

Student Name: _____

Date: _____

PROGRAM COMPETENCY PROFILE FOR CAREER TECHNICAL EDUCATION
Career Cluster: Marketing, Sales and Service

Program Name: General Merchandising, Sales and Related Marketing Operations, Other: CIP: 521899

Effective 8/13

National Standard: Marketing Education Resources Center-National Marketing Education Standards

Competencies (statement that provides the overview and defines the instructional area) Student will:	Knowledge, Content and Skills (what a student needs to know and be able to do and upon which they will be assessed) Student will:	<u>NH Common Core State Standards</u> – Aligned <ul style="list-style-type: none"> • English/Language Arts/Literacy: E • Mathematics: M • Science: S • Art: A 	Rating Scale -Sample Performance Assessments (Performance tasks the student needs to demonstrate in order to be rated proficient in meeting the competency) Student will:				
Understand business’s responsibilities to know, abide by, and enforce laws and regulations that affect business operations and transactions (Business Law).	1. Discuss the and sources of business law in the United States (patent, copy , EPA, OSHA)		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: You are to assume the role of vice president of operations for a large shipping company. You have been asked to analyze the ethical/legal implications of an insider trading issue involving the company’s chief accountant and a supplier and to recommend a course of action. (Continues to #2, 3, 4)	1	2	3	4
	1	2	3	4			
	2. Describe types of legally binding contracts (purchase, sales employment agreements, non-disclose agreements).		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
	1	2	3	4			
	3. Explain agency brokerage relationships.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
1	2	3	4				
4. Explain types of business ownership.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: As a business consultant compare and contrast the options of business ownership to a client who is a perspective entrepreneur. (Continues to #5)	1	2	3	4	
1	2	3	4				
5. Explain the effect of business law on marketing.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4	
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Student will:	Student will:	<ul style="list-style-type: none"> • English/Language Arts/Literacy: E • Mathematics: M • Science: S • Art: A 	Student will:				
Understand the fundamental economic principles and concepts that are critical to business operations (Economics).	6. Explain the concept of economic resources.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> <p>For Example: You are to assume the role of candidate for an internship at the world headquarters of an international public relations company. You are being interviewed by the firm’s vice president for marketing. You have been asked to prepare a SWOT analysis of the business and its external factors including factors that would affect the business’ profit and risks. (Continues to # 8, 9, 10)</p>	1	2	3	4
	1	2	3	4			
	7. Explain the types of economic systems.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> <p>For Example:</p>	1	2	3	4
	1	2	3	4			
	8. Explain the role of government in the economy.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> <p>For Example:</p>	1	2	3	4
1	2	3	4				
9. Determine the impact of business cycles and seasonality on business activities.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> <p>For Example:</p>	1	2	3	4	
1	2	3	4				
10. Explain the nature of international trade.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> <p>For Example:</p>	1	2	3	4	
1	2	3	4				
Understand tools, strategies, and systems used in order to maintain, monitor, control, and plan the use of financial resources (Financial Analysis).	11. Apply the fundamental principles of banking and securities.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> <p>For Example: You are to assume the role of business consultant for entrepreneurs and potential entrepreneurs. Create a comprehensive manual of money management principles regarding budgeting, financial records and financing. (Continues to # 13)</p>	1	2	3	4
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Student will:	Student will:	<ul style="list-style-type: none"> • English/Language Arts/Literacy: E • Mathematics: M • Science: S • Art: A 	Student will:				
	12. Analyze cost/volume /profit relationships.		<table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="width: 20px; text-align: center;">1</td> <td style="width: 20px; text-align: center;">2</td> <td style="width: 20px; text-align: center;">3</td> <td style="width: 20px; text-align: center;">4</td> </tr> </table> <p>For Example:</p>	1	2	3	4
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	13. Analyze financial needs and goals to determine capital requirements and its cost.		<table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="width: 20px; text-align: center;">1</td> <td style="width: 20px; text-align: center;">2</td> <td style="width: 20px; text-align: center;">3</td> <td style="width: 20px; text-align: center;">4</td> </tr> </table> <p>For Example:</p>	1	2	3	4
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	14. Create a personal financial plan.		<table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="width: 20px; text-align: center;">1</td> <td style="width: 20px; text-align: center;">2</td> <td style="width: 20px; text-align: center;">3</td> <td style="width: 20px; text-align: center;">4</td> </tr> </table> <p>For Example: You are to assume the role of assistant manager for a company that offers vacation log cabin rentals. The owner has asked you to recommend a plan for increasing rental revenues. You must be able to explain break-even point; to differentiate between fixed and variable costs; and to conduct a break-even analysis. (Continues to # 15)</p>	1	2	3	4
1	2	3	4				
	15. Create and interpret financial statements.		<table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="width: 20px; text-align: center;">1</td> <td style="width: 20px; text-align: center;">2</td> <td style="width: 20px; text-align: center;">3</td> <td style="width: 20px; text-align: center;">4</td> </tr> </table> <p>For Example:</p>	1	2	3	4
1	2	3	4				
Understand the tools, techniques, and systems that businesses use in order to plan, staff, lead, and organize its human resources (Human Resource Management).	16. Discuss the many aspects of the human resource role (managing staff growth, increasing productivity, employee satisfaction, resolving staff issues, compensation, etc.) in operating a business.		<table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="width: 20px; text-align: center;">1</td> <td style="width: 20px; text-align: center;">2</td> <td style="width: 20px; text-align: center;">3</td> <td style="width: 20px; text-align: center;">4</td> </tr> </table> <p>For Example: You are to assume the role of human resources manager at your local credit union. The president of the credit union has asked you to develop a policy manual for employee orientation.(Continues to 17)</p>	1	2	3	4
	1	2	3	4			
17. Discuss human resources laws and regulations to facilitate business operations.		<table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="width: 20px; text-align: center;">1</td> <td style="width: 20px; text-align: center;">2</td> <td style="width: 20px; text-align: center;">3</td> <td style="width: 20px; text-align: center;">4</td> </tr> </table> <p>For Example:</p>	1	2	3	4	
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Student will:	Student will:	<ul style="list-style-type: none"> • English/Language Arts/Literacy: E • Mathematics: M • Science: S • Art: A 	Student will:				
Understand the tools, techniques, and systems that businesses use in order to create exchanges and satisfy organization objectives (Marketing).	18. Identify and analyze the interconnected relationships of the marketing concept, marketing mix, and the marketing functions.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> <p>For Example: As a manager for Target, you are asked by company executives to demonstrate your training plan to be presented to management trainees for their workshop on the company’s marketing concept, their marketing mix, and examples of how they use the marketing functions in their business.</p>	1	2	3	4
1	2	3	4				
Understand the processes and systems implemented in order to monitor, plan, and control the day to day activities required for continued business functions (Operations).	19. Explain the concept of a quality system for a business operation. AAI 4: Technical and Production Skills: Identify specific production and technical skills required for this industry.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> <p>For Example: As a district manager for a national chain, you are meeting with the chain’s VP of Marketing to review the training outline for new store managers.</p>	1	2	3	4
	1	2	3	4			
20. Demonstrate and apply the concept of risk management (insurance, hedging).		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> <p>For Example:</p>	1	2	3	4	
1	2	3	4				
Understand tools, techniques, and systems that affect a business’s ability to plan, control, and organize an organization/ department (Strategic Management).	21. Develop a vision and mission statement to guide organization’s/department’s activities and control an organization’s/department’s activities to promote growth and development.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> <p>For Example: Assume the role of President of a corporation meeting with your Board of Directors. You have been given the task of developing a plan to expand your business from a one-store location to a multi-store chain within a five year period. (Continues to #22)</p>	1	2	3	4
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Student will:	Student will:	<ul style="list-style-type: none"> • English/Language Arts/Literacy: E • Mathematics: M • Science: S • Art: A 	Student will:				
	22. Analyze how forms of business ownership, government regulations, and business ethics affect a business. AAI 6: Labor Issues: Explain the employees’ and employers’ rights and responsibilities in this industry.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
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Understand the concepts, tools, systems needed in order to gather access, synthesize, evaluate, and disseminate information for use in making business decisions (Marketing-Information Management).	23. Identify, gather and acquire foundational data of marketing –information management to determine its nature and scope. AAI: 5 Underlying Principles of Technology: Explain through discussion the technological systems used within this industry.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: Assume the role of Marketing Information Manager for McDonalds. Present a report to the Board of Directors of your findings in regard to new products to improve customer satisfaction. (Continues to #26)	1	2	3	4
	1	2	3	4			
	24. Interpret and assess marketing research information and its importance in decision making (statistics and forecasting)		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
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25. Evaluate marketing research procedures and findings to assess their quality and credibility.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4	
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Student will:	Student will:	<ul style="list-style-type: none"> • English/Language Arts/Literacy: E • Mathematics: M • Science: S • Art: A 	Student will:				
Understand the concepts and strategies utilized to determine and target marketing strategies to a select audience (Market)	26. Conduct a SWOT analysis.		<table border="1" style="display: inline-table; vertical-align: top;"> <tr> <td style="width: 25px; text-align: center;">1</td> <td style="width: 25px; text-align: center;">2</td> <td style="width: 25px; text-align: center;">3</td> <td style="width: 25px; text-align: center;">4</td> </tr> </table> <p>For Example:</p>	1	2	3	4
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	27. Develop a marketing plan.		<table border="1" style="display: inline-table; vertical-align: top;"> <tr> <td style="width: 25px; text-align: center;">1</td> <td style="width: 25px; text-align: center;">2</td> <td style="width: 25px; text-align: center;">3</td> <td style="width: 25px; text-align: center;">4</td> </tr> </table> <p>For Example: Assume the role of a business consultant. Describe and critique the Marketing plan of McDonalds and its success or failure. (Continues to 28)</p>	1	2	3	4
1	2	3	4				
28. Monitor and evaluate performance of marketing plan.		<table border="1" style="display: inline-table; vertical-align: top;"> <tr> <td style="width: 25px; text-align: center;">1</td> <td style="width: 25px; text-align: center;">2</td> <td style="width: 25px; text-align: center;">3</td> <td style="width: 25px; text-align: center;">4</td> </tr> </table> <p>For Example:</p>	1	2	3	4	
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Understand concepts and strategies utilized in determining and adjusting prices to maximize return and meet customer’s perceptions of value (Pricing)	29. Discuss and develop a pricing strategy based upon market factors and profit goals (product, customer, etc.).		<table border="1" style="display: inline-table; vertical-align: top;"> <tr> <td style="width: 25px; text-align: center;">1</td> <td style="width: 25px; text-align: center;">2</td> <td style="width: 25px; text-align: center;">3</td> <td style="width: 25px; text-align: center;">4</td> </tr> </table> <p>For Example: As the general manger of a retail establishment your task is to develop a policy manual that will systemically analysis pricing and strategies in terms of profitability, cost and competitive forces. You will present your suggested policy to the owner.</p>	1	2	3	4
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Understand the concepts and processes that are needed in order to obtain, develop, maintain, and improve a product or service mix in response to market opportunities (Product/Service Management)	30. Explain the role of product/service management within the company or organization.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> <p>For Example: Your general manager has asked you to define analysis and revise the product mix strategy for the business. You will present your finding to the management team. (Continues to # 31)</p>	1	2	3	4
	1	2	3	4			
31. Generate product/service strategies to contribute to ongoing business successes (product features, benefits, product mix, and business/product image).		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> <p>For Example:</p>	1	2	3	4	
1	2	3	4				
Understand the concepts and strategies needed to communicate information about products, services, images, and /or ideas to achieve a desired outcome (Promotion)	32. Explain the types of promotion and the elements of promotion mix and law and ethnics in promotion.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> <p>For Example: As a marketing manager you have been assigned to develop a promotional mix for a product idea or image. You will present your promotional mix to the owner. (Continues to # 33)</p>	1	2	3	4
	1	2	3	4			
33. Identify and explain promotion channels used to communicate with targeted audiences.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> <p>For Example:</p>	1	2	3	4	
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Understand the concepts and actions needed in order to determine client needs, wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities. (Selling)	34. Explain how the selling process can be used to achieve strong customer management relationships.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> <p>For Example: Your role as a sales executive develop and present a plan to a company sales force to implement an effective customer relationship management (CRM) program</p> <p>(Continues to #35)</p>	1	2	3	4
	1	2	3	4			
35. Select and apply an appropriate sales channel to market a product or a service.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> <p>For Example:</p>	1	2	3	4	
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Understand the fundamental concepts of entrepreneurship and how entrepreneurship influences the economy	36. Identify the resources and steps needed for venture startup, operation and options in planning the venture's future (growth, development, demise). AAI 1: Planning: Explain the key elements of a long-term plan for a successful company. AAI 2: Management: Discuss the different forms of management and ownership within this industry. AAI 3: Finance: Explain the key components of financial management of a company. AAI 7: Community Issues: Discuss the ways a company can impact its community and the ways community can impact a company.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> <p>For Example: As a prescriptive entrepreneur present your business plan to a Score representative (Continues to #38)</p>	1	2	3	4
	1	2	3	4			
37. Identify and discuss the traits and behaviors of an entrepreneur (leadership, personal assessment, personal management).		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> <p>For Example:</p>	1	2	3	4	
1	2	3	4				
Understand the importance of personal growth and leadership to enhance career success	38. Demonstrate personal growth, community leadership, democratic principles and social responsibility.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> <p>For Example:</p>	1	2	3	4
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National Standard: Marketing Education Resources Center-National Marketing Education Standards

Competencies (statement that provides the overview and defines the instructional area)	Knowledge, Content and Skills (what a student needs to know and be able to do and upon which they will be assessed)	<u>NH Common Core State Standards</u> – Aligned	Rating Scale -Sample Performance Assessments (Performance tasks the student needs to demonstrate in order to be rated proficient in meeting the competency)				
Student will:	Student will:	<ul style="list-style-type: none"> • English/Language Arts/Literacy: E • Mathematics: M • Science: S • Art: A 	Student will:				
Understand the necessary employability skills in order to achieve success in today’s workplace	39. Decision-Making & Problem-Solving: Demonstrate and apply good decision-making and problem-solving skills by outlining issues in situations/problems and determining, collecting, and organizing information needed in order to formulate a solution.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: As the marketer at Opal Design you are to critique their social event by reviewing planning, pricing, promoting, and distributing activities and report if the event was successful and were the accomplished goals achieved. (Continues to #44)	1	2	3	4
	1	2	3	4			
	40. Self –Management: Demonstrate and apply self-management skills by adhering to regulations, being responsible, and following through on commitments. AAI 9. Personal Work Habits: Explain the work habits an employer looks for in an employee in this industry.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
	1	2	3	4			
41. Communication Skills: Demonstrate and apply effective communication skills: verbal, written, visual, and listening.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4	
1	2	3	4				
42. Ability to Work with Others: Demonstrate and apply the necessary skills in order to work effectively with others. AAI 9: Personal Work Habits: Explain the work habits an employer looks for in an employee in this industry.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4	
1	2	3	4				

Key: Rating Scale: 1 NO EXPOSURE; 2 = NOVICE (Information was covered in class, but student cannot demonstrate skill or knowledge without significant supervision); 3 = PROFICIENT (Student regularly demonstrates the knowledge or skill); 4= MASTERY (Student demonstrates successful completion of this skill numerous times without supervision.)

PROGRAM COMPETENCY PROFILE FOR CAREER TECHNICAL EDUCATION

Career Cluster: Marketing, Sales and Service

Program Name: General Merchandising, Sales and Related Marketing Operations, Other CIP: 521899

Effective 8/13

National Standard: Marketing Education Resources Center-National Marketing Education Standards

Competencies (statement that provides the overview and defines the instructional area)	Knowledge, Content and Skills (what a student needs to know and be able to do and upon which they will be assessed)	<u>NH Common Core State Standards</u> – Aligned	Rating Scale -Sample Performance Assessments (Performance tasks the student needs to demonstrate in order to be rated proficient in meeting the competency)				
Student will:	Student will:	<ul style="list-style-type: none"> • English/Language Arts/Literacy: E • Mathematics: M • Science: S • Art: A 	Student will:				
	43. Mathematical Concepts: Demonstrate mathematical and computation skills as applied to real world situations.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
1	2	3	4				
	44. Information Use - Research, Analysis, and Technology: Demonstrate and apply the use of information through research, analysis, and technology (Facebook, Twitter, YouTube, etc.). AAI 5. Underlying Principles of Technology: Explain through discussion the technological systems used within this industry.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example:	1	2	3	4
1	2	3	4				
	45. Career Development: Demonstrate personal/career development skills by creating a career plan.		<table border="1" style="width: 100%; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table> For Example: You are a recent college graduate that is applying for a competitive position with DYM. How will you stand out from the other applicants? You will need to create a cover letter, resume, and electronic portfolio that highlight your strengths.	1	2	3	4
1	2	3	4				

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PROGRAM COMPETENCY PROFILE FOR CAREER TECHNICAL EDUCATION

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Student will:	Student will:	<ul style="list-style-type: none"> • English/Language Arts/Literacy: E • Mathematics: M • Science: S • Art: A 	Student will:				
	<p>46. General Safety: Demonstrate and apply safe practices and procedures in the workplace.</p> <p>AAI 8: Health, Safety, and Environment: Explain the health and safety laws and practices affecting the employee, the surrounding community, and the environment in this industry.</p>		<table border="1" style="margin-left: auto; margin-right: auto; text-align: center;"> <tr> <td style="width: 20px;">1</td> <td style="width: 20px;">2</td> <td style="width: 20px;">3</td> <td style="width: 20px;">4</td> </tr> </table> <p>For Example:</p> <p>In your role as a Customer Service Operator at True Fine you have just attended a team meeting at which S. Browning the HR and OH&S Manager informed your team that a number of accidents have happened recently in the Customer Contact Centre. She has asked everyone to make a special effort to identify and report hazards and safety issues in the workplace, and to follow all procedures for controlling risks and dealing with emergencies. You will work with your team and develop a list of your findings and present them to S.Browning.</p>	1	2	3	4
1	2	3	4				

Key: Rating Scale: 1 NO EXPOSURE; 2 = NOVICE (Information was covered in class, but student cannot demonstrate skill or knowledge without significant supervision); 3 = PROFICIENT (Student regularly demonstrates the knowledge or skill); 4= MASTERY (Student demonstrates successful completion of this skill numerous times without supervision.)