

Standards Correlations

Entrepreneurship, Advanced (9094)

Task	SOL Correlations	National MBA Research Standards
Demonstrating Personal Qualities and Abilities		
Demonstrate creativity and innovation.	<p>English: 6.1, 6.3, 6.4, 6.6, 6.7, 6.9, 7.1, 7.3, 7.4, 7.6, 7.7, 7.9, 8.1, 8.3, 8.4, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8</p> <p>History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WG.4, WHI.1, WHII.1</p> <p>Mathematics: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.7, 6.10, 6.11, 6.12, 7.2, 7.3, 7.8, 7.9, 8.2, 8.4, 8.6, 8.7, 8.11, 8.12, 8.17, 8.18, A.9, AFDA.3, AFDA.4, AFDA.5, AFDA.6, AFDA.7, AFDA.8, AII.9, COM.1, COM.3, COM.4, COM.5, COM.8, DM.7, DM.1*, DM.10, DM.2*, DM.3*, PS.3*, PS.4*, PS.7*, PS.9*, PS.10*</p> <p>Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PS.1</p>	
Demonstrate critical thinking and problem solving.	<p>English: 6.1, 6.3, 6.4, 6.5, 6.6, 6.7, 6.9, 7.1, 7.3, 7.4, 7.5, 7.6, 7.7, 7.9, 8.1, 8.3, 8.4, 8.5, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8</p> <p>History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1,</p>	

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	WG.1, WG.4, WHI.1, WHII.1 Mathematics: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.10, 6.11, 7.2, 7.3, 7.8, 7.12, 7.13, 8.2, 8.4, 8.8, 8.9, 8.10, 8.11, A.8, A.9, G.1, G.13, G.14, AFDA.3, AFDA.5, AFDA.8, AII.9, AII.10, AII.11, COM.1, COM.3, COM.4, COM.5, COM.8, DM.4, DM.7, DM.1*, DM.2*, DM.3*, DM.9*, PS.9*, PS.10* Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PS.1	
Demonstrate initiative and self-direction.	English: 6.1, 6.4, 6.6, 6.7, 6.9, 7.1, 7.4, 7.6, 7.7, 7.9, 8.1, 8.4, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate integrity.	English: 6.1, 7.1, 8.1, 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate work ethic.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: CH.1	
Demonstrating Interpersonal Skills		
Demonstrate conflict-resolution skills.	English: 6.1, 6.2, 6.4, 6.6, 6.7, 6.9, 7.1, 7.2, 7.4, 7.6, 7.7, 7.9, 8.1, 8.2, 8.4, 8.6, 8.7, 8.9,	

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	9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, VUS.1	
Demonstrate listening and speaking skills.	English: 6.1, 6.2, 6.4, 6.6, 7.1, 7.2, 7.4, 7.6, 8.1, 8.2, 8.4, 8.6, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate respect for diversity.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, USII.9, VUS.1, VUS.13, WG.1, WHI.1, WHII.1	
Demonstrate customer service skills.	English: 6.1, 6.4, 6.7, 7.1, 7.4, 7.7, 8.1, 8.4, 8.7, 9.1, 9.5, 9.6, 10.1, 10.5, 10.6, 11.1, 11.5, 11.6, 12.1, 12.5, 12.6 History and Social Science: CE.1, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Collaborate with team members	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrating Professional Competencies		
Demonstrate big-picture thinking.	English: 6.1, 6.4, 7.1, 7.4, 8.1, 8.4, 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5 History and Social Science: CE.1, CE.4, CE.12, GOVT.1, GOVT.15, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	

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Demonstrate career- and life-management skills.	English: 6.1, 6.7, 7.1, 7.7, 8.1, 8.7, 9.1, 9.6, 10.1, 10.6, 11.1, 11.6, 12.1, 12.6 History and Social Science: CE.1, CE.4, CE.12, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 8.4	
Demonstrate continuous learning and adaptability.	English: 6.1, 6.4, 6.7, 6.9, 7.1, 7.4, 7.7, 7.9, 8.1, 8.4, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.3, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: BIO.1, CH.1, LS.1, PH.1, PH.4, PS.1	
Manage time and resources.	English: 6.1, 6.2, 6.4, 6.7, 6.9, 7.1, 7.2, 7.4, 7.7, 7.9, 8.1, 8.2, 8.4, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.2, 11.5, 11.6, 11.8, 12.2, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 6.12, 7.2, 7.3, 7.8, 7.9, 7.10, 7.11, 7.12, 7.13, 8.4, 8.11, 8.12, 8.13, 8.14, 8.17, 8.18, A.4, A.5, A.8, A.9, AFDA.3, AFDA.4, AFDA.5, AFDA.6, AFDA.7, AFDA.8, COM.1, COM.3, COM.5, COM.8	
Demonstrate information-literacy skills.	English: 6.1, 6.2, 6.4, 6.6, 6.7, 6.9, 7.1, 7.2, 7.3, 7.4, 7.6, 7.7, 7.9, 8.1, 8.2, 8.3, 8.4, 8.6,	

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	<p>8.7, 8.9, 9.2, 9.5, 9.6, 9.8, 10.2, 10.5, 10.6, 10.8, 11.2, 11.5, 11.6, 11.8, 12.2, 12.5, 12.6, 12.8</p> <p>History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1</p> <p>Mathematics: 6.10, 6.11, 7.8, 7.9, 8.11, 8.12, A.8, A.9, AFDA.3, AFDA.4, AFDA.6, AFDA.7, AFDA.8, DM.8, PS.1*, PS.2*, PS.3*, PS.4*, PS.7*, PS.8*, PS.9*, PS.10*</p> <p>Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PH.1, PS.1</p>	
Demonstrate an understanding of information security.	<p>English: 6.1, 6.2, 6.3, 6.4, 6.6, 6.7, 6.8, 6.9, 7.1, 7.2, 7.3, 7.4, 7.6, 7.7, 7.8, 7.9, 8.1, 8.2, 8.3, 8.4, 8.6, 8.7, 8.8, 8.9, 9.1, 9.2, 9.5, 9.6, 9.8, 10.1, 10.2, 10.5, 10.6, 10.8, 11.1, 11.2, 11.5, 11.6, 11.8, 12.1, 12.2, 12.5, 12.6, 12.8</p> <p>History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1</p> <p>Mathematics: COM.10</p>	
Maintain working knowledge of current information-technology (IT) systems.	<p>English: 6.1, 6.3, 6.4, 6.6, 6.9, 7.1, 7.3, 7.4, 7.6, 7.9, 8.1, 8.3, 8.4, 8.6, 8.9</p> <p>History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1</p> <p>Mathematics: 7.8, COM.1, COM.2, COM.7, COM.9, COM.10, COM.11, COM.16, COM.18, PS.17</p> <p>Science: BIO.1, CH.1, ES.1, PH.1</p>	

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Demonstrate proficiency with technologies, tools, and machines common to a specific occupation.	History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 7.9, 8.4, A.7, A.8, A.9, AFDA.1, AFDA.3, AFDA.5, AII.4, AII.7, AII.9, COM.1, COM.7, COM.10, COM.11, COM.12, COM.16 Science: CH.1, ES.1, LS.1, PH.1, PS.1	
Apply mathematical skills to job-specific tasks.	English: 6.4, 6.6, 6.7, 7.4, 7.6, 7.7, 8.4, 8.6, 8.7, 9.5, 9.6, 10.5, 10.6, 11.5, 11.6, 12.5, 12.6 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.1, 6.2, 6.5, 6.6, 6.12, 6.13, 6.14, 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.8, 7.9, 7.11, 7.12, 7.13, 8.4, 8.5, 8.6, 8.8, 8.9, 8.10, 8.11, 8.12, 8.13, 8.14, 8.15, 8.16, 8.17, 8.18, A.1, A.3, A.4, A.5, A.7, A.8, A.9, AFDA.1, AFDA.3, AFDA.5, AFDA.8, AII.3, AII.7, AII.9, AII.10, COM.1, COM.7 Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PH.1, PS.1	
Demonstrate professionalism.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate reading and writing skills.	English: 6.1, 6.6, 6.7, 7.1, 7.6, 7.7, 8.1, 8.6, 8.7, 9.1, 9.5, 9.6, 9.7, 10.1, 10.5, 10.6, 10.7, 11.1, 11.5, 11.6, 11.7, 12.1, 12.5, 12.6, 12.7	

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	History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: 6.1, PH.1, PS.1	
Demonstrate workplace safety.	English: 6.4, 7.4, 8.4, 9.5, 10.5, 11.5, 12.5 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: CH.1	
Examining All Aspects of an Industry		
Examine aspects of planning within an industry/organization.	History and Social Science: GOVT.16	
Examine aspects of management within an industry/organization.		
Examine aspects of financial responsibility within an industry/organization.		
Examine technical and production skills required of workers within an industry/organization.		
Examine principles of technology that underlie an industry/organization.		
Examine labor issues related to an industry/organization.	History and Social Science: GOVT.16	
Examine community issues related to an industry/organization.	History and Social Science: GOVT.16	
Examine health, safety, and	History and Social Science: GOVT.16	

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environmental issues related to an industry/organization.		
Addressing Elements of Student Life		
Identify the purposes and goals of the student organization.		
Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.		
Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects.		
Identify Internet safety issues and procedures for complying with acceptable use standards.		
Exploring Work-Based Learning		
Identify the types of work-based learning (WBL) opportunities.		
Reflect on lessons learned during the WBL experience.		
Explore career opportunities related to the WBL experience.		
Participate in a WBL experience, when appropriate.		

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Preparing for Life as an Entrepreneur		
Assess risks associated with starting a business.	<p>English: 10.5, 11.5, 12.5</p> <p>History and Social Science: GOVT.1, GOVT.14, GOVT.15</p>	<p>Business Administration-</p> <p>Develop policies/procedures to protect workplace security.</p> <p>Identify potential business threats and opportunities to protect a business' financial well-being.</p> <p>Implement security policies/procedures to minimize chance for loss.</p> <p>Understand fundamental economic concepts to obtain a foundation for employment in business.</p> <p>Understand the nature of business to show its contributions to society.</p>
Identify the risks involved in a business start-up.	History and Social Science: GOVT.1, GOVT.14, GOVT.15	<p>Business Administration-</p> <p>Develop policies/procedures to protect workplace security.</p> <p>Identify potential business threats and opportunities to protect a business' financial well-being.</p> <p>Implement security policies/procedures to minimize chance for loss.</p>

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		<p>Understand fundamental economic concepts to obtain a foundation for employment in business.</p> <p>Understand the nature of business to show its contributions to society.</p>
Explain the concept of risk management.	<p>English: 10.5, 11.5, 12.5</p> <p>History and Social Science: GOVT.1</p>	<p>Business Administration-</p> <p>Develop policies/procedures to protect workplace security.</p> <p>Identify potential business threats and opportunities to protect a business' financial well-being.</p> <p>Implement security policies/procedures to minimize chance for loss.</p> <p>Recognize management's role to understand its contribution to business success.</p> <p>Understand fundamental economic concepts to obtain a foundation for employment in business.</p> <p>Utilize planning tools to guide organization's/department's activities.</p>
Apply business ethics to entrepreneurship.		<p>Business Administration-</p> <p>Understand the nature of business to show its contributions to society.</p>

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Write business communications.	English: 10.6, 10.7, 11.6, 11.7, 12.6, 12.7	Business Administration- Write internal and external business correspondence to convey and obtain information effectively.
Demonstrate negotiation skills.	English: 10.1, 10.3, 11.1, 11.3, 12.1, 12.3	Business Administration- Apply verbal skills to obtain and convey information. Communicate with staff to clarify workplace objectives. Manage internal and external business relationships to foster positive interactions.
Understanding Small-Business Management Concepts		
Identify the influence of small business/entrepreneurship on market economies.		Business Administration- Understand economic systems to be able to recognize the environments in which businesses function.
Explain legal issues related to setting up different business types.	English: 10.5, 11.5, 12.5 History and Social Science: GOVT.1, GOVT.11, GOVT.15	Business Administration- Acquire foundational knowledge of business laws and regulations to understand their nature and scope. Apply knowledge of business ownership to establish and continue business operations.
List the steps for acquiring a business		Business Administration-

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license or permit.		<p>Acquire foundational knowledge of business laws and regulations to understand their nature and scope.</p> <p>Acquire knowledge of commerce laws and regulations to continue business operations.</p> <p>Apply knowledge of business ownership to establish and continue business operations.</p>
Explain regulations that apply to entrepreneurial businesses.	English: 10.5, 11.5, 12.5	<p>Business Administration-</p> <p>Acquire foundational knowledge of business laws and regulations to understand their nature and scope.</p> <p>Apply knowledge of business ownership to establish and continue business operations.</p>
Explain types of intellectual property.		<p>Business Administration-</p> <p>Develop concept for new business venture to evaluate its success potential.</p>
Explain human resources management functions.	English: 10.5, 11.5, 12.5	<p>Business Administration-</p> <p>Implement organizational skills to facilitate others' work efforts.</p> <p>Manage staff growth and development to increase productivity and employee satisfaction.</p>

Task	SOL Correlations	National MBA Research Standards
		<p>Resolve staff issues/problems to enhance productivity and improve employee relationships.</p> <p>Staff a business unit to satisfy work demands while adhering to budget constraints.</p> <p>Understand human-resource laws and regulations to facilitate business operations.</p> <p>Understand the role and function of human resources management to obtain a foundational knowledge of its nature and scope.</p>
Describe issues related to the founding team.		<p>Business Administration-</p> <p>Manage staff growth and development to increase productivity and employee satisfaction.</p> <p>Utilize planning tools to guide organization's/department's activities.</p>
Explore sources of labor.	History and Social Science: GOVT.14	<p>Business Administration-</p> <p>Determine needed resources for a new business venture to contribute to its start-up viability.</p>
Develop a job description.	English: 9.6, 9.7, 10.6, 10.7, 11.6, 11.7, 12.6, 12.7	Business Administration-

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		<p>Implement organizational skills to facilitate others' work efforts.</p> <p>Write internal and external business correspondence to convey and obtain information effectively.</p>
List the steps for hiring employees.		<p>Business Administration-</p> <p>Implement organizational skills to facilitate others' work efforts.</p> <p>Staff a business unit to satisfy work demands while adhering to budget constraints.</p> <p>Understand human-resource laws and regulations to facilitate business operations.</p>
List steps for orienting and training employees.		<p>Business Administration-</p> <p>Implement organizational skills to improve efficiency and work flow.</p> <p>Implement quality-control processes to minimize errors and to expedite work flow.</p> <p>Manage staff growth and development to increase productivity and employee satisfaction.</p> <p>Staff a business unit to satisfy work demands while adhering to budget constraints.</p>

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Explain strategies for motivating employees.	English: 10.5, 11.5, 12.5	<p>Business Administration-</p> <p>Control an organization's/department's activities to encourage growth and development.</p> <p>Identify with others' feelings, needs, and concerns to enhance interpersonal relations.</p> <p>Manage staff growth and development to increase productivity and employee satisfaction.</p>
Explain human resources policies for an entrepreneurial enterprise.	English: 10.5, 11.5, 12.5	<p>Business Administration-</p> <p>Implement organizational skills to improve efficiency and workflow.</p> <p>Understand human-resource laws and regulations to facilitate business operations.</p> <p>Understand the role and function of human resources management to obtain a foundational knowledge of its nature and scope.</p>
Determine insurance coverage needs and the steps in securing insurance coverage.	English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8	<p>Business Administration-</p> <p>Implement expense-control strategies to enhance a business's financial well-being.</p> <p>Understand operation's role and function in business to value its contribution to a</p>

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		company. Use risk management products to protect a business's financial well-being.
List the steps for obtaining contract workers.		Business Administration- Implement expense-control strategies to enhance a business's financial well-being. Understand human-resource laws and regulations to facilitate business operations.
Identify the uses of technology in entrepreneurship.		Business Administration- Implement organizational skills to improve efficiency and work flow. Implement quality-control processes to minimize errors and to expedite work flow. Utilize information-technology tools to manage and perform work responsibilities. Utilize planning tools to guide organization's/department's activities.
Projecting Financial Requirements		
Assess personal financial status.		Business Administration- Analyze financial needs and goals to determine financial requirements.

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		<p>Manage financial resources to ensure solvency.</p> <p>Manage personal finances to achieve financial goals.</p> <p>Use investment strategies to ensure financial well-being.</p>
Evaluate funding sources.	<p>English: 10.5, 11.5, 12.5</p> <p>Mathematics: PS.1*, PS.4*</p>	<p>Business Administration-</p> <p>Determine needed resources for a new business venture to contribute to its start-up viability.</p> <p>Manage financial resources to ensure solvency.</p> <p>Understand the use of financial-services providers to aid in financial-goal achievement.</p>
Project cash flow.	<p>Mathematics: A.4, AII.9, PS.1*, PS.2*, PS.4*</p>	<p>Business Administration-</p> <p>Acquire a foundational knowledge of accounting to understand its nature and scope.</p> <p>Analyze cost/profit relationships to guide business decision-making.</p> <p>Implement accounting procedures to track money flow and to determine financial</p>

Task	SOL Correlations	National MBA Research Standards
		status. Maintain business records to facilitate business operations.
Describe the importance of keeping good financial records.	English: 10.5, 11.5, 12.5	Business Administration- Acquire a foundational knowledge of accounting to understand its nature and scope. Implement accounting procedures to track money flow and to determine financial status.
Explain the concept of break-even analysis.	English: 10.5, 11.5, 12.5 Mathematics: A.4, AII.1, COM.1	Business Administration- Analyze cost/profit relationships to guide business decision-making. Implement expense-control strategies to enhance a business's financial well-being.
Explain key performance indicators (KPI).	English: 10.5, 11.5, 12.5 Mathematics: A.4, AII.3, COM.1	Business Administration- Analyze cost/profit relationships to guide business decision-making.
Prepare a projected income statement.		Business Administration- Acquire a foundational knowledge of accounting to understand its nature and scope.

Task	SOL Correlations	National MBA Research Standards
		<p>Implement accounting procedures to track money flow and to determine financial status.</p> <p>Maintain business records to facilitate business operations.</p>
Develop a financial model.		<p>Business Administration-</p> <p>Analyze financial needs and goals to determine financial requirements.</p> <p>Implement expense-control strategies to enhance a business's financial well-being.</p> <p>Maintain business records to facilitate business operations.</p>
Marketing a Business		
Explain the concept and importance of marketing research.	English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8	<p>Marketing-</p> <p>Acquire foundational knowledge of marketing-information management to understand its nature and scope.</p> <p>Understand marketing-research activities to show command of their nature and scope.</p>
Describe the regulation of marketing information management.	English: 10.5, 11.5, 12.5	<p>Marketing-</p> <p>Understand data-collection methods to evaluate their appropriateness for the research problem/issue.</p>

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Conduct primary and secondary market research for a business.	English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8 Mathematics: AFDA.8, PS.8*, PS.9*, PS.10*	Marketing- Understand data-collection methods to evaluate their appropriateness for the research problem/issue. Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.
Use research to analyze an industry.	History and Social Science: GOVT.1 Mathematics: AII.9, PS.1*, PS.2*, PS.4*	Marketing- Interpret marketing information to test hypotheses and/or to resolve issues.
Explain the concept of channels of distribution.	English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5 History and Social Science: GOVT.1, GOVT.15	Marketing- Acquire foundational knowledge of channel management to understand its role in marketing. Manage channel activities to minimize costs and to determine distribution strategies.
Describe product positioning strategies.	English: 10.5, 11.5, 12.5	Marketing- Acquire a foundational knowledge of product/service management to understand its nature and scope. Position products/services to acquire desired business image.

Task	SOL Correlations	National MBA Research Standards
Explain the role of philanthropy in marketing a business.	English: 10.5, 11.5, 12.5	Marketing- Employ product-mix strategies to meet customer expectations.
Develop a marketing plan.	English: 10.6, 10.7, 11.6, 11.7, 12.6, 12.7	Business Administration- Understand marketing's role and function in business to facilitate economic exchanges with customers. Marketing- Employ marketing-information to plan marketing activities. Evaluate marketing research procedures and findings to assess their credibility.
Understanding Economic Influences on a Business		
Identify the stages in the business cycle.		Business Administration- Understand economic indicators to recognize economic trends and conditions. Understand the nature of business to show its contributions to society.
Identify the stages of the product life cycle.		Marketing- Acquire a foundational knowledge of product/service management to understand its nature and scope.

Task	SOL Correlations	National MBA Research Standards
Explain how global trade affects entrepreneurs.	<p>English: 10.5, 11.5, 12.5</p> <p>History and Social Science: GOVT.15</p>	<p>Business Administration-</p> <p>Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures.</p> <p>Understand fundamental factors about entrepreneurship to recognize its role and importance in the economy.</p> <p>Understand global trade's impact to aid business decision-making.</p>
Applying Sales and Customer Service Skills		
Explain company selling policies.	English: 10.5, 11.5, 12.5	<p>Marketing-</p> <p>Acquire a foundational knowledge of selling to understand its nature and scope.</p> <p>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p>
Explain warranties/guarantees.	English: 10.5, 11.5, 12.5	<p>Marketing-</p> <p>Apply quality assurances to enhance product/service offerings.</p>
Demonstrate a sales call.		<p>Marketing-</p> <p>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p>

Task	SOL Correlations	National MBA Research Standards
Explain methods to maintain customer loyalty.	English: 10.5, 11.5, 12.5	Marketing- Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.
Use customer relationship management (CRM) systems to increase sales.		Business Administration- Utilize information-technology tools to manage and perform work responsibilities. Marketing- Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.
Starting an Entrepreneurial Business		
Select a form of business ownership.	English: 10.5, 11.5, 12.5 History and Social Science: GOVT.15	Business Administration- Apply knowledge of business ownership to establish and continue business operations. Understand the nature of business to show its contributions to society.
Develop a business model and a business plan.	English: 10.6, 10.7, 11.6, 11.7, 12.6, 12.7 Mathematics: A.4, COM.1, PS.1*, PS.2*, PS.4*, PS.8*	Business Administration- Control an organization's/department's activities to encourage growth and development. Develop concept for new business venture to

Task	SOL Correlations	National MBA Research Standards
		<p>evaluate its success potential.</p> <p>Understand the nature of business to show its contributions to society.</p> <p>Utilize planning tools to guide organization's/department's activities.</p> <p>Write internal and external business correspondence to convey and obtain information effectively.</p>
Develop an elevator pitch and an investor pitch.	English: 10.6, 10.7, 11.6, 11.7, 12.6, 12.7	<p>Business Administration-</p> <p>Apply verbal skills to obtain and convey information.</p> <p>Understand the nature of business to show its contributions to society.</p>
Describe various exit strategies.	English: 10.5, 11.5, 12.5	<p>Business Administration-</p> <p>Understand fundamental economic concepts to obtain a foundation for employment in business.</p> <p>Understand the nature of business to show its contributions to society.</p>
Describe resources used by entrepreneurs for business planning.	English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8	<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p>

Task	SOL Correlations	National MBA Research Standards
		<p>Develop concept for new business venture to evaluate its success potential.</p> <p>Understand the nature of business to show its contributions to society.</p>
Evaluate business acquisition options.	<p>English: 10.5, 11.5, 12.5</p> <p>History and Social Science: GOVT.15</p>	<p>Business Administration-</p> <p>Understand fundamental economic concepts to obtain a foundation for employment in business.</p>
Develop an opening plan.		<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p> <p>Develop concept for new business venture to evaluate its success potential.</p>
Maintaining an Entrepreneurial Business		
Identify potential crises that may occur in a business and appropriate responses, using SWOT analysis.		<p>Business Administration-</p> <p>Develop policies/procedures to protect workplace security.</p> <p>Implement security policies/procedures to minimize chance for loss.</p> <p>Utilize planning tools to guide organization's/department's activities.</p>

Task	SOL Correlations	National MBA Research Standards
		Marketing- Employ marketing-information to plan marketing activities.
Develop a growth plan for a business.	English: 10.1, 10.5, 11.1, 11.5, 12.1, 12.5	Business Administration- Control an organization's/department's activities to encourage growth and development. Implement organizational skills to facilitate others' work efforts. Utilize planning tools to guide organization's/department's activities.
Develop a plan for iterative development and continuous improvement.		Business Administration- Control an organization's/department's activities to encourage growth and development. Implement quality-control processes to minimize errors and to expedite work flow. Utilize career-advancement activities to enhance professional development. Utilize planning tools to guide organization's/department's activities.
Update a product or service.		Marketing-

Task	SOL Correlations	National MBA Research Standards
		<p>Employ product-mix strategies to meet customer expectations.</p> <p>Generate product ideas to contribute to ongoing business success.</p>
Compare cash-flow budget against actual performance.		<p>Business Administration-</p> <p>Analyze cost/profit relationships to guide business decision-making.</p> <p>Implement expense-control strategies to enhance a business's financial well-being.</p>
Explain the importance of compiling data for updating a business strategy.	English: 10.5, 11.5, 12.5	<p>Marketing-</p> <p>Acquire foundational knowledge of marketing-information management to understand its nature and scope.</p>
Describe procedures for maintaining regular communication with bankers, supply chain management, and other professionals.	English: 10.5, 10.6, 10.7, 11.5, 11.6, 11.7, 12.5, 12.6, 12.7	<p>Business Administration-</p> <p>Manage internal and external business relationships to foster positive interactions.</p>
Develop leadership and management skills.		<p>Business Administration-</p> <p>Implement organizational skills to facilitate others' work efforts.</p> <p>Manage staff growth and development to increase productivity and employee satisfaction.</p>

Task	SOL Correlations	National MBA Research Standards
		<p>Understand operation's role and function in business to value its contribution to a company.</p> <p>Utilize planning tools to guide organization's/department's activities.</p> <p>Utilize project-management skills to improve workflow and minimize costs.</p>