# **Colorado Department of Education LogoBusiness/Marketing (Grades 6-12) Evaluation Worksheet**

Demonstration of Professional Competencies and Depth of Content Knowledge

## **Applicant**

Legal name:  Click or tap here to enter text. Date: Click or tap here to enter text.

## **Requirements**

Content competency must be demonstrated *for each row within each table* by at least one of the following measures (see below).

In the “Course #/Title/Grade” column, you may include any classes you have taken where you have earned a grade of B- or higher. In your submission, you must also upload official transcripts and an official course syllabus from the term in which the course was taken. If you include multiple transcripts, please specify on which transcript reviewers can find the listed course.

You may consider supplementing your submission with portfolio artifacts that demonstrate professional competencies and content knowledge, including candidate-created unit plans, teaching videos, demonstrated classroom experience in which a rubric review was utilized, etc. These will be listed in the “Portfolio Artifact(s)” column. All portfolio evidence *must* be accompanied by written rationale, indicating how each artifact provided shows content competency of the corresponding concept. Please note, portfolio artifacts are meant to show that you know the *content*, not pedagogy, of your desired endorsement area.

In addition, it is key to use a 1:1 naming convention between the items listed in the artifacts column and the documents you upload in the Colorado Online Licensing system (COOL). For instance, if you write “Economics Unit Plan” on the worksheet, there must be a corresponding upload titled “Economics Unit Plan” in COOL.

The same artifact/course *may* be used to show competency for multiple concepts; however, the written rationale for portfolio artifacts must be specifically aligned to the concept in that row. If you are submitting a portfolio, multiple pieces of evidence are encouraged per row.

**Business/Marketing:**

* Coursework: Minimum of B-; syllabi and official transcript required
* Portfolio: Artifacts demonstrating attainment of standards outlined below

\*\*\* If you hold a bachelor’s degree or higher in Business or Marketing, you may submit your application in COOL without doing Multiple Measures.

\*\*\* If you have 24 semester hours of coursework as identified on the [Business/Marketing Endorsement Worksheet](https://www.cde.state.co.us/cdeprof/endorsementrequirements), you may submit your application in COOL without doing Multiple Measures.

## **Business/Marketing**

### **Accounting and Finance:**

| **Candidates must demonstrate knowledge of each of the following concepts:** | **Course #/Title/Grade** | **Portfolio Artifact(s)**  **AND**  **Rationale** |
| --- | --- | --- |
| Accounting principles, savings, and investment tools and interpret financial statements for informed decision making. | Click or tap here to enter text. | Click or tap here to enter text. |
| Credit and risk aversion as well as evaluation of financial services and products | Click or tap here to enter text. | Click or tap here to enter text. |
| Basic functions of auditing, banking, investments, taxation, insurance and risk taking | Click or tap here to enter text. | Click or tap here to enter text. |

### **Communication and Career Development:**

| **Candidates must demonstrate knowledge of each of the following concepts:** | **Course #/Title/Grade** | **Portfolio Artifact(s)**  **AND**  **Rationale** |
| --- | --- | --- |
| Effective communication skills, including written communication, and the ability to adapt communication to a variety of settings | Click or tap here to enter text. | Click or tap here to enter text. |
| Use of career tools to goal plan and develop a portfolio | Click or tap here to enter text. | Click or tap here to enter text. |

### **Economics:**

| **Candidates must demonstrate knowledge of each of the following concepts:** | **Course #/Title/Grade** | **Portfolio Artifact(s)**  **AND**  **Rationale** |
| --- | --- | --- |
| Allocation of resources, economic systems, market structures, and role of government in policy | Click or tap here to enter text. | Click or tap here to enter text. |
| Economic indicators and measures | Click or tap here to enter text. | Click or tap here to enter text. |
| Labor market conditions and micro- and macro-economic factors of a domestic and global economy | Click or tap here to enter text. | Click or tap here to enter text. |

### **Entrepreneurship:**

| **Candidates must demonstrate knowledge of each of the following concepts:** | **Course #/Title/Grade** | **Portfolio Artifact(s)**  **AND**  **Rationale** |
| --- | --- | --- |
| Core components of entrepreneurship to include personal characteristics, business opportunities, and models of setting up a business | Click or tap here to enter text. | Click or tap here to enter text. |
| Development of business plans | Click or tap here to enter text. | Click or tap here to enter text. |

### **Information Technology:**

| **Candidates must demonstrate knowledge of each of the following concepts:** | **Course #/Title/Grade** | **Portfolio Artifact(s)**  **AND**  **Rationale** |
| --- | --- | --- |
| Technology and its role in business contexts | Click or tap here to enter text. | Click or tap here to enter text. |
| Information management and use of reporting tools | Click or tap here to enter text. | Click or tap here to enter text. |

### **Law and International Business:**

| **Candidates must demonstrate knowledge of each of the following concepts:** | **Course #/Title/Grade** | **Portfolio Artifact(s)**  **AND**  **Rationale** |
| --- | --- | --- |
| Foundations of international business and trade relations | Click or tap here to enter text. | Click or tap here to enter text. |
| Legal fundamentals (contract management, court systems, legislation, copyright trademarks) | Click or tap here to enter text. | Click or tap here to enter text. |
| Issues related to cybersecurity | Click or tap here to enter text. | Click or tap here to enter text. |
| Business law, sales contracts, consumer law, employment (including personnel policies and practices), business organization and related matters | Click or tap here to enter text. | Click or tap here to enter text. |

### **Marketing and Management:**

| **Candidates must demonstrate knowledge of each of the following concepts:** | **Course #/Title/Grade** | **Portfolio Artifact(s)**  **AND**  **Rationale** |
| --- | --- | --- |
| Marketing principles and practices of buyer analysis | Click or tap here to enter text. | Click or tap here to enter text. |
| Legislation as it affects business and/or marketing fields and issues | Click or tap here to enter text. | Click or tap here to enter text. |
| Business and marketing ethics | Click or tap here to enter text. | Click or tap here to enter text. |
| Functions of management and understanding of their implementation and integration within the business environment | Click or tap here to enter text. | Click or tap here to enter text. |

08.01.2025 | Determination of qualification will be made by CDE upon evaluation of a complete submission