Explain the goals of pricing.
VBC.MARK.2.E.01	E:Business Operations	Develop policies and procedures to protect workplace security.
VBC.MARK.2.E.01.01	E:Business Operations	Explain the nature and scope of risk management.
VBC.MARK.2.E.01.02	E:Business Operations	Describe various ways businesses can manage risk.
VBC.MARK.2.E.02	E:Business Operations	Utilize project-management skills to improve workflow and minimize costs.
VBC.MARK.2.E.02.01	E:Business Operations	Explain how horizontally organized companies differ from vertically organized companies.
VBC.MARK.2.E.02.02	E:Business Operations	Define scope of work to achieve individual and group goals.
VBC.MARK.2.E.02.03	E:Business Operations	Identify stakeholders and decision makers.
VBC.MARK.2.E.02.04	E:Business Operations	Evaluate project requirements including resources and budget.
VBC.MARK.2.E.02.05	E:Business Operations	Estimate time requirements.
VBC.MARK.2.E.02.06	E:Business Operations	Evaluate risks and develop a contingency plan.
VBC.MARK.2.E.02.07	E:Business Operations	Develop a method to evaluate and improve.
VBC.MARK.2.E.03	E:Business Operations	Implement purchasing procedures to obtain business supplies, equipment and services.
VBC.MARK.2.E.03.01	E:Business Operations	Describe purchasing in terms of products, quantities and timing of purchases (First in, First Out (FIFO)/Last In, First Out (LIFO)/Just-in Time).
VBC.MARK.2.E.03.02	E:Business Operations	Demonstrate ability to place orders/ reorders.
VBC.MARK.2.E.03.03	E:Business Operations	Explain how to purchase products and/or services from vendors, sales representatives and trade shows.
VBC.MARK.2.E.03.04	E:Business Operations	Explain how purchasing differs between an industrial market and a consumer market.
VBC.MARK.2.E.03.05	E:Business Operations	Describe the various internet purchasing methods.
VBC.MARK.2.F.01	F:Selling	Demonstrate foundational knowledge of the principles of selling.
VBC.MARK.2.F.01.01	F:Selling	Define selling.
VBC.MARK.2.F.01.02	F:Selling	Explain the purpose and goals of the selling function.
VBC.MARK.2.F.01.03	F:Selling	Describe the scope of the sales profession including setting sales goals, reaching quotas, commission versus salary pay, analysis of past performance and forecasting future sales.
VBC.MARK.2.F.01.04	F:Selling	Define Maslow's hierarchy of needs and explain its role in effective selling.
VBC.MARK.2.F.01.05	F:Selling	Differentiate between emotional and rational buying motives.
VBC.MARK.2.F.01.06	F:Selling	List the different types of selling situations.
VBC.MARK.2.F.01.07	F:Selling	List the seven steps of a sale.
VBC.MARK.2.F.01.08	F:Selling	Develop effective consultation methods to best determine needs and solutions.
VBC.MARK.2.F.01.09	F:Selling	Identify and develop strategies to increase individual sales performance consistent with company sales goals.
VBC.MARK.2.F.02	F:Selling	Utilize available internal and external data to optimize sales.
VBC.MARK.2.F.02.01	F:Selling	Develop prospecting methods to acquire new customers.
VBC.MARK.2.F.02.02	F:Selling	Maximize existing relationships with existing customers.
VBC.MARK.2.F.02.03	F:Selling	Maintain customer databases of both new and existing customers.
VBC.MARK.2.K.01	K:Economics	Explain the concept of an economy.

VBC.MARK.2.K.01.01	K:Economics	Cite examples of various economic systems.
VBC.MARK.2.K.01.02	K:Economics	List the factors of production.
VBC.MARK.2.K.01.03	K:Economics	Explain the concept of scarcity.
VBC.MARK.2.K.01.04	K:Economics	List the goals of a healthy economy.
VBC.MARK.2.K.01.05	K:Economics	Explain how an economy is measured.
VBC.MARK.2.K.01.06	K:Economics	Analyze the key phases of the business cycle.
VBC.MARK.2.K.02	K:Economics	Define the concept of international business.
VBC.MARK.2.K.02.01	K:Economics	Explain the interdependence of nations.
VBC.MARK.2.K.02.02	K:Economics	Examine balance of trade.
VBC.MARK.2.K.02.03	K:Economics	Differentiate between the three types of trade barriers.
VBC.MARK.2.K.02.04	K:Economics	List three significant trade agreements and alliances.
VBC.MARK.2.K.02.05	K:Economics	Identify factors that affect international business.
VBC.MARK.2.K.03	K:Economics	Identify the role of business in society.
VBC.MARK.2.K.03.01	K:Economics	Explain the characteristics of a free enterprise system.
VBC.MARK.2.K.03.02	K:Economics	Explain the theory of supply and demand.
VBC.MARK.2.K.03.03	K:Economics	Compare and contrast for-profit and non-profit organizations.
VBC.MARK.2.K.03.04	K:Economics	Distinguish between the public and private sectors.
VBC.MARK.2.K.03.05	K:Economics	Explain the role of government in a free enterprise system.
VBC.MARK.2.K.03.06	K:Economics	Identify federal regulatory agencies and laws that protect consumers, investors and environment.
VBC.MARK.2.K.03.07	K:Economics	Provide examples of the impact of government on business.
VBC.MARK.2.K.03.08	K:Economics	Provide examples of business's social responsibilities.
VBC.MARK.2.K.03.09	K:Economics	Explain the nature of business ethics.
VBC.MARK.2.K.03.10	K:Economics	Demonstrate ethical behavior.
VBC.MARK.2.N.01	N:Communication Skills	Apply effective skills in all domains of communication.
VBC.MARK.2.N.01.01	N:Communication Skills	Demonstrate effective verbal and nonverbal communication for appropriate audiences and settings.
VBC.MARK.2.N.01.02	N:Communication Skills	Exhibit effective listening skills.
VBC.MARK.2.N.01.03	N:Communication Skills	Employ awareness of cultural differences in communication.
VBC.MARK.2.N.01.04	N:Communication Skills	Explain how to organize and present your idea in speech and writing.
VBC.MARK.2.N.01.05	N:Communication Skills	Demonstrate professional communication etiquette using a variety of electronic formats.
VBC.MARK.2.N.01.06	N:Communication Skills	Exhibit knowledge of your audience, your purpose and your subject.
VBC.MARK.2.N.01.07	N:Communication Skills	Select and utilize the appropriate formats for professional business writing.
VBC.MARK.2.O.01	O:Accounting Practices and Procedures	Explain changes that affect the accounting equation.
VBC.MARK.2.O.01.01	O:Accounting Practices and Procedures	Define and identify accounting terms related to business and changes that affect the accounting equation.
VBC.MARK.2.O.01.02	O:Accounting Practices and Procedures	Describe how transactions affect accounts in an accounting equation.
VBC.MARK.2.O.02	O:Accounting Practices and Procedures	Analyze and record transactions into debit and credit parts.
VBC.MARK.2.O.03	O:Accounting Practices and Procedures	Define debit and credit.
VBC.MARK.2.O.03.01	O:Accounting Practices and Procedures	Classify transactions into debit and credit parts.
VBC.MARK.2.O.03.02	O:Accounting Practices and Procedures	Explain how transactions to set up a business affect accounts.
VBC.MARK.2.O.03.03	O:Accounting Practices and Procedures	Analyze how transactions affect owner's equity account.
VBC.MARK.2.O.04	O:Accounting Practices and Procedures	Journalize Transactions.
VBC.MARK.2.O.04.01	O:Accounting Practices and Procedures	Define and identify accounting terms related to journalizing transactions.

VBC.MARK.2.O.04.02	O:Accounting Practices and Procedures	Record transactions to set up a business in a five-column journal.
VBC.MARK.2.O.04.03	O:Accounting Practices and Procedures	Record transactions to buy insurance for cash and supplies in a five-column journal.
VBC.MARK.2.O.04.04	O:Accounting Practices and Procedures	Record transactions that affect owner's equity and receiving cash on account in a five-column journal.
VBC.MARK.2.O.05	O:Accounting Practices and Procedures	Post to a General Ledger.
VBC.MARK.2.O.05.01	O:Accounting Practices and Procedures	Define and identify terms related to posting from a journal.
VBC.MARK.2.O.05.02	O:Accounting Practices and Procedures	Prepare a chart of accounts for a business.
VBC.MARK.2.O.05.03	O:Accounting Practices and Procedures	Post separate amounts from a journal to a general ledger.
VBC.MARK.2.O.05.04	O:Accounting Practices and Procedures	Post column totals from a journal to a general ledger.
VBC.MARK.2.O.05.05	O:Accounting Practices and Procedures	Analyze and journalize correcting entries.
VBC.MARK.2.O.06	O:Accounting Practices and Procedures	Prepare Financial Statements.
VBC.MARK.2.O.06.01	O:Accounting Practices and Procedures	Define and identify accounting concepts and practices related to preparation of financial statements for a service business organized as a proprietorship.
VBC.MARK.2.O.06.02	O:Accounting Practices and Procedures	Prepare an income statement for a service business organized as a proprietorship and analyze an income statement using component percentages.
VBC.MARK.2.O.06.03	O:Accounting Practices and Procedures	Prepare a balance sheet.
VBC.MARK.2.P.01	P:Strategic Management	Explain the concepts, systems and tools needed to gather, access, synthesize, evaluate and disseminate information in making business decisions.
VBC.MARK.2.P.01.01	P:Strategic Management	Describe management's role to understand its contribution to business success.
VBC.MARK.2.P.01.02	P:Strategic Management	Name the three functions of management.
VBC.MARK.2.P.01.03	P:Strategic Management	Describe the management techniques used by effective managers.
VBC.MARK.2.P.01.04	P:Strategic Management	Utilize planning tools to guide organization's/department's activities.
VBC.MARK.2.P.01.05	P:Strategic Management	Identify organizational planning considerations.
VBC.MARK.2.P.01.06	P:Strategic Management	Describe how to control an organization's/department's activities to encourage growth and development.
VBC.MARK.2.Q.01	Q:Web-based Marketing	Identify and utilize various electronic media for promotional marketing, information and training and general communications.
VBC.MARK.2.Q.01.01	Q:Web-based Marketing	Develop strategies to develop and/or increase on-line sales.
VBC.MARK.2.Q.01.02	Q:Web-based Marketing	Explain how to use electronic media as a tool for developing brand recognition and product positioning.
VBC.MARK.2.Q.01.03	Q:Web-based Marketing	Explain various ways in which a company can utilize its website.
VBC.MARK.2.Q.01.04	Q:Web-based Marketing	Describe the impact a webpage has on traditional marketing techniques.
VBC.MARK.2.Q.01.05	Q:Web-based Marketing	Explain the potential impact of a viral event on the Internet.
VBC.MARK.2.Q.01.06	Q:Web-based Marketing	Describe the lasting impact of a chain of viral activity on the Internet.
VBC.MARK.2.Q.01.07	Q:Web-based Marketing	Analyze effective viral and buzz marketing strategies.
VBC.MARK.2.Q.01.08	Q:Web-based Marketing	Analyze social media to develop effective communications with specific target markets.