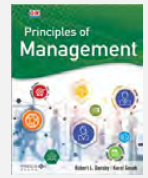


Goodheart-Willcox Publisher
Correlation of Principles of Management©2020
to North Carolina Department of Education
Course: NCCTE BB40 Business Management I (Grades 9–12)



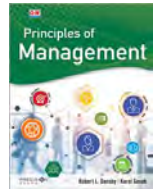
Standards		Correlating Text Pages
NCCTE.2020.BB40 - Business Management I		
NCCTE.2020.BB40.01.00 Understand the planning and organizing role of management.		
NCCTE.2020.BB40.01.01	Discuss employment opportunities in business management and administration	Exploring Careers: 1, 4, 20, 38, 56, 74, 92, 112, 132, 148, 166, 182, 200, 220, 242, 260, 278, 296, 312, 334, 356, 378
NCCTE.2020.BB40.01.02	Explain the concept of management	6-9, Management Responsibilities, 11-15, Managers Defined
NCCTE.2020.BB40.01.03	Discuss the nature of managerial planning	24-25, Management Theory, 25-27, Classical Management, 27-28, Behavioral Management
NCCTE.2020.BB40.01.04	Explain managerial considerations in organizing	166-175, Soft Skills for Management, 177, Review Your Knowledge # 1-10
NCCTE.2020.BB40.01.05	Explain the organizational design of business	224, Business Type, 225, Business Organizations
NCCTE.2020.BB40.01.06	Explain the nature of project management	80-82, Project Management, 81 Figure 5.5 Project Management
NCCTE.2020.BB40.02.00 Understand the staffing and directing role of management.		
NCCTE.2020.BB40.02.01	Discuss the nature of human resources management	Human Resources, 92-108
NCCTE.2020.BB40.02.02	Describe managerial considerations in staffing	Managing Employees, 112-129
NCCTE.2020.BB40.02.03	Discuss managerial considerations in directing	Leading 130-144
NCCTE.2020.BB40.02.04	Orient new employees	98-99, 114
NCCTE.2020.BB40.03.00 Understand the relationship between customer service and business management.		
NCCTE.2020.BB40.03.01	Discuss the nature of customer relationship management	86, Creating a Customer-Focused Culture, 209
NCCTE.2020.BB40.03.02	Describe the use of technology in customer relationship management	58-60, Managing Information for Planning Purposes, 194-195, 385 Acceptable Internet use



Goodheart-Willcox Publisher

18604 West Creek Drive • Tinley Park, IL 60477-6243

Web www.g-w.com
Orders 800.323.0440
Phone 708.687.5000
Fax 708.687.5068



Standards		Correlating Text Pages
NCCTE.2020.BB40.03.03	Demonstrate a customer-service mindset	86, Creating a Customer-Focused Culture, 209
NCCTE.2020.BB40.03.04	Interpret business policies to customers/clients	273-284, Planning Function
NCCTE.2020.BB40.03.05	Adapt communication to the cultural and social differences among clients	160-161
NCCTE.2020.BB40.03.06	Handle customer/client complaints	14, 142, 148-165, 209, 314
NCCTE.2020.BB40.03.07	Identify company's brand promise	Marketing, 314-315, 315-319
NCCTE.2020.BB40.03.08	Describe the impact of a person's social media brand on the	Organizational Mission and Vision Statements, 283-284, Executive Summary