

Course Title: Principles of Entrepreneurship
Course Number: 8812110
Course Credit: 1

Course Description:

This course provides instruction in the basic principles of entrepreneurship including the role of the entrepreneur, entrepreneurship as a career, ethics in business, and the principles of marketing, financing, and managing a business. There is no occupational completion point after the completion of this course.

CTE Standards and Benchmarks	FS-M/LA	NGSS-Sci
01.0 Discuss role of the entrepreneur – the student will be able to:		
01.01 Define "entrepreneurship."	LAFS.910.L.3.6 LAFS.1112.L.3.6	
01.02 Discuss evolution of entrepreneurship.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
01.03 Describe the differences between a product-based business and a service-based business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
01.04 Identify contributions of entrepreneurs to the economic growth of the United States.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
01.05 Discuss future prospects for entrepreneurship and its anticipated impact on the economy.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
01.06 Discuss the role of the entrepreneur in his/her local community (mentoring, philanthropy).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.0 Discuss entrepreneurship as a career choice – the student will be able to:		
02.01 Describe reasons for becoming an entrepreneur.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
02.02 Identify characteristics common to successful entrepreneurs.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
02.03 Identify education, aptitudes, and skills recommended for entrepreneurs.	LAFS.910.W.3.7 LAFS.1112.W.3.7	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
02.04 Discuss advantages and disadvantages of self-employment.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.05 Discuss entrepreneurship as a personal goal.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.06 Assess personal potential to become an entrepreneur.		
02.07 Identify career paths in supervisory, management, and small business environments.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
03.0 Identify basic economic principles of entrepreneurship – the student will be able to:		
03.01 Identify role of small business in the global economy.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
03.02 Discuss profit motive and its impact on business.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
03.03 Identify the different types of competition and explain their impact on business (e.g., direct, indirect, price, nonprice, competitive position).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
03.04 Describe differences between industrial and consumer goods.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
03.05 Define land, labor, capital, and entrepreneurship as factors of production.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
03.06 Discuss form, place, time, possession, and information utility.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
03.07 Explain meaning and causes of scarcity.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
03.08 Identify components of the Law of Supply and Demand in a free enterprise system.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
03.09 Identify the stages of the product life cycle and the characteristics of each.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
03.10 Identify role and types of producers, distributors, and services in today's business economy.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
03.11 Discuss major fields of business activity (e.g., extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
03.12 Discuss the four parts of a business (production, finance, marketing, customer service).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
03.13 Identify factors that contribute to success of a small business.	LAFS.910.W.3.7 LAFS.1112.W.3.7	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
03.14 Describe the process of starting a small business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
03.15 Explain procedure for registering a sole proprietorship and obtaining a sales tax identification number.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
03.16 Discuss reasons for small business failure.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
03.17 Recognize opportunities for small business in the global marketplace.	LAFS.910.RI.1.1 LAFS.1112.RI.1.1 LAFS.910.RI.3.7 LAFS.1112.RI.3.7	
04.0 Discuss importance of ethics in business – the student will be able to:		
04.01 Define "ethics" and "ethical behavior."	LAFS.910.L.3.6 LAFS.1112.L.3.6	
04.02 Identify examples of ethical business practices.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
04.03 Discuss role of the entrepreneur in promoting ethical business practices and relationships.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
04.04 Identify social responsibilities and/or legal issues involved in making ethical choices in business.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
05.0 Identify strategies and methods for generating a business idea – the student will be able to:		
05.01 Identify current publications and websites available to assist with determining what type of business to start.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
05.02 Discuss importance of personality and ability when selecting type of business to open.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
05.03 Identify changes and trends as a source of new enterprise ideas (e.g., outsourcing).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
05.04 Discuss how brainstorming, creative thinking, and observations can be used to develop new enterprise ideas.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
05.05 Explain how personal goals, life style, background, hobbies, interests, experience, abilities, and financial resources will impact ones' choice of business.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
06.0 Outline steps in planning a new business – the student will be able to:		
06.01 Discuss importance of "defining" a prospective business.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
06.02 List reasons for writing a business plan.	LAFS.910.W.1.1 LAFS.1112.W.1.1	
06.03 Identify and describe components of a business plan.	LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
06.04 Describe importance of a vision/mission statement in identifying direction and objectives of a business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
06.05 Discuss importance of determining what products and services will be offered by the business.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
06.06 Identify how scope of products and services will vary based upon type of business (e.g., wholesale, retail, service).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
06.07 Explain importance of and the factors influencing a business' image.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
06.08 Identify and discuss the legal forms of business ownership (sole proprietorship, partnership, corporation, franchise, licensing).	LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
06.09 Identify and discuss different types of corporations (subchapter S, limited liability, nonprofit).	LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
06.10 Identify factors that influence choice of ownership type.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
06.11 Describe legal implications and taxes for each type of business structure.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
06.12 Discuss the internal organization of a business and assignment of tasks to be performed.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
06.13 Discuss the different types of organization charts (e.g., line and staff).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
06.14 Describe different types of records needed by small businesses.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
06.15 Identify factors that affect purchasing.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
06.16 Explain importance and types of inventory control.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
06.17 Identify procedures to be followed in shipping and receiving (channels of distribution).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
06.18 Describe role of selling in small business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
06.19 Identify sources of assistance when planning a business [e.g., Small Business Development Center (SBDC), Small Business Administration (SBA), Chamber of Commerce, Service Corp of Retired Executives (SCORE)].	LAFS.910.W.3.7 LAFS.1112.W.3.7	
07.0 Identify principles of marketing – the student will be able to:		
07.01 Define and explain market, market research, market mix, market positioning, market penetration strategy, market segmentation, market share, target market, and customer profile survey.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
07.02 Identify and explain the marketing functions (e.g., financing, risk management, selling, promotion, pricing, purchasing, marketing-information management, product/service planning, distribution).	LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.L.3.6 LAFS.1112.L.3.6	
07.03 Discuss methods of forecasting sales.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
07.04 Discuss importance of the five (5) P's of the marketing mix: product, place, price, promotion, and people.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
07.05 Discuss methods, costs, and importance of promoting products and services (e.g., publicity, public relations, press release, community events, advertising, Internet).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
07.06 Describe factors that should be evaluated in a promotion (e.g., source, message, media, budget).	LAFS.910.L.3.6 LAFS.1112.L.3.6	

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	LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
07.07 Distinguish between institutional and promotional advertising.	LAFS.910.RI.3.7 LAFS.1112.RI.3.7	
07.08 Identify types of advertising media and describe the strengths and weaknesses of each.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
07.09 Identify components of a marketing plan.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
07.10 Describe the importance of coordinating promotional activities.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
07.11 Explain the differences between selling direct and going through external sales representatives.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
07.12 Identify and describe examples of diverse marketing activities.	LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
08.0 Identify principles of selling – the student will be able to:		
08.01 Identify ways to satisfy consumer needs.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
08.02 Identify features/benefits of selling.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
08.03 Discuss the principles of selling.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
08.04 Identify the steps of a sale.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
08.05 Identify the stages of selling (e.g., attention, interest, desire, and action).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
08.06 Discuss the advantages and disadvantages of establishing sales quotas/commissions.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	

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08.07 Discuss importance of customer service.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
08.08 Discuss telemarketing as a sales tool.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
08.09 Discuss the role of selling via the Internet.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
08.10 Discuss network marketing (multilevel marketing).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
08.11 Discuss selling opportunities at flea markets and trade shows.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
09.0 Identify principles of financing – the student will be able to:		
09.01 Explain difference between income (credit) and expense (debit).	LAFS.910.L.3.6 LAFS.1112.L.3.6	
09.02 Discuss the importance of maintaining an accounting journal.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
09.03 Discuss personal risks involved in financing a business.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
09.04 Define invoice, balance sheet, equity capital, debt capital, income statement, financial ratios, line of credit, collateral, factoring, income (earned and unearned), cash flow analysis statement, return on investment [ROI], return on equity, and chart of accounts.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
09.05 Explain the importance of financial accounting and management to the entrepreneur.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
09.06 Identify start-up costs and operating expenses (fixed and variable) for a new business.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
09.07 Identify sources of funds for financing a new business.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
09.08 Discuss impact of interest rates on short and long term financing.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
09.09 Describe methods for establishing credit and obtaining a credit card.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
09.10 Identify sources of credit and list steps in applying for a loan.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
09.11 Discuss importance of maintaining a favorable credit rating.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
09.12 Describe differences between short-term and long-term capital needs.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
09.13 Identify circumstances that could require additional financing.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
09.14 Describe differences between cash basis and accrual basis accounting.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
09.15 Identify differences between bookkeeping, tax accounting, and managerial accountants.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
10.0 Identify principles of pricing – the student will be able to:		
10.01 Define selling price, fixed costs, variable costs, elastic demand, inelastic demand, price fixing, bait-and-switch advertising.	LAFS.910.L.3.6 LAFS.1112.L.3.6 MAFS.912.N-Q.1.2	
10.02 Identify factors that affect selling price (e.g., target market, competition, government regulations, economic conditions, supply and demand).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
10.03 Describe how the cost of goods sold influences selling price.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2 MAFS.912.N-Q.1.2	
10.04 Define break-even point, fixed expenses, and variable expenses.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
10.05 Explain the difference between markup based on cost and markup based on retail.	LAFS.910.L.3.6 LAFS.1112.L.3.6 MAFS.912.N-Q.1.2	
10.06 Identify types of adjustments to selling price.	LAFS.910.W.3.7 LAFS.1112.W.3.7	

CTE Standards and Benchmarks		FS-M/LA	NGSSS-Sci
10.07	Define pricing policy, psychological pricing, unit pricing, product line pricing, and promotional pricing.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
10.08	Define pricing strategy, penetration pricing, and price skimming.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
11.0	Identify types and sources of government regulations and taxation that may affect a business – the student will be able to:		
11.01	Define license, permit, contract, patent, copyright, trademark, and logo.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
11.02	Identify major state laws affecting the operation of a business.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
11.03	Identify major federal laws affecting the operation of a business, (e.g., OSHA, Social Security, EEOC, Affirmative Action, ADA, and FMLA).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
11.04	Discuss role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission [SEC], Federal Trade Commission (FTC)].	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
11.05	Identify types of federal, state, and local taxes that are the responsibility of the entrepreneur (e.g., sales, income, and self-employment).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
11.06	Discuss importance of obtaining outside professional counsel to ensure compliance with government regulations and taxation (i.e., accountant, lawyer).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
12.0	Identify communication and technology skills used in entrepreneurship – the student will be able to:		
12.01	Identify and demonstrate effective workplace communication skills: verbal, nonverbal, written, and electronic.	LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.W.2.4 LAFS.1112.W.2.4 LAFS.910.SL.2.6 LAFS.1112.SL.2.6	
12.02	Describe effective staff communication and its uses: inter-personal, departmental, inter-departmental, and company.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
12.03	Demonstrate ability to read and comprehend written communications.	LAFS.910.RI.4.10 LAFS.1112.RI.4.10	
12.04	Identify a variety of forms of written business communications utilized in the workplace.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
12.05	Prepare a business letter, memorandum, fax, and e-mail.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
12.06 Demonstrate ability to speak effectively with customers, co-workers, supervisors, and vendors, using appropriate grammar and terminology.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.L.1.1 LAFS.1112.L.1.1 LAFS.910.SL.2.6 LAFS.1112.SL.2.6	
12.07 Discuss importance of developing networking skills to expand business contacts.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
12.08 Explain and demonstrate the art of negotiation.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.6 LAFS.1112.SL.2.6	
12.09 Prepare and deliver a business-related presentation.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
12.10 Demonstrate active listening strategies that improve understanding and performance.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1 LAFS.910.SL.1.3 LAFS.1112.SL.1.3	
12.11 Demonstrate dispute resolution techniques.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
12.12 Identify means of nonverbal communication.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
12.13 Identify types of technology/equipment used in the workplace.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
12.14 Define hypertext, URL, links, Internet Service Provider (ISP), Bulletin Board Service (BBS), electronic storefront, e-mail, newsgroups, and flames.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
13.0 Identify and demonstrate employability and human relations skills – the student will be able to:		
13.01 Identify and utilize resources used in a job search (e.g., networking, newspaper, Internet).	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
13.02 Discuss importance of drug tests and criminal background checks in identifying possible employment options.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
13.03 Identify steps in the job application process including arranging for references and proper documentation (e.g., green card).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
13.04 Identify procedures and documents required when applying for a job (e.g., application, W-4, I-9).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
13.05 Prepare a resume (electronic and written), letter of application, follow-up letter, acceptance/rejection letter, letter of resignation, and letter of recommendation.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
13.06 Identify and demonstrate appropriate dress and grooming for employment.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
13.07 Identify and demonstrate effective interviewing skills (e.g., behavioral).	LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.SL.1.1 LAFS.1112.SL.1.1 LAFS.910.SL.2.6 LAFS.1112.SL.2.6	
13.08 Describe methods for handling illegal interview and application questions.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
13.09 Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, Sexual Harassment, EEOC, ADA, FMLA, OSHA).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
13.10 Identify positive work attitudes and behaviors such as honesty, compassion, respect, responsibility, fairness, trustworthiness, and caring.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
13.11 Identify ways to work cooperatively in a business situation with diverse populations and the physically challenged.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
13.12 Describe importance of producing quality work and meeting performance standards.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
13.13 Identify personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
13.14 Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner.		
13.15 Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
13.16 Identify how to prepare for job separation and re-employment.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
13.17 Create and maintain a portfolio of documents for job placement (e.g., resume, letters of recommendation, awards, evidence of participation in school/community/volunteer activities, employer evaluations).	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
13.18 Identify and practice stress management and relaxation techniques.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
13.19 Maintain confidentiality of business matters.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
13.20 Discuss importance of practicing positive customer service skills.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
14.0 Identify and demonstrate personal financial skills – the student will be able to:		
14.01 Identify and prioritize personal financial goals.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
14.02 Create and maintain a budget that supports financial goals.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
14.03 Describe importance of long-range financial planning.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
14.04 Evaluate various investment opportunities for financial growth.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8 MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
14.05 Compare and evaluate banking services (checking and savings accounts, ATM/check cashing cards, on-line banking).	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
14.06 Demonstrate ability to manage a checking and savings account.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
14.07 Complete a 1040EZ income tax form.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	

Course Title: Business Management and Law
Course Number: 8812120
Course Credit: 1

Course Description:

This course is designed to provide an introduction to business management techniques. Topics include human relations, decision making, communication techniques, business law concepts, and characteristics of the American enterprise system. Students will have met occupational completion point A: Business Development Manager - SOC 11-2021

CTE Standards and Benchmarks		FS-M/LA	NGSSS-Sci
18.0	Identify principles of management – the student will be able to:		
18.01	Discuss the evolution of management as a science and as an art.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
18.02	Explain role of management in small business.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
18.03	Define five (5) functions of management: planning, organizing, staffing, directing, and controlling.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
18.04	Discuss different types of leadership styles.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
18.05	Identify characteristics of effective leaders.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
18.06	Explain the steps in decision making and problem solving.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
18.07	Discuss strategies for dealing with conflict.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
18.08	Identify procedures for recruiting employees.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
18.09	Identify criteria for selecting prospective employees.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
18.10	Review methods utilized in training employees.		
18.11	Discuss reasons for promoting and transferring employees.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
18.12	Identify various types of wage and salary plans.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
18.13	Identify the most frequently offered fringe benefits.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
18.14	Describe obligations employers have to employees.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4	

CTE Standards and Benchmarks		FS-M/LA	NGSSS-Sci
		LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
19.0	Demonstrate an understanding of entrepreneurship and the free enterprise system – the student will be able to:		
19.01	Research role of entrepreneurship in the free enterprise system.	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
19.02	Compare and contrast different types of business ownership.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
19.03	Assess advantages and disadvantages of business ownership.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
19.04	Analyze risks and responsibilities involved in ownership of a business.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
19.05	Examine the obligations of business ownership.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
19.06	Diagram the economic/business cycle.		
19.07	Interpret concepts of Law of Supply and Demand in relation to a specific product and/or service.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
19.08	Investigate current trends contributing to economic change.	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
20.0	Demonstrate knowledge of the global economy – the student will be able to:		
20.01	Identify the role of an Internet site in generating international interest.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
20.02	Define and explain exchange rate, Letter Of Credit (L/C), and freight forwarder.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
20.03	Analyze characteristics of the global economy.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
20.04	Discuss impact of international trade on small business (e.g., balance of trade).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
20.05	Compare and contrast global business opportunities.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
20.06	Describe methods of researching specific international markets.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
20.07	Identify potential barriers to international trade.	LAFS.910.W.3.7 LAFS.1112.W.3.7	

CTE Standards and Benchmarks		FS-M/LA	NGSSS-Sci
20.08	Identify differences between importing and exporting.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
20.09	Examine impact of changes in trade barriers and technology.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
21.0	Demonstrate knowledge of the importance of the business plan – the student will be able to:		
21.01	Discuss how a business plan contributes to the success of a business.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
21.02	Describe the circumstances for conducting a feasibility study.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
21.03	Analyze examples of business plans.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
21.04	Explain importance of the presentation of the business plan.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
21.05	Express importance of reviewing and updating the business plan.	LAFS.910.SL.2.6 LAFS.1112.SL.2.6 LAFS.910.W.2.4 LAFS.1112.W.2.4	
22.0	Investigate and analyze components of financial management – the student will be able to:		
22.01	Demonstrate the importance of financial and accounting management to the entrepreneur.		
22.02	Demonstrate and calculate how to determine start-up costs for a business in a given situation.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
22.03	Compare and contrast the three means of obtaining equity funding (e.g., Private Corporation, public corporation, venture capitalists).	LAFS.910.L.3.6 LAFS.1112.L.3.6	
22.04	Compare and contrast sources of start-up and operating capital.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
22.05	Analyze fixed and variable costs, equity financing, debt financing, and trade credit.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8 MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
22.06	Explain components and importance of a profit and loss statement.	LAFS.910.L.3.6 LAFS.1112.L.3.6	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	MAFS.912.A-SSE.1.1a	
22.07 Create a balance sheet, income statement, and cash flow projection.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
22.08 Identify records necessary for effective inventory control.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
22.09 Discuss the use of computers in financial analysis.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
23.0 Demonstrate the knowledge of merchandising and inventory – the student will be able to:		
23.01 Define planned sales, planned stock levels, estimated markdowns, and shrinkage.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
23.02 Analyze options for inventory control (cost vs. retail).	LAFS.910.RI.3.8 LAFS.1112.RI.3.8 MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
23.03 Explain the purchasing procedures for a small business by defining model stock.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
23.04 Describe factors to consider when selecting vendors (e.g., terms of sale, cash discount, quantity discount, seasonal discount, future dating, free on board destination, consignment buying).	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
23.05 Define and calculate basic business measurements (e.g., break-even point, stock turnover, cost of goods sold, markup, markdown, and discounts/terms).	LAFS.910.L.3.6 LAFS.1112.L.3.6 MAFS.912.A-REI.2.3 MAFS.912.N-Q.1.3	
23.06 Explain methods that businesses use to authorize payments for goods and services.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
23.07 Identify use of computer systems in managing merchandise and inventory.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
24.0 Identify the elements of manufacturing and production – the student will be able to:		

CTE Standards and Benchmarks		FS-M/LA	NGSSS-Sci
24.01	Identify different types of manufacturing (e.g., custom, mass, continuous, repetitive, and intermittent).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
24.02	Identify the elements of product production planning (e.g., inventory, human resources, and production scheduling).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
24.03	Identify factors that influence the location of a manufacturing business.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
24.04	Discuss the principles of quality management.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
25.0	Demonstrate knowledge of management of customer credit and collection – the student will be able to:		
25.01	Define credit policy, credit bureau, credit limits, accounts receivable, and aging of accounts.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
25.02	Discuss the advantages and disadvantages of offering customer credit.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
25.03	Analyze credit options for a small business.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8 MAFS.912.N-Q.1.1	
25.04	Examine criteria for granting customer credit.	LAFS.910.RI.4.10 LAFS.1112.RI.4.10	
25.05	Identify costs to a business of offering credit card service to its customers.	LAFS.910.W.3.7 LAFS.1112.W.3.7 MAFS.912.N-Q.1.1	
25.06	Identify agencies providing credit information on customers.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
25.07	Describe use of credit records or reports.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
25.08	Analyze procedures used for credit collections.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
25.09	Explain the purpose of an accounts receivable aging report.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
25.10	Identify the role of small claims court and collection agencies in debt collection.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
26.0	Describe risk/shrinkage management – the student will be able to:		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
26.01 Identify methods to minimize shoplifting.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
26.02 Determine procedures that can be used to reduce amount of loss from internal theft.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
26.03 Identify procedures that can be used to reduce amount of loss from bad checks.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
26.04 Discuss security procedures to discourage burglary and robbery.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
26.05 Discuss how accidents and lawsuits can be prevented.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
26.06 Identify different types of business insurance policies required for a variety of types of businesses.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
26.07 Identify procedures for handling cash transactions.	LAFS.910.W.3.7 LAFS.1112.W.3.7 MAFS.912.N-Q.1.1	
26.08 Compare and contrast different store policies concerning shrinkage (e.g., returns, mark out of stocks, charge backs).	LAFS.910.L.3.6 LAFS.1112.L.3.6 MAFS.912.N-Q.1.1	
26.09 Identify procedures for maintaining quality customer service.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
27.0 Demonstrate knowledge of government regulation of business – the student will be able to:		
27.01 Analyze government regulations and agencies that impact a business venture (e.g., OSHA, FTC, FCC, UCC).	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
27.02 Investigate the role of government regulations in dealing with customers and employees.	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
27.03 Explain differences between a license and permit and identify issuing agencies.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
27.04 Discuss importance of evaluating environmental impact of business.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
27.05 Describe health and safety issues that should be considered by an entrepreneur.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
27.06 Describe facility/equipment maintenance records.	LAFS.910.L.3.6 LAFS.1112.L.3.6	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
27.07 Discuss consumer product safety laws.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
28.0 Demonstrate knowledge of business law – the student will be able to:		
28.01 Explain evolution of business law.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
28.02 Explain and analyze the elements of a contractual relationship (e.g., power of attorney, limited power of attorney).	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
28.03 Analyze elements of an enforceable contract.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
28.04 Identify essential information to maintain compliance with statutes of frauds.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
28.05 Analyze various breaches of contract and available remedies.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
28.06 Identify enforceable or non-enforceable elements of a case study.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
28.07 Identify requirements of negotiability.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
29.0 Investigate and analyze components of human resources management – the student will be able to:		
29.01 Compare and contrast using independent contractors, temporary help agencies, co-op programs, interns, and permanent employees.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
29.02 Create a job description.	LAFS.910.W.2.4-6 LAFS.910.W.2.4-6	
29.03 Role-play an interview using appropriate, legal questions.	LAFS.910.SL.2.6 LAFS.1112.SL.2.6	
29.04 Evaluate appropriate work habits (e.g., punctuality, initiative, self-management, reliability).	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
29.05 Analyze traits that promote human relations and increase job productivity.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
29.06 Discuss components and functions of a company policy manual (e.g., drinking and smoking, tardiness and absenteeism, sexual harassment, medical insurance, holidays, vacation and sick time).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
29.07 Select and develop written solutions to behavior problems affecting job performance.	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.910.W.2.4 LAFS.910.W.2.4	
29.08 Describe procedures for training and promoting employees.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
29.09 Describe methods for supervising and motivating employees.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
29.10 Discuss alternative methods for evaluating employee performance.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
29.11 Examine and critique a performance appraisal of an employee.	LAFS.910.RI.4.10 LAFS.1112.RI.4.10 LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
29.12 Identify steps in developing a comprehensive employee compensation package.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
29.13 Identify records necessary for payroll taxes.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
29.14 Describe components of employee contracts (e.g., non-compete clause, non-solicitation clause).	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
29.15 Identify records used for effective human resource management.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
29.16 Describe the legal implications of using performance appraisals to terminate or demote employees.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	

Course Title: Business Ownership
Course Number: 8812000
Course Credit: 1

Course Description:

The purpose of this course is to prepare students as entrepreneurs, present entrepreneurship as a career path that is worth consideration, provide students with the skills needed to realistically evaluate their potential as a business owner, and develop the fundamental knowledge and skills necessary to start and operate a business.

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
33.0 Analyze changing role of entrepreneurship in the global marketplace – the student will be able to:		
33.01 Evaluate importance of entrepreneurship to the American economy.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
33.02 Analyze business trends created by changes in technology.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8 MAFS.912.N-Q.1.1	
33.03 Summarize factors that have led to increased interdependence within the global marketplace.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2	
33.04 Analyze the impact of international law on sales transactions.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
34.0 Compare and contrast management theories – the student will be able to:		
34.01 Identify motivational theories that impact management (e.g., Maslow, Herzberg).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
34.02 Identify an appropriate motivational strategy after determining the wants, needs, and motives of a particular audience.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8 LAFS.910.W.3.7 LAFS.1112.W.3.7	
34.03 Discuss reward and punishment theories as they relate to the business setting.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
34.04 Compare and contrast Theory X, Theory Y, and Theory Z.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
34.05 Define and discuss the impact of Total Quality Management (TQM) in the global marketplace.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
35.0 Explain role of management in operation of an enterprise – the student will be able to:		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
35.01 Evaluate possibility of and procedure for buying an existing business or franchise.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
35.02 Analyze and explain the functions of management.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8 LAFS.910.L.3.6 LAFS.1112.L.3.6	
35.03 Prepare an organization chart and explain its importance.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
35.04 Discuss various aspects of supervising employees.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
35.05 Interpret the term “control” and explain its importance in operating a business.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
35.06 Analyze the relationship of government (federal, state, and local) to a small business.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
35.07 Provide examples of regulations that affect a small business.	LAFS.910.W.3.7-8 LAFS.1112W.3.7-8	
35.08 Prepare calculations for various types of taxes levied on a small business.	MAFS.912.A-REI.2.3	
35.09 Compare sources of technical assistance for the small business owner.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
36.0 List components of a business plan and explain how such a plan contributes to small business success – the student will be able to:		
36.01 Describe components of a business plan (e.g., Executive Summary, Introduction, Analysis of Business Situation, Planned Operation, Planned Financing).	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
36.02 Analyze importance of a business plan in developing a business idea and evaluating success.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
36.03 Select data/graphics, maps, and diagrams to be included in the business plan.	LAFS.910.W.3.8 LAFS.1112.W.3.8 MAFS.912.N-Q.1.1	
36.04 Utilize current technology for research and communication in developing the business plan (Internet, World Wide Web).	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
37.0 Prepare an introduction for a business plan – the student will be able to:		
37.01 Identify and describe type of business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
37.02 Analyze how current or changing economic situation has created an unfulfilled consumer demand for business.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
37.03 Create a business philosophy stating how business is to be run and attitude toward customers, employees, and competitors.	LAFS.910.W.1.2 LAFS.1112.W.1.2	
37.04 Compose a description of product/service and advantages and benefits product/service will provide for customers.	LAFS.910.W.1.1 LAFS.1112.W.1.1	
37.05 Substantiate why the business will be successful.	LAFS.910.W.1.1 LAFS.1112.W.1.1	
38.0 Prepare a self-analysis – the student will be able to:		
38.01 Describe personal education, training, strengths, and weaknesses relevant to operation of business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
38.02 Outline personal development in field of business including obtaining special licenses and/or skills.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
38.03 Describe personality traits and work habits relevant to operation of the business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
39.0 Prepare an analysis of the trading area – the student will be able to:		
39.01 Analyze trading area with respect to geographic, demographic, and economic data.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8 MAFS.912.S-ID.2.5	
39.02 Assess competition and affect of seasonal fluctuations.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8 MAFS.912.S-ID.2.5	

CTE Standards and Benchmarks	FS-M/LA	NGSS-Sci
39.03 Analyze projected growth of trading area.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8 MAFS.912.S-ID.2.5	
40.0 Prepare a market segment analysis – the student will be able to:		
40.01 Analyze target market by geographics, demographics, lifestyle, and product benefits.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8 MAFS.912.S-IC.2.6	
40.02 Explain importance of market segmentation.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
40.03 Describe customer buying behavior related to proposed business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
40.04 Profile potential customers.	LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
41.0 Prepare an analysis of potential location – the student will be able to:		
41.01 Evaluate availability, cost, traffic patterns, accessibility, and proximity to competition of appropriate business location.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
41.02 Research cultural, income, career and technical, age, and mobility characteristics of inhabitants of potential location.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
41.03 Describe market trends affecting potential location.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
41.04 Determine advantages and disadvantages of different types of business locations.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
41.05 Determine steps involved in selecting a specific business site.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
42.0 Prepare a description of proposed organization – the student will be able to:		
42.01 Determine type of ownership best suited to business situation.	LAFS.910.RI.3.8	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.RI.3.8	
42.02 Identify steps in starting to form business.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
42.03 Outline steps in hiring of employees.	LAFS.910.W.2.4 LAFS.1112.W.2.4	
42.04 Prepare an organization chart.		
42.05 Compose job descriptions of identified positions.	LAFS.910.W.2.4-6 LAFS.910.W.2.4-6	
43.0 Prepare a description of proposed product/service – the student will be able to:		
43.01 Summarize details of product(s)/service(s) to be offered.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2	
43.02 Identify potential suppliers/manufacturers.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
43.03 Develop an inventory policy, if applicable.	LAFS.910.W.2.4-5 LAFS.910.W.2.4-5	
43.04 Identify supplies necessary for operation of the business.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
43.05 Compose and develop a customer profile.	LAFS.910.W.2.4-5 LAFS.910.W.2.4-5 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
43.06 Evaluate importance of determining a product policy.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
44.0 Prepare a proposed pricing policy – the student will be able to:		
44.01 Identify costs and proposed markups.	LAFS.910.W.3.7 LAFS.1112.W.3.7 MAFS.912.N-Q.1.1	
44.02 Explain relationship to competitors.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
44.03 Evaluate importance of determining a price line.	LAFS.910.W.3.7 LAFS.1112.W.3.7 MAFS.912.N-Q.1.2	
44.04 Describe profit margin.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.910.W.1.2 LAFS.1112.W.1.2 MAFS.912.N-Q.1.2	
44.05 Determine how to compute profit margin.	MAFS.912.A-CED.1.1	
44.06 Identify pricing incentive options.	LAFS.910.W.3.7 LAFS.1112.W.3.7 MAFS.912.N-Q.1.2	
44.07 Describe pricing strategy choices.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2 MAFS.912.N-Q.1.2	
45.0 Prepare a marketing strategy – the student will be able to:		
45.01 Determine and describe appropriate store image.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9 LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
45.02 Select a promotional mix for the business.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
45.03 Establish promotional objectives for the business.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
45.04 Identify methods of promotion to be used by comparing and contrasting costs versus benefits.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
45.05 Develop an advertising plan identifying types and costs of media to be used.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
45.06 Develop a promotional plan including sales promotion.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
45.07 Develop ideas for obtaining publicity for the business.	LAFS.910.W.2.4 LAFS.1112.W.2.4	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
45.08 Write a press release.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
45.09 Plan a web site for the business.	LAFS.910.W.2.6 LAFS.1112.W.2.6	
45.10 Identify the role of customer service.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
46.0 Develop a financial plan for a small business – the student will be able to:		
46.01 Estimate dollar amount needed to open a business.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.3	
46.02 Compare available funding sources, identifying amount of personal financial commitment.		
46.03 Complete a loan application.		
46.04 Prepare plan to repay borrowed funds or provide return on investment to equity funds.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.3	
46.05 Project monthly and annual business income for the first year of operation.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
46.06 Estimate monthly and annual cash flow for the first year of operation.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
46.07 Calculate sales volume required for first year of operation to be profitable.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
46.08 Prepare a statement of opening assets, liabilities, and net worth (balance sheet).	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
46.09 Prepare a cash flow projection for simulated business.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
46.10 Prepare a five-year financial plan.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
46.11 Develop summary of key points for supporting financial requests.	LAFS.910.W.2.4 LAFS.1112.W.2.4	
47.0 Demonstrate uses of marketing related software – the student will be able to:		
47.01 Perform data entry procedures.		
47.02 Perform merchandising math data entry procedures (e.g., stock turnover, markup, markdown, open to buy, pricing, invoicing).		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
47.03 Perform marketing spreadsheet data entry and output procedures.		
47.04 Analyze a marketing spreadsheet in a decision-making situation.	MAFS.912.A-SSE.1.1a	
47.05 Design and prepare an advertising brochure.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
47.06 Discuss the importance of e-mail, fax, and an on-line service to a small business.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
48.0 Apply a career plan to entrepreneurship – the student will be able to:		
48.01 Develop a plan for pursuing a career as an entrepreneur including training and educational requirements, needed skills and abilities, and steps for reaching career goal.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
48.02 Demonstrate specific technology applications related to career plan.		
48.03 Develop forms of documentation for inclusion in a career portfolio, i.e., Entrepreneurship Written Event (see DECA Guide).		