

Continuing Education Standards

Bodies of Knowledge	Instructional Programs
<p>Administration and Management Knowledge of principles and processes involved in business and organizational planning, coordination, and execution. This includes strategic planning, resource allocation, manpower modeling, leadership techniques, and production methods.</p>	<p>Business Administration and Management Instructional programs that generally prepare individuals to plan, organize, direct, and control the functions and processes of a firm or organization. Includes instruction in management theory, human resources management and behavior, accounting and other quantitative methods, purchasing and logistics, organization and production, marketing, and business decision making.</p> <p>Office Supervision and Management An instructional program that prepares individuals to supervise and manage the operations and personnel of business offices and management-level divisions. Includes instruction in employee supervision, management, and labor relations; budgeting; scheduling and coordination; office systems operation and maintenance; office records management; organization; security; office facilities design and space management.</p>
<p>Computer Applications Knowledge of constantly changing computer software principles, procedures and applications including beta testing and monitoring new programs.</p>	<p>Technology, General Instructional programs that help individuals master word processing, spreadsheets, database, desktop publishing, digital media, internet research, and web content and design.</p>
<p>Customer and Personal Service Knowledge of principles and processes for providing customer and personal services including needs assessment techniques, quality service standards, alternative delivery systems, and customer satisfaction evaluation techniques.</p>	<p>Customer Service Instructional programs that provide individuals with an understanding of factors that influence customer perceptions and subsequent behavior. Includes instruction in developing internal customer cooperation, and external customer loyalty.</p>
<p>Economics and Accounting Knowledge of economic and accounting principles and practices, the financial markets, banking, and the analysis and reporting of financial data.</p>	<p>Accounting Instructional programs that prepare individuals to practice the profession of accounting and to perform related business functions. Includes instruction in accounting principles and theory, financial accounting, managerial accounting, cost accounting, budget control, tax accounting, auditing, reporting procedures, statement analysis, planning and consulting, business information systems, accounting research methods, professional standards and ethics, and applications to specific for-profit, public, and non-profit organizations.</p>
<p>Education and Training Knowledge of instructional methods and training techniques including curriculum design principles, learning theory, group and individual teaching techniques, design OD individual development plans, and test and design principles.</p>	<p>Adult and Continuing Education Administration Instructional programs that describe the principles and techniques of administering programs and facilities designed to serve the basic education needs of under educated adults, or the continuing education needs of adults seeking further or specialized instruction, and that prepares individuals to serve as administrators of such programs. Includes instruction in adult principles, program and facilities planning, personnel management, community and client relations, budgeting and administration, professional standards, and applicable law and policies.</p> <p>Education, General Instructional programs that generally describe the theory and practice of learning and teaching; the basic principles of educational psychology; the art of teaching; the planning and administration of educational activities, and the social foundations of education.</p>
<p>Mathematics Knowledge of numbers, their operations, and interrelationships including arithmetic, algebra, geometry, calculus, statistics and their applications</p>	<p>Arithmetic Functions Instructional programs that review and practice fundamental arithmetic skills, problem analysis, problem solving, and practical applications.</p> <p>Statistics Instructional programs that introduce probability and statistics to students who have low confidence in their mathematical ability. Includes theoretical and estimated probability, simulation, descriptive statistics, and sampling.</p> <p>Business Mathematics Instructional programs that review basic mathematics and demonstrate the ability to use a ten-key desktop calculator and apply principles used in accounting, banking, insurance, finance, buying, selling, and real estate. Includes emphasizing applied mathematics through the study of word problems, time value of money, simple and compound interest, and analysis of financial statements.</p>
<p>Sales and Marketing Knowledge of principles and methods involved in showing, promoting, and selling products or services. This includes marketing strategies and tactics, product demonstration and sales techniques, and sales control systems.</p>	<p>General Buying Operations Instructional programs that prepare individuals to perform marketing tasks specifically applicable to obtaining goods and services for a business.</p> <p>Purchasing, Procurement and Contracts Management Instructional programs that prepare individuals to manage and/or administer the processes by which an organization contracts for goods or services to support its operations, as well as contract it to sell to other firms or organizations. Includes instruction in contract law, negotiations, buying procedures, Government contracting, cost and price analysis, vendor relations contract administration, auditing and inspecting, relations with other firm departments, and applications to special areas such as high-technology systems, international purchasing and construction.</p>