

# **Missouri Educator Gateway Assessments**

## **FIELD 017: BUSINESS TEST FRAMEWORK**

**January 2014**

**DRAFT**

<b>Content Domain</b>	<b>Range of Competencies</b>	<b>Approximate Percentage of Test Score</b>
I. Business Management, Law, and Ethics	0001–0003	20%
II. Accounting, Personal Finance, and Quantitative Analysis	0004–0006	20%
III. Economics and International Business	0007–0009	20%
IV. Marketing, E-Commerce, and Entrepreneurship	0010–0012	20%
V. Business Communications, Technology, and Career Development	0013–0015	20%

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**BUSINESS MANAGEMENT, LAW, AND ETHICS**

**0001 Understand functions and methods of organizational management.**

For example:

- 1.1 Analyze theories of organizational management, management functions, and the roles of management in business organizations.
- 1.2 Apply principles of financial management and financial decision making.
- 1.3 Apply principles for managing change, making decisions, solving problems, and achieving innovations within business organizations.
- 1.4 Apply strategies for managing business operations to enhance productivity, add value, and increase profitability.
- 1.5 Compare types of organizational structures, including the advantages and disadvantages of each type.

**0002 Understand principles of human resources management.**

For example:

- 2.1 Apply knowledge of procedures for staffing a business, including employee recruitment, selection, training, evaluation, and termination.
- 2.2 Analyze individual behavior and group dynamics, factors that influence employee motivation, and strategies for conflict resolution.
- 2.3 Apply strategies for managing employee compensation and benefits, retirement plans, and unemployment insurance.
- 2.4 Analyze laws and policies related to human resources management, including those related to collective bargaining, family medical leave, and workplace safety.

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### **0003 Understand business law and issues related to ethics and social responsibility.**

For example:

- 3.1 Apply knowledge of the structure and operation of the U.S. legal system, legal terminology, and principles of law relevant to the organization and operation of a business.
- 3.2 Apply knowledge of laws and regulations, including the Uniform Commercial Code and other contract, property, tax, family, and estate planning laws.
- 3.3 Apply knowledge of laws and regulations related to intellectual property and antitrust laws, and government agencies related to business operations and the regulation of competition.
- 3.4 Apply knowledge of laws, regulations, and government agencies related to consumer protection, product testing and safety, and environmental protection.
- 3.5 Examine issues related to ethics and social responsibility in business.

## **ACCOUNTING, PERSONAL FINANCE, AND QUANTITATIVE ANALYSIS**

### **0004 Understand business accounting.**

For example:

- 4.1 Apply knowledge of basic terminology, principles, and methods of business accounting.
- 4.2 Apply knowledge of the steps of the accounting cycle and the use of computerized software in accounting.
- 4.3 Apply procedures for generating and interpreting financial statements, calculating and interpreting financial ratios, and managing cash flow.
- 4.4 Apply methods and procedures used in payroll and inventory accounting.
- 4.5 Apply Generally Accepted Accounting Principles (GAAP) methods and procedures used in management accounting and evaluation of the financial performance of organizations.

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### **0005 Understand personal finance and principles of consumer economics.**

For example:

- 5.1 Apply principles of personal financial management and financial planning, including various investment and saving options.
- 5.2 Analyze factors that affect the use of credit and strategies for personal credit management.
- 5.3 Apply knowledge of strategies for personal risk management and the types of insurance products.
- 5.4 Apply knowledge of consumer economics and factors that affect employment opportunities, cost of living, budgeting, and personal income.

### **0006 Understand techniques of computation and quantitative analysis in business.**

For example:

- 6.1 Apply computational skills involving integers, fractions, and percents to solve problems in business contexts.
- 6.2 Interpret charts, tables, and graphs in various business contexts.
- 6.3 Apply principles of measurement, expressions, and equations to model and solve business problems.
- 6.4 Apply statistical principles and techniques in various business contexts.

## **ECONOMICS AND INTERNATIONAL BUSINESS**

### **0007 Understand fundamental principles of microeconomics.**

For example:

- 7.1 Demonstrate knowledge of basic terminology, concepts, and theories of microeconomics.
- 7.2 Apply concepts related to business economics, including opportunity costs, supply and demand, and the law of diminishing returns.
- 7.3 Analyze principles and theories of competition and characteristics of different types of competitive systems.
- 7.4 Analyze concepts related to the factors of production.

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**0008 Understand fundamental principles of macroeconomics.**

For example:

- 8.1 Demonstrate knowledge of basic terminology, concepts, and theories of macroeconomics.
- 8.2 Analyze and compare different economic and political systems.
- 8.3 Analyze macroeconomic factors that influence economic growth and the business cycle.
- 8.4 Apply economic indicators to assess the state of an economy.
- 8.5 Analyze government, monetary, and fiscal policy and how these policies affect the U.S. economy.

**0009 Understand international business, marketing, and trade.**

For example:

- 9.1 Analyze major concepts, historical patterns, and current trends in international trade and business.
- 9.2 Analyze factors that affect international trade, domestic production, and the economies of the United States and other nations.
- 9.3 Examine the roles of trade agreements, international agencies, and international financial institutions in global commerce.
- 9.4 Analyze organizational structures and forms of international businesses and how cultural, sociopolitical, and other factors affect business and marketing in other countries.

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**MARKETING, E-COMMERCE, AND ENTREPRENEURSHIP**

**0010 Understand basic principles of marketing, marketing research, and product/service planning and placement.**

For example:

- 10.1 Apply marketing principles, including the four Ps of product, placement, price, and promotion.
- 10.2 Apply strategies for conducting marketing research, collecting and interpreting marketing data, and developing a marketing plan.
- 10.3 Analyze marketing strategies, factors affecting marketing decisions, and methods of evaluating markets and forecasting sales.
- 10.4 Analyze the role of marketing in product/service design and development, the product life cycle, and strategies for determining the product mix.
- 10.5 Apply principles and procedures related to product/service placement and distribution.
- 10.6 Apply knowledge of consumer behavior and consumer decision making, the selling process, and strategies for increasing customer satisfaction.

**0011 Understand principles and procedures related to e-commerce and Internet marketing.**

For example:

- 11.1 Demonstrate knowledge of types of e-commerce business models.
- 11.2 Apply principles of marketing research, product/service planning and placement, and product distribution for Internet businesses.
- 11.3 Apply knowledge of e-commerce marketing strategies, including the use of search engines, mobile technologies, and social media.
- 11.5 Demonstrate knowledge of technical issues related to e-commerce, including Internet infrastructure, maintaining security, and payment systems.
- 11.4 Analyze strategies and issues related to starting an Internet business and factors that influence the success or failure of Internet start-ups.

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### **0012 Understand principles of entrepreneurship.**

For example:

- 12.1 Analyze the role of entrepreneurs in business, the characteristics of successful entrepreneurs, and the advantages and disadvantages of business ownership.
- 12.2 Identify types of business ownership and the characteristics, advantages, and disadvantages of each type.
- 12.3 Analyze factors, procedures, and issues related to starting a new business and developing a business plan for a new business.

## **BUSINESS COMMUNICATIONS, TECHNOLOGY, AND CAREER DEVELOPMENT**

### **0013 Understand principles of business communication.**

For example:

- 13.1 Demonstrate knowledge of business terminology and effective communication skills in personal and professional situations.
- 13.2 Demonstrate knowledge of techniques for producing clear, coherent writing in which the development, organization, and style are appropriate to business contexts.
- 13.3 Examine strategies and technologies used for preparing and delivering presentations to diverse audiences.
- 13.4 Demonstrate knowledge of using technology, including the Internet, to produce, publish, and update individual or shared business communications.

### **0014 Understand computer information systems in business.**

For example:

- 14.1 Demonstrate knowledge of the effect of information technology on business and society, including laws, ethics, and security.
- 14.2 Demonstrate knowledge of characteristics of computers, mobile devices, computer networks, and business information systems.
- 14.3 Apply knowledge of characteristics of productivity software, including word-processing, presentation, spreadsheet, desktop publishing, and database software.
- 14.4 Apply knowledge of characteristics of interactive media and principles and tools for computer programming and Web design.
- 14.5 Demonstrate knowledge of principles related to laws, ethics, and security in technology systems.

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**0015 Understand career development and professionalism.**

For example:

- 15.1 Identify career opportunities in business; sources of information about business careers; and personal interests, education, and experience needed for business careers.
- 15.2 Apply knowledge of career-planning strategies and skills related to job search and job acquisition.
- 15.3 Demonstrate knowledge of career, technical, student, and professional organizations related to business education.