



# Initial or Alternative Teacher License Evaluation Worksheet

## Demonstration of Professional Competencies and Depth of Content Knowledge

### Business and Marketing (grades 7 to 12)

#### Applicant

Legal name:

Date:

#### Requirements

Endorsement content knowledge must be demonstrated by at least one of the following measures for each content area (check below). Please note, if you select a portfolio option to demonstrate a content knowledge category, it is your responsibility to ensure that evidence provided aligns with the Colorado Department of Education's teacher preparation standards. For more information about educator preparation standards, please see [this webpage](#). To learn more about content covered on Praxis exams, please visit [this webpage](#).

#### Business and Marketing

- Praxis 5101 or 5561: Official score report required: Praxis 5101(154 or higher) -or- Praxis 5561 (157 or higher)
- Coursework: Minimum of B- (list in grid below); syllabi and official transcript required
- Portfolio: Evidence demonstrating attainment of standards outlined below required

In the grid below, list the evidence by which you are demonstrating content knowledge. It is essential that thorough and complete information is provided for each row inclusive of listing all courses and evidence being utilized. Praxis subscores may be one piece of evidence for a section of content and also must be accompanied by additional evidence such as coursework.

<b>OPTION 1: BUSINESS EDUCATION</b>	<b>Praxis Test Code/Name and Score:</b>	
<b>OPTION 2: MARKETING EDUCATION</b>	<b>Praxis Test Code/Name and Score:</b>	
<b>Categories for which you must demonstrate content knowledge</b>	<b>Course #(s)/Title(s) and Grade(s)</b>	<b>Portfolio Description and Evidence</b>
Candidates must possess knowledge of concepts, including:		
Accounting and Finance <ul style="list-style-type: none"> <li>• Accounting principles, savings, and investment tools and interpret financial statements for informed decision making</li> <li>• Credit and risk aversion and is able to evaluate financial services and products</li> <li>• Basic functions of auditing, banking, investments, taxation, insurance and risk taking</li> <li>• Example courses include the following: accounting, finance, small business accounting</li> </ul>		



<p><b>Communication and Career Development</b></p> <ul style="list-style-type: none"> <li>• Effective communication skills and is able to adapt to a variety of settings</li> <li>• Written communication effectively</li> <li>• Career tools to goal plan and develop a portfolio</li> <li>• Example courses include the following: business communication, organizational communication, human communication</li> </ul>		
<p><b>Economics</b></p> <ul style="list-style-type: none"> <li>• Allocation of resources, economic systems, market structures and role of government in policy</li> <li>• Economic indicators and measures</li> <li>• Economics, labor market conditions and micro- and macro-economic factors of a domestic and global economy</li> <li>• Example courses include the following: macroeconomics, microeconomics</li> </ul>		
<p><b>Entrepreneurship</b></p> <ul style="list-style-type: none"> <li>• Core components of entrepreneurship to include personal characteristics, business opportunities, models of setting up a business</li> <li>• Develop a business plan</li> <li>• Example courses include the following: essentials in entrepreneurship, entrepreneurship business planning and preparation</li> </ul>		
<p><b>Information Technology</b></p> <ul style="list-style-type: none"> <li>• Technology and its appropriate applications</li> <li>• Information management and use of reporting tools</li> <li>• Example course(s) include the following: information technology</li> </ul>		
<p><b>Law and International Business</b></p> <ul style="list-style-type: none"> <li>• Foundations of international business and trade relations</li> <li>• Legal fundamentals (contract management, court systems, legislation, copyright trademarks)</li> <li>• Issues related to cybersecurity</li> <li>• Business law, sales contracts, consumer law, employment (including personnel policies and practices), business organization and related matters</li> <li>• Example courses include the following: business</li> </ul>		



law, international business		
<p>Marketing and Management</p> <ul style="list-style-type: none"> <li>Marketing principles and practices of buyer analysis</li> <li>Legislation as it affects business and/or marketing fields and issues</li> <li>Business and marketing ethics</li> <li>Functions of management and understands their implementation and integration within the business environment</li> <li>Example courses include the following: principles of marketing, business management, human resource management, business/marketing communication</li> </ul>		
<p>Professional Business Education</p> <ul style="list-style-type: none"> <li>Self-assess the effectiveness of instruction based on the achievement of students and pursue continuous professional development through appropriate activities, coursework and participation in relevant professional organizations</li> <li>Mission and objectives of the business education program and associated co-curricular experiences for student learning</li> <li>Example courses include the following: courses that address the above bullets for this section</li> </ul>		

Submission of this worksheet must be accompanied by all evidence listed in the grid above. You must receive approval prior to submitting an application for an initial teacher license.