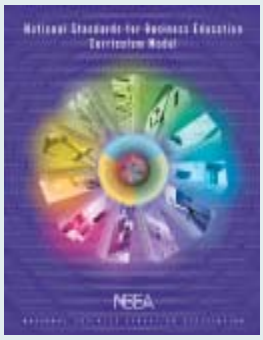
National Standards for Business Education

The revised and updated *National Standards for Business Education* state what all K–14 students should know and be able to do in business. These national standards contain guidelines for a quality education in 11 content areas of business education—accounting, business law, career development, communication, computation, economics and personal finance, entrepreneurship, information technology, international business, management, and marketing. Each content area incorporates achievement standards and accompanying performance expectations. Each achievement standard states the understanding and competency students should attain. Each performance expectation delineates what students need to do to exhibit the knowledge and the skills required to meet the achievement standard.

In classrooms nationwide, business educators play a prominent role in preparing students to become responsible citizens, capable of making the astute economic decisions that will benefit their personal and professional lives. Using the concepts described in these standards, business teachers introduce students to the basics of personal finance, the decision-making techniques needed to be wise consumers, the economic principles of an increasingly international marketplace, and the processes by which businesses operate.



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