**Common Career Technical Core**

The standards that students will be demonstrating through the completion of this certification are presented below:

Business Management & Administration Career Cluster (BM)

* Business Information Management Career Pathway (BM-BIM)
  + Plan, organize and manage day-to-day business activities to sustain business functioning.
* Human Resources Management Career Pathway (BM-HR)
  + Motivate and supervise personnel to achieve completion of projects and business goals.
  + Plan, monitor and manage day-to-day business activities to foster a safe and healthy work environment.
* Operations Management Career Pathway (BM-OP)
  + Describe and follow laws and regulations affecting business operations and transactions.

Finance Career Cluster (FN)

* Accounting career Pathway (FN-ACT)
  + Describe and follow laws and regulations to manage accounting operations and transactions.
  + Utilize accounting tools, strategies and systems to plan, monitor, manage and maintain the use of financial resources.
* Business Finance Career Pathway (FN-BFN)
  + Manage the use of financial resources to ensure business stability

Marketing Career Cluster (MK)

* Marketing Communications Career Pathway (MK-COM)
  + Apply techniques and strategies to convey ideas and information through marketing communications.
  + Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.
  + Communicate information about products, services, images and/or ideas to achieve a desired outcome.
* Marketing Management Career Pathway (MK-MGT)
  + Plan, manage and organize to meet the requirements of the marketing plan
  + Determine and adjust pries to maximize return and meet customers’ perceptions of value.
* Marketing Research career Pathway (MK-RES)
  + Design and conduct research activities to facilitate marketing business decisions.
  + Use information systems and tools to make marketing research decisions.
* Merchandising Career Pathway (MK-MER)
  + Move, store, locate and/or transfer ownership of retail goods and services.
  + Create and manage merchandising activities that provide for client needs and wants.