
**NEW YORK STATE TEACHER
CERTIFICATION EXAMINATIONS™**

**FIELD 69: BUSINESS AND MARKETING
TEST FRAMEWORK**

June 2003

Authorized for Distribution by the New York State Education Department

Copyright © 2003 by the New York State Education Department
"NYSTCE®," "New York State Teacher Certification Examinations™," and the "NYSTCE®" logo are trademarks
of the New York State Education Department and National Evaluation Systems, Inc. (NES®).
"NES®" and its logo are registered trademarks of National Evaluation Systems, Inc.™

Permission is granted to make copies of this document for noncommercial use by educators.

**New York State Teacher
Certification Examinations™**

**FIELD 69: BUSINESS AND MARKETING
TEST FRAMEWORK
June 2003**

Subarea

	Selected-Response	Range of Objectives
I.	Business Management	0001–0004
II.	Marketing	0005–0009
III.	Accounting	0010–0013
IV.	Business Technology and Information Systems	0014–0018
V.	Economics, Entrepreneurship, and International Business	0019–0021
VI.	Quantitative Analysis, Consumer Economics, and Career Development	0022–0024
	Constructed-Response	
VII.	Business Management: Constructed-Response Assignment	0001–0004

NEW YORK STATE TEACHER CERTIFICATION EXAMINATIONS™

**FIELD 69: BUSINESS AND MARKETING
TEST FRAMEWORK**

Business Management
Marketing
Accounting
Business Technology and Information Systems
Economics, Entrepreneurship, and International Business
Quantitative Analysis, Consumer Economics, and Career Development
Business Management: Constructed-Response Assignment

The New York State business and marketing teacher has the knowledge and skills to teach effectively in New York State public schools. The business and marketing teacher has a broad understanding of the fundamental concepts of management, marketing, economics, and finance and is familiar with the basic skills and attributes associated with successful careers. The business and marketing teacher commands both a depth and breadth of learning across the fields of business management, marketing, accounting, and business technology and information systems and can effectively apply basic concepts of consumer economics, communications, and personal finance. Most importantly, the business and marketing teacher is able to use business and marketing principles to evaluate a variety of business situations, propose realistic objectives, analyze business and marketing opportunities and problems, and develop effective strategies that meet the needs of business organizations, their customers, and their employees.

SUBAREA I—BUSINESS MANAGEMENT

0001 Understand functions of business management in contemporary and historical contexts.

For example:

- recognizing major theories, trends, and developments in the history of business
- analyzing the role of management and the manager in business
- demonstrating understanding of management principles and procedures related to planning, organizing, directing/leading, and controlling
- applying management principles and procedures to meet specified organizational goals and to solve business-related problems

**FIELD 69: BUSINESS AND MARKETING
TEST FRAMEWORK**

0002 Understand organizational, group, and individual behaviors and their relationship to business management.

For example:

- recognizing social and behavioral theories and concepts related to the functioning of organizations (e.g., corporate culture, change theory, formal and informal organization, project-based management)
- applying social and behavioral theories and principles to the analysis of group structure (e.g., team skills, group dynamics, work groups)
- examining motivational theories that have influenced management theory (e.g., Maslow, Herzberg) and evaluating alternative management styles for motivating employees
- assessing the advantages and disadvantages of diverse organizational structures
- analyzing issues related to organizational, group/team, and individual behavior in management situations (e.g., strategies for conflict resolution, factors influencing worker morale, motivation and diversity in the workplace)

0003 Understand human resources management and development.

For example:

- analyzing the role of human resources management within an organization and applying basic principles and procedures of human resources planning (e.g., job analysis and design)
- recognizing and applying methods of employee recruitment and selection, staff evaluation, and employee training and development
- analyzing the effects of business decisions related to personnel (e.g., corporate mergers, relocations, restructuring)
- examining issues related to labor-management relations (e.g., contract negotiation, grievances and arbitration)
- demonstrating understanding of legal issues related to human resources management (e.g., Equal Employment Opportunity Commission regulations, Americans with Disabilities Act, diversity in the workplace, employee harassment)

**FIELD 69: BUSINESS AND MARKETING
TEST FRAMEWORK**

0004 Understand principles of law and issues related to ethical and social responsibility in business.

For example:

- demonstrating understanding of laws related to business ownership, personal and real property, contracts, copyright protection, the Internet, insurance, employment, consumer rights, and the environment
- applying knowledge of various types of laws and regulations in business situations (e.g., product regulation, zoning, safety and environmental issues)
- analyzing business situations that involve ethical considerations (e.g., conflict of interest, consumer rights, worker privacy, environmental impact)
- recognizing the function of public relations and social responsibility in business and analyzing factors affecting decisions in these areas (e.g., community goodwill, corporate philanthropy, private-public partnerships)

SUBAREA II—MARKETING

0005 Understand fundamental concepts, functions, and goals of marketing and market research.

For example:

- recognizing basic marketing concepts, functions, and methods
- analyzing social, cultural, technological, and economic factors that affect marketing decisions (e.g., market demographics, local or regional economic situation)
- analyzing the role of market research in the development of a marketing plan
- applying procedures for collecting, organizing, interpreting, and reporting marketing data

**FIELD 69: BUSINESS AND MARKETING
TEST FRAMEWORK**

0006 Understand marketing strategies in business.

For example:

- recognizing key concepts related to marketing strategies (e.g., target market, marketing mix)
- analyzing the role of the four Ps (i.e., product, pricing, placement, and promotional strategies) in developing marketing strategies
- demonstrating understanding of the significance of demographic and cultural data and market segmentation in marketing
- applying marketing strategies in various business contexts (e.g., e-commerce, endorsements and sponsorships)

0007 Understand principles of product planning, service planning, and price planning.

For example:

- recognizing phases in product and service planning and analyzing factors that affect product and service planning
- analyzing the role of marketing in product development and various stages of the product life cycle
- demonstrating understanding of the concept of product mix and recognizing its role in product planning
- applying knowledge of pricing strategies and factors that influence pricing decisions

0008 Understand channels and models of distribution and principles related to inventory control.

For example:

- comparing the characteristics and functions of different types of distributors and models of distribution
- analyzing the effect of geographic and other variables on decisions concerning product and service distribution
- analyzing factors that influence the selection and expansion of channels of distribution
- demonstrating understanding of types and functions of inventory control systems

**FIELD 69: BUSINESS AND MARKETING
TEST FRAMEWORK**

0009 Understand consumer buying decisions, customer relations and service, and product and service promotions.

For example:

- analyzing factors that influence consumer buying decisions and recognizing ways of determining customer buying motives in a diverse society
- applying philosophies and procedures for optimizing customer relations
- analyzing the characteristics, uses, advantages, and limitations of different types of promotional activities and mediums
- applying principles of design in various marketing contexts (e.g., traditional, electronic, and technological mediums)

SUBAREA III—ACCOUNTING

0010 Understand basic principles and applications of accounting.

For example:

- defining accounting and recognizing the steps of the accounting cycle
- applying the accounting equation in various business situations
- recognizing the functions of various accounting documents and analyzing business transactions using source documents
- recognizing the purposes of the closing process, journalizing and posting closing entries, and preparing a postclosing trial balance
- evaluating and interpreting annual and other financial reports for decision making
- demonstrating understanding of computerized accounting and identifying software used in computerized accounting
- recognizing ethical and regulatory issues in accounting

0011 Understand and apply concepts and procedures for determining the value of assets, liabilities, and owner's equity.

For example:

- applying knowledge of valuation principles
- identifying current and long-term assets and liabilities
- explaining the purposes of receivables and payables and applying procedures for maintaining subsidiary ledgers
- recognizing the purpose of equity accounts for sole proprietorships, partnerships, and corporations

**FIELD 69: BUSINESS AND MARKETING
TEST FRAMEWORK**

0012 Understand principles and procedures related to forms of ownership, payroll, and income taxation systems.

For example:

- applying appropriate accounting techniques for the formation, allocation of earnings, and liquidation of a business
- applying appropriate techniques for maintaining payroll records
- applying appropriate techniques for determining personal and corporate income taxes

0013 Apply basic cost accounting principles to evaluate the performance of an organization.

For example:

- explaining and comparing fixed, variable, and mixed costs
- recognizing the role of cost accounting in the management process (e.g., controlling operations, long-range planning, inventory and income determination)
- applying accounting concepts to make decisions with regard to manufacturing or buying a product, leasing or buying an asset, replacing equipment, discontinuing a product, offering discounted prices, and evaluating capital investment opportunities

SUBAREA IV—BUSINESS TECHNOLOGY AND INFORMATION SYSTEMS

0014 Understand business communications.

For example:

- recognizing elements of effective verbal and nonverbal communication and applying these basic communication skills in professional and personal situations
- demonstrating understanding of how to prepare effective business communications and deliver written, oral, and visual presentations and reports to diverse audiences
- applying methods for communicating via various electronic and technological media
- applying strategies for ensuring effective and bias-free communication

**FIELD 69: BUSINESS AND MARKETING
TEST FRAMEWORK**

0015 Understand basic principles and terminology related to business technology.

For example:

- applying knowledge of terminology related to computer technology and other devices (e.g., input devices, output devices, processing devices)
- recognizing characteristics, types, and features of hardware and software
- demonstrating understanding of relationships among input devices, output devices, processing devices, network systems, and storage units
- applying procedures for selecting, operating, and maintaining hardware, software, and peripherals

0016 Understand principles and procedures related to information processing and information processing systems.

For example:

- demonstrating understanding of the uses of software applications (e.g., word processing, database management, simulations, spreadsheets, presentation software, Web browsers) in various business contexts
- recognizing features, functions, and potential uses of networks
- recognizing characteristics and uses of multimedia systems and publishing applications
- applying procedures for using the Internet in business operations (e.g., Web page design, HTML authoring)

0017 Understand principles and procedures related to telecommunications and applications of telecommunications in business.

For example:

- recognizing components and operating principles of telecommunications systems
- recognizing terms related to telecommunications (e.g., satellites, wide area network, ground stations, cell, relay)
- analyzing business situations and problems to determine appropriate telecommunications solutions (e.g., teleconferencing, online services, e-mail, telecommuting)

**FIELD 69: BUSINESS AND MARKETING
TEST FRAMEWORK**

0018 Understand principles and procedures related to ethics, security, and data integrity in technology systems.

For example:

- applying procedures related to information security (e.g., passwords, voice imprinting, virus checking, user rights)
- analyzing issues related to electronic privacy; security for online fund transfers; the gathering and sharing of information; generating, maintaining, and selling data files; and online fraud
- applying procedures for recovering data and ensuring the accuracy and integrity of electronic data
- identifying issues related to ownership of software and ideas (e.g., intellectual properties, copyrights, software piracy)

SUBAREA V—ECONOMICS, ENTREPRENEURSHIP, AND INTERNATIONAL BUSINESS

0019 Understand basic principles and applications of economics.

For example:

- analyzing concepts, factors, and processes related to the economics of the firm (e.g., scarcity, opportunity costs, supply and demand, productivity, law of diminishing returns)
- recognizing basic features of the U.S. economic system (e.g., free enterprise, competitive markets, consumer sovereignty) and comparing different types of economic systems and competitive structures (e.g., oligopoly, monopolistic competition)
- examining the role of government in the U.S. economy
- analyzing factors that influence economic growth and applying methods for measuring domestic output, employment, and inflation (e.g., economic indicators)

**FIELD 69: BUSINESS AND MARKETING
TEST FRAMEWORK**

0020 Understand principles and procedures related to entrepreneurship.

For example:

- recognizing entrepreneurial characteristics and assessing the advantages and disadvantages of different forms of business organization (e.g., sole proprietorship, partnership, corporation)
- assessing the advantages and disadvantages of small businesses (e.g., flexibility, efficiency, limited funds)
- analyzing factors, procedures, and issues related to starting a business (e.g., market analysis, financing, insurance, taxes, e-commerce)
- developing a business plan for an entrepreneurial venture
- applying procedures for selecting, buying, and operating franchises

0021 Understand the international business environment.

For example:

- recognizing major trends and developments in international business
- analyzing social, cultural, political, legal, geographic, and economic factors that affect the international business environment
- demonstrating an understanding of how cultural differences and communication styles affect business interactions
- recognizing principles and concepts of international finance and trade and examining the role of trade pacts and financial institutions (e.g., International Monetary Fund [IMF], World Bank) in expanding global commerce and promoting economic integration
- assessing the appropriateness of various organizational structures and forms of business ownership in international business situations
- analyzing challenges concerning operations, marketing, and the management of human resources in international business

**FIELD 69: BUSINESS AND MARKETING
TEST FRAMEWORK**

**SUBAREA VI—QUANTITATIVE ANALYSIS, CONSUMER ECONOMICS, AND CAREER
DEVELOPMENT**

0022 Apply basic techniques of quantitative analysis in business situations.

For example:

- using fractions, decimals, and percents
- creating, interpreting, and analyzing charts, tables, and graphs
- estimating and forecasting
- creating, manipulating, and interpreting descriptive and inferential statistics
- using sampling techniques
- interpreting and reporting quantitative aspects of case studies

0023 Understand basic principles of consumer economics and personal finance.

For example:

- identifying legal and practical issues related to consumers (e.g., consumer rights, comparison shopping)
- applying consumer skills (e.g., purchasing goods and services)
- demonstrating understanding of risk management and insurance
- applying principles of personal financial management (e.g., budgeting, credit management, installment buying)
- recognizing types and characteristics of financial planning for different stages of life (e.g., investments, saving, retirement options, selecting investments for a given purpose)

**FIELD 69: BUSINESS AND MARKETING
TEST FRAMEWORK**

0024 Understand principles and procedures related to career development.

For example:

- recognizing types of careers and sources of career-related information
- identifying skills, characteristics, and traits (e.g., assertiveness, initiative, cooperation, enthusiasm) associated with success in careers
- identifying and applying procedures for career planning
- constructing a résumé, writing a letter of application, preparing for an interview, and assembling employment credentials (e.g., portfolios, career plan)
- recognizing employee responsibilities in the workplace (e.g., punctuality, ethical conduct, working cooperatively with other employees)
- demonstrating knowledge of state and federal laws, regulations, and policies that affect employment

**SUBAREA VII—BUSINESS MANAGEMENT: CONSTRUCTED-RESPONSE
ASSIGNMENT**

The content to be addressed by the constructed-response assignment is described in Subarea I, Objectives 01–04.