



GACE® Business Education Assessment Test II (043) Curriculum Crosswalk

Required Coursework Numbers

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| Subarea I. Customer Relations (16%) | | | | | | | | | | | | | | | |
| <i>Objective 1: Understands techniques and strategies used to promote positive, ongoing relationships with customers</i> | | | | | | | | | | | | | | | |
| A. Knows how to explain the nature of positive customer relations | | | | | | | | | | | | | | | |
| B. Knows how to explain a customer service mindset | | | | | | | | | | | | | | | |
| C. Knows how to describe initiatives to excel in providing customer service | | | | | | | | | | | | | | | |
| D. Understands the importance of appropriate word selection in responding to customer word inquiries | | | | | | | | | | | | | | | |
| E. Knows how to adapt communications according to clients' cultural and social backgrounds | | | | | | | | | | | | | | | |
| F. Is familiar with how to explain business policies to customers and clients | | | | | | | | | | | | | | | |
| G. Understands the role of management in customer relations | | | | | | | | | | | | | | | |
| H. Understands importance of company brand image | | | | | | | | | | | | | | | |
| I. Identifies effective methods to address difficult customers | | | | | | | | | | | | | | | |
| J. Identifies effective methods to address customer/client complaints | | | | | | | | | | | | | | | |

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| Subarea II. Entrepreneurship and Business Organizations (30%) | | | | | | | | | | | | | | | | |
| <i>Objective 1: Understands the procedures and methods associated with contriving and starting a new business</i> | | | | | | | | | | | | | | | | |
| A. Knows how to describe the unique characteristics of entrepreneurs and analyzes the advantages and risks of owning a business | | | | | | | | | | | | | | | | |
| B. Knows how to discuss opportunities and problems that are related to the development of entrepreneurial endeavors | | | | | | | | | | | | | | | | |
| C. Is familiar with the advantages and disadvantages of buying an existing business or purchasing a franchise | | | | | | | | | | | | | | | | |
| D. Knows how to demonstrate procedures for creating a business plan and analyzing factors, procedures, and financial competencies related to starting a business | | | | | | | | | | | | | | | | |
| <i>Objective 2: Knows the major types of business organizations operating in the national and international marketplace</i> | | | | | | | | | | | | | | | | |
| A. Demonstrates knowledge of a sole proprietorship | | | | | | | | | | | | | | | | |
| B. Demonstrates knowledge of a partnership | | | | | | | | | | | | | | | | |
| C. Knows how to distinguish between a limited partnership and a general partnership | | | | | | | | | | | | | | | | |
| D. Knows how to differentiate between types of business organizations | | | | | | | | | | | | | | | | |
| E. Knows how to explain why a corporation is a legal entity | | | | | | | | | | | | | | | | |

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| F. Knows how to differentiate between types of corporations | | | | | | | | | | | | | | | | | | | |
| G. Understands how to explain the effect of foreign trade on United States companies involved in foreign markets | | | | | | | | | | | | | | | | | | | |
| H. Understands the characteristics of a franchise and analyzes where franchises fit in the economic and legal framework | | | | | | | | | | | | | | | | | | | |
| I. Knows how to explain the advantages and disadvantages of doing business as a limited liability company | | | | | | | | | | | | | | | | | | | |
| J. Is familiar with the effect of the tax code on limited liability companies | | | | | | | | | | | | | | | | | | | |
| K. Is familiar with the impact of international laws on limited liability companies | | | | | | | | | | | | | | | | | | | |
| L. Demonstrates knowledge of e-commerce | | | | | | | | | | | | | | | | | | | |
| M. Understands the characteristics of an e-commerce business | | | | | | | | | | | | | | | | | | | |
| N. Understands the issue of taxation and e-commerce | | | | | | | | | | | | | | | | | | | |
| O. Knows how to differentiate between brick-and-mortar and Internet-based businesses | | | | | | | | | | | | | | | | | | | |
| Subarea III. Information Technology (21%) | | | | | | | | | | | | | | | | | | | |
| <i>Objective 1: Understands tools, strategies, and systems needed to process and distribute information to aid decision making</i> | | | | | | | | | | | | | | | | | | | |
| A. Demonstrates understanding of the role of information systems | | | | | | | | | | | | | | | | | | | |
| B. Knows how to discuss principles of computer systems | | | | | | | | | | | | | | | | | | | |

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| C. Knows how to identify criteria for selecting hardware and software systems | | | | | | | | | | | | | | | |
| D. Knows how to utilize technology tools (e.g., Web-based tools and social media) to manage and perform work responsibilities | | | | | | | | | | | | | | | |
| E. Knows how to maintain electronic business records to facilitate business operations; e.g., by using databases, spreadsheets, and social media | | | | | | | | | | | | | | | |
| F. Knows how to acquire information to guide logical and analytical decision making | | | | | | | | | | | | | | | |
| G. Knows how to apply procedures to produce and import graphics, sound, video, and text into documents and multimedia presentations | | | | | | | | | | | | | | | |
| H. Knows how to analyze various types (e.g., peer-to-peer, client-server) and components (e.g., network cabling, routers) of computer networks | | | | | | | | | | | | | | | |
| I. Knows how to solve business problems using analytical techniques and different types and levels of programming languages | | | | | | | | | | | | | | | |
| J. Understands various types and components of computer networks | | | | | | | | | | | | | | | |
| K. Knows how to apply procedures for navigating computer networks to search, find, and exchange information | | | | | | | | | | | | | | | |
| L. Knows how to apply the process of website design | | | | | | | | | | | | | | | |
| M. Knows how to apply problem-solving and logic-development skills | | | | | | | | | | | | | | | |

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| <i>Objective 2: Knows laws related to technology and the impact of advances in computer technology</i> | | | | | | | | | | | | | | | | | | | |
| A. Knows how to apply procedures for maintaining the security of computerized information | | | | | | | | | | | | | | | | | | | |
| B. Understands copyright law, including copyright infringement, the fair use doctrine, and the procedure for obtaining a copyright | | | | | | | | | | | | | | | | | | | |
| C. Is familiar with the area of law that determines how technology can be used | | | | | | | | | | | | | | | | | | | |
| D. Is familiar with technology-related crimes such as cyber stalking, spoofing, extortion, phishing, piracy, identity theft, terrorism, vandalism, and germ warfare | | | | | | | | | | | | | | | | | | | |
| Subarea IV. Programs and Professional Development (33%) | | | | | | | | | | | | | | | | | | | |
| <i>Objective 1: Understands concepts, tools, and strategies used to explore, obtain, and develop in a career</i> | | | | | | | | | | | | | | | | | | | |
| A. Knows how to describe employment opportunities in business | | | | | | | | | | | | | | | | | | | |
| B. Demonstrates knowledge of how to obtain work experience | | | | | | | | | | | | | | | | | | | |
| C. Demonstrates use of career strategies and job-seeking documents | | | | | | | | | | | | | | | | | | | |
| D. Understands the benefits of ongoing education for employees | | | | | | | | | | | | | | | | | | | |
| E. Understands the skills needed to enhance career progression | | | | | | | | | | | | | | | | | | | |

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| F. Understands ways of reinforcing employee performance | | | | | | | | | | | | | | | |
| G. Uses career interest inventories for career planning and exploration | | | | | | | | | | | | | | | |
| H. Knows how to advise students about academic, college, and career choices | | | | | | | | | | | | | | | |
| I. Is familiar with the purpose of college and career portfolios | | | | | | | | | | | | | | | |
| <i>Objective 2: Understands and applies principles and methods related to career development and leadership opportunities</i> | | | | | | | | | | | | | | | |
| A. Understands how school-based enterprises and student organizations have an impact on business education programs | | | | | | | | | | | | | | | |
| B. Demonstrates knowledge of the history of career and technical education and how it has affected current career student education programs | | | | | | | | | | | | | | | |
| C. Understands advisory committees and their influence on school and community relationships | | | | | | | | | | | | | | | |
| D. Knows how to apply strategies for encouraging student participation in student organizations such as FBLA-PBL | | | | | | | | | | | | | | | |
| E. Understands career development approaches and incorporates relevant experiences into the business education curriculum | | | | | | | | | | | | | | | |
| F. Knows how to assist students in the transition from program completion to employment and/or higher education | | | | | | | | | | | | | | | |

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| G. Knows how to evaluate students on personal skills, abilities, and aptitudes related to strengths and weaknesses in career development | | | | | | | | | | | | | | | |
| H. Knows strategies for implementing lifelong learning | | | | | | | | | | | | | | | |