

Standards Correlations

Make It Your Business (8109, 8112, 8113, 8114)

Task	SOL Correlations	FBLA Competitive Events and Activities Areas (Note: Event topics change from year to year. Refer to the current Virginia FBLA State Handbook to ensure correlations.)	NBEA Achievement Standards	National MBAResearch Standards-Business Administration
Demonstrating Personal Qualities and Abilities				
Demonstrate creativity and innovation.	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 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WG.4, WHI.1, WHII.1 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* Science: 6.1, BIO.1, CH.1, ES.1,			

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	LS.1, PS.1			
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, WG.1, WG.4, WHI.1, WHII.1</p> <p>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*</p> <p>Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PS.1</p>			
Demonstrate initiative and self-direction.	<p>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</p>			

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	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, 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	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,			

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speaking skills.	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-	English: 6.1, 6.4, 7.1, 7.4, 8.1, 8.4,			

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picture thinking.	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			
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,			

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	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, 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 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, 7.8, 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*,			

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	PS.3*, PS.4*, PS.7*, PS.8*, PS.9*, PS.10* Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PH.1, PS.1			
Demonstrate an understanding of information security.	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 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: COM.10			
Maintain working knowledge of current information-technology (IT) systems.	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 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: 7.8, COM.1, COM.2, COM.7, COM.9, COM.10, COM.11, COM.16, COM.18, PS.17 Science: BIO.1, CH.1, ES.1, PH.1			

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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,			

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	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 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			
Addressing Elements of Student Life				
Identify the purposes and goals of the student organization.				
Explain the benefits				

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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.				

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Reflect on lessons learned during the WBL experience.				
Explore career opportunities related to the WBL experience.				
Participate in a WBL experience, when appropriate.				
Exploring Entrepreneurship				
Identify characteristics of successful entrepreneurs.	English: 6.4, 6.6, 7.4, 7.6, 8.4, 8.6 History and Social Science: CE.11	Career Exploration	Entrepreneurship: Analyze the degree to which one possesses the characteristics of an entrepreneur. Assess one's personal qualifications to become an entrepreneur. Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics.	Exhibit techniques to manage emotional reactions to people and situations. Foster self-understanding to recognize the impact of personal feelings on others. Staff a business unit to satisfy work demands while adhering to budget constraints.
Identify basic skills required of entrepreneurs.	English: 6.4, 7.4, 8.4 History and Social Science: CE.11,	Career Exploration	Entrepreneurship: Analyze potential business opportunities in relation to personal	Apply verbal skills to obtain and convey information.

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	WHI.4, WHI.9		<p>preferences, financial worthiness, and perceived risk.</p> <p>Analyze the degree to which one possesses the characteristics of an entrepreneur.</p> <p>Assess one's personal qualifications to become an entrepreneur.</p> <p>Recognize the need to obtain professional assistance for solving specific business problems.</p>	<p>Communicate with staff to clarify workplace objectives.</p> <p>Control an organization's/department's activities to encourage growth and development.</p> <p>Implement organizational skills to facilitate others' work efforts.</p> <p>Read to acquire meaning from written material and to apply the information to a task.</p> <p>Recognize management's role to understand its contribution to business success.</p> <p>Staff a business unit to satisfy work demands while adhering to budget constraints.</p> <p>Write internal and external business correspondence to convey and obtain information effectively.</p>
Explain the benefits and risks of starting a	English: 6.4, 6.6, 7.4, 7.6, 8.4, 8.6	American Enterprise Project	Entrepreneurship: Analyze the personal advantages and	Analyze cost/profit relationships to guide business decision making.

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business.	History and Social Science: CE.11		<p>risks of owning a business.</p> <p>Compare and contrast the advantages and disadvantages of buying an existing business, starting an entirely new business, or purchasing a franchise.</p>	<p>Analyze financial needs and goals to determine financial requirements.</p> <p>Identify potential business threats and opportunities to protect a business's financial wellbeing.</p> <p>Implement expense-control strategies to enhance a business's financial wellbeing.</p> <p>Implement financial skills to obtain business credit and to control its use.</p> <p>Manage personal finances to achieve financial goals.</p> <p>Understand operation's role and function in business to value its contribution to a company.</p> <p>Use investment strategies to ensure financial wellbeing.</p>
Compare major types of business ownership.	<p>English: 6.6, 7.6, 8.6</p> <p>History and Social Science: CE.11, VUS.10</p>	American Enterprise Project	Management: Compare the forms of business ownership.	Understand fundamental economic concepts to obtain a foundation for employment in business.

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			Identify and provide examples of the basic forms of business ownership (e.g., sole proprietorship, partnership, cooperative, LLC, and corporation).	Understand the nature of business to show its contributions to society.
Conducting a Needs Assessment				
Identify customer needs and wants.	English: 6.6, 7.6, 8.6 History and Social Science: CE.11, CE.12, CE.13	American Enterprise Project	<p>Entrepreneurship: Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.</p> <p>Create a customer database to track customer purchases and feedback.</p> <p>Define and give examples of target markets for specific products.</p> <p>Design a new product to meet unfilled consumer wants.</p> <p>Design policies and procedures for serving customers.</p> <p>Design/select products to meet customer wants.</p>	<p>Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p>

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			<p>Determine potential buyers of specific products at various price levels.</p> <p>Determine the wants of specific consumers.</p> <p>Discuss the importance of responding to customer concerns.</p> <p>Formulate a customer profile for a planned business.</p> <p>Identify ways to respond to customer concerns.</p> <p>Modify marketing plans based on customer feedback.</p>	
Define the steps of market research.	<p>English: 6.4, 6.6, 7.4, 7.6, 8.4, 8.6</p> <p>History and Social Science: CE.11, CE.12, CE.13</p> <p>Mathematics: 6.11</p>	American Enterprise Project		<p>Acquire foundational knowledge of marketing-information management to understand its nature and scope.</p> <p>Evaluate marketing-research procedures and findings to assess their credibility.</p> <p>Interpret marketing information to</p>

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				test hypotheses and/or resolve issues. Understand data-collection methods to evaluate their appropriateness for the research problem/issue.
Conduct market research.	English: 6.6, 6.9, 7.6, 7.9, 8.6, 8.9 History and Social Science: CE.11, CE.12, CE.13	American Enterprise Project	Entrepreneurship: Analyze the advantages and disadvantages of possible locations for planned businesses—brick and mortar stores and virtual enterprises. Describe techniques for obtaining customer feedback. Determine potential buyers of specific products at various price levels. Estimate market share for a specific product or service. Use primary and secondary data sources to locate information about potential target markets.	Acquire foundational knowledge of marketing-information management to understand its nature and scope. Evaluate marketing-research procedures and findings to assess their credibility. Interpret marketing information to test hypotheses and/or resolve issues. Understand data-collection methods to evaluate their appropriateness for the research problem/issue.
Analyze the competitive	English: 6.4, 6.6, 7.4, 7.6, 8.4, 8.6	American Enterprise Project	Entrepreneurship: Analyze the advantages and	Acquire a foundational knowledge of product/service management to

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environment.	History and Social Science: CE.11, CE.12, CE.13		<p>disadvantages of possible locations for planned businesses—brick and mortar stores and virtual enterprises.</p> <p>Discuss the impact of competition on keeping/increasing market share.</p> <p>Use primary and secondary data sources to locate information about potential target markets.</p>	<p>understand its nature and scope.</p> <p>Acquire foundational knowledge of channel management to understand its role in marketing.</p> <p>Employ product-mix strategies to meet customer expectations.</p> <p>Generate product ideas to contribute to ongoing business success.</p> <p>Identify potential business threats and opportunities to protect a business's financial wellbeing.</p> <p>Manage channel activities to minimize costs and to determine distribution strategies.</p> <p>Understand data-collection methods to evaluate their appropriateness for the research problem/issue.</p> <p>Understand fundamental economic concepts to obtain a foundation for employment in business.</p>
Planning for a Product or Service				

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Select a product or service.	English: 6.1, 6.2, 7.1, 7.2, 8.1, 8.2 History and Social Science: CE.11	American Enterprise Project	Entrepreneurship: Design a new product to meet unfilled consumer wants. Design/select products to meet customer wants. Determine potential buyers of specific products at various price levels. Identify elements of marketing (e.g., product, place, price, and promotion). Identify new product/service opportunities.	Acquire information to guide business decision making. Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer. Determine needed safety policies/procedures to protect employees. Employ product-mix strategies to meet customer expectations. Generate product ideas to contribute to ongoing business success. Implement organizational skills to facilitate others' work efforts. Utilize information-technology tools to manage and perform work responsibilities.
Identify helpful resources, mentors, and professional advisers.	English: 6.6, 6.9, 7.6, 7.9, 8.6, 8.9 History and Social Science: CE.11, CE.12, CE.13, CE.14, VUS.14,	American Enterprise Project	Entrepreneurship: Decide when professional consultants should be used in preparing a business plan.	Acquire information to guide business decision making.

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	WG.17, WHII.14		<p>Describe situations in which financial experts should be consulted for the interpretation of financial data.</p> <p>Examine the need for accounting assistance, financial investor planning, and angel networks to aid in the planning for funding.</p> <p>Identify sources of information to be included in the business plan.</p> <p>Recognize the need to obtain professional assistance for solving specific business problems.</p> <p>Use primary and secondary data sources to locate information about potential target markets.</p> <p>Utilize the problem-solving process to resolve a problem facing consumers of businesses.</p>	
Understanding a Business Plan				

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Explain the purpose of a business plan.	English: 6.6, 7.6, 8.6 History and Social Science: CE.12, CE.13	American Enterprise Project	Entrepreneurship: Critique a business plan for a specific business (include an analysis of the company's use of the Internet and other emerging technologies if appropriate). Decide when professional consultants should be used in preparing a business plan. Describe the importance of planning. Describe the use of a business plan. Recognize that a business plan is an on-going process and should be often re-visited and updated.	Acquire information to guide business decision making.
Describe the components of a business plan.	English: 6.6, 7.6, 8.6 History and Social Science: CE.11, CE.12, CE.13	American Enterprise Project	Entrepreneurship: Critique a business plan for a specific business (include an analysis of the company's use of the Internet and other emerging technologies if appropriate). Describe why the analysis of financial statements is important for	Acquire a foundational knowledge of accounting to understand its nature and scope. Acquire a foundational knowledge of product/service management to understand its nature and scope. Acquire information to guide

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			<p>the business.</p> <p>Develop a business plan.</p> <p>Identify sources of information to be included in the business plan.</p> <p>Identify the information to be included in each component of a business plan.</p> <p>Identify the major components of a business plan.</p> <p>Recognize that a business plan is an on-going process and should be often re-visited and updated.</p>	<p>business decision making.</p> <p>Implement accounting procedures to track money flow and to determine financial status.</p> <p>Implement expense-control strategies to enhance a business's financial wellbeing.</p> <p>Recognize management's role to understand its contribution to business success.</p> <p>Staff a business unit to satisfy work demands while adhering to budget constraints.</p>
Present a business plan for a small business.	<p>English: 6.1, 6.2, 6.4, 6.7, 6.8, 7.1, 7.2, 7.4, 7.7, 7.8, 8.2, 8.4, 8.7, 8.8</p> <p>History and Social Science: CE.1, CE.11, CE.12, CE.13, CE.14</p>	American Enterprise Project		
Preparing a Marketing Strategy				
Select a target market.	<p>English: 6.2, 6.4, 6.6, 7.2, 7.4, 7.6, 8.2, 8.4, 8.6</p> <p>History and Social Science: CE.11</p>	American Enterprise Project	Entrepreneurship: Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target	<p>Acquire information to guide business decision making.</p> <p>Acquire product knowledge to</p>

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			<p>market.</p> <p>Analyze the advantages and disadvantages of possible locations for planned businesses—brick and mortar stores and virtual enterprises.</p> <p>Compare and contrast the customer profile for a business today and ten years ago where significant change has occurred in a community (i.e., downtown vs. big box stores).</p> <p>Define and give examples of target markets for specific products.</p> <p>Identify target markets for home-based and online businesses.</p> <p>Identify target markets for potential new businesses.</p> <p>Use primary and secondary data sources to locate information about potential target markets.</p>	<p>communicate product benefits and to ensure appropriateness of product for the customer.</p> <p>Employ product-mix strategies to meet customer expectations.</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p>
Determine the price of the product or service.	English: 6.2, 7.2, 8.2	American Enterprise Project	<p>Entrepreneurship: Calculate the number of products to be sold to make a profit using break-</p>	Develop a foundational knowledge of pricing to understand its role in marketing.

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	History and Social Science: CE.11 Mathematics: 6.5, 7.2, 8.4		even analysis. Determine potential buyers of specific products at various price levels. Discuss factors that affect pricing. Identify elements of marketing (e.g., product, place, price, and promotion). Price a product in order to yield a profit.	
Select the distribution method(s).	History and Social Science: CE.11, VUS.14, WG.17, WHII.14	American Enterprise Project	Entrepreneurship: Design a marketing plan for a business (include the Internet and other emerging technologies if appropriate). Identify elements of marketing (e.g., product, place, price, and promotion). Select appropriate channels of distribution to reach a target market.	Acquire foundational knowledge of channel management to understand its role in marketing. Manage channel activities to minimize costs and to determine distribution strategies. Understand production's role and function in business to recognize its need in an organization.

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Develop a promotional campaign.	English: 6.6, 7.6, 8.6 History and Social Science: CE.1, CE.11	American Enterprise Project	Entrepreneurship: Create promotional activities for a given product. Describe ways to evaluate the effectiveness of promotional efforts. Select/prepare appropriate advertising activities for a business. Select/prepare appropriate publicity activities for a business.	Acquire a foundational knowledge of promotion to understand its nature and scope. Implement quality-control processes to minimize errors and to expedite workflow. Manage promotional activities to maximize return on promotional efforts. Position products/services to acquire desired business image. Understand the use of an advertisement's components to communicate with targeted audiences.
Developing a Financial Plan				
Estimate business income and expenses.	English: 6.2, 6.6, 7.2, 7.6, 8.2, 8.6 History and Social Science: CE.1, CE.11	American Enterprise Project	Entrepreneurship: Analyze for decision-making purposes the cash flow of a business. Analyze for decision-making purposes the worth of a business.	Acquire a foundational knowledge of accounting to understand its nature and scope. Implement accounting procedures to track money flow and to determine financial status.

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			<p>Compare actual income and expenses to budgeted amounts for a specific period.</p> <p>Determine the costs of starting a planned business.</p> <p>Examine a profit/loss statement to determine whether a business is profitable.</p> <p>Identify ongoing operational expenses.</p> <p>Identify the costs of producing a specific product.</p> <p>Project the total cash needed to start a business (e.g., start-up costs, ongoing operational expenses, and cash reserves).</p>	<p>Implement expense-control strategies to enhance a business's financial wellbeing.</p> <p>Understand operation's role and function in business to value its contribution to a company.</p>
Create a budget.	<p>History and Social Science: CE.14</p> <p>Mathematics: 8.4</p>	American Enterprise Project	<p>Entrepreneurship: Compare actual income and expenses to budgeted amounts for a specific period.</p> <p>Describe the importance of comparing plans/budgets with actual</p>	<p>Acquire a foundational knowledge of accounting to understand its nature and scope.</p> <p>Analyze financial needs and goals to determine financial requirements.</p>

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			data from business records.	<p>Identify potential business threats and opportunities to protect a business's financial wellbeing.</p> <p>Implement accounting procedures to track money flow and to determine financial status.</p> <p>Manage personal finances to achieve financial goals.</p> <p>Read to acquire meaning from written material and to apply the information to a task.</p>
Identify the break-even point.	<p>English: 6.4, 6.6, 7.4, 7.6, 8.4, 8.6</p> <p>History and Social Science: CE.14</p> <p>Mathematics: 8.17, A.2, A.4</p>	American Enterprise Project	<p>Entrepreneurship: Calculate the number of products to be sold to make a profit using break-even analysis.</p> <p>Discuss factors that affect pricing.</p> <p>Price a product in order to yield a profit.</p>	<p>Analyze cost/profit relationships to guide business decision making.</p> <p>Analyze financial needs and goals to determine financial requirements.</p>
Set a profit goal.	History and Social Science: CE.1, CE.14	American Enterprise Project	<p>Entrepreneurship: Determine if a business is making a profit based on business records.</p>	<p>Analyze cost/profit relationships to guide business decision making.</p> <p>Analyze financial needs and goals to</p>

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			<p>Discuss factors that affect pricing.</p> <p>Identify elements of marketing (e.g., product, place, price, and promotion).</p> <p>Price a product in order to yield a profit.</p>	<p>determine financial requirements.</p> <p>Develop a foundational knowledge of pricing to understand its role in marketing.</p>
Identify sources of capital.	<p>English: 6.4, 6.6, 7.4, 7.6, 8.4, 8.6</p> <p>History and Social Science: CE.11, CE.14, VUS.10, WHIL.10, WHIL.11</p>	American Enterprise Project	<p>Entrepreneurship: Analyze for decision-making purposes the worth of a business.</p> <p>Determine the resources needed to start a planned business (e.g., materials and labor).</p> <p>Discuss types of funding within each funding source (e.g., mortgage, short-term loan, long-term loan, angel network, investors, and credit line).</p> <p>List common sources from which entrepreneurs can borrow money.</p>	<p>Analyze financial needs and goals to determine financial requirements.</p> <p>Implement financial skills to obtain business credit and to control its use.</p> <p>Manage financial resources to ensure solvency.</p> <p>Manage personal finances to achieve financial goals.</p> <p>Understand the fundamental principles of money needed to make financial exchanges.</p> <p>Understand the use of financial-services providers to aid in</p>

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				financial-goal achievement. Use investment strategies to ensure financial wellbeing.
Planning Business Operations				
Identify the staffing needs of the business.	English: 6.4, 6.6, 7.4, 7.6, 8.4, 8.6	American Enterprise Project	Entrepreneurship: Assess alternatives to hiring permanent full-time employees. Describe the role of compensation in relation to productivity when hiring individuals. Design hiring procedures for a specific job, ranging from the initial advertisement to the final interview. Design personnel policies for a planned business. Identify situations where outsourcing should be used for hiring needs. Identify skills and qualities needed for specific jobs and careers.	Manage internal and external business relationships to foster positive interactions. Manage staff growth and development to increase productivity and employee satisfaction. Staff a business unit to satisfy work demands while adhering to budget constraints. Utilize planning tools to guide organization's/department's activities.

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			<p>Identify sources of personnel for a small business.</p> <p>Plan human resource needs and determine the types of employees required.</p>	
Develop job descriptions.	English: 6.7, 6.8, 7.7, 7.8, 8.7, 8.8	American Enterprise Project	<p>Entrepreneurship: Design hiring procedures for a specific job, ranging from the initial advertisement to the final interview.</p> <p>Design personnel policies for a planned business.</p> <p>Develop job descriptions for positions in a planned business.</p> <p>Identify skills and qualities needed for specific jobs and careers.</p> <p>Plan human resource needs and determine the types of employees required.</p>	<p>Communicate with staff to clarify workplace objectives.</p> <p>Implement organizational skills to facilitate others' work efforts.</p> <p>Write internal and external business correspondence to convey and obtain information effectively.</p>
Devise a workflow process.	English: 6.1, 6.2, 7.1, 7.2, 8.1, 8.2	American Enterprise Project	<p>Management: Evaluate the effectiveness and efficiency of a production schedule.</p>	<p>Implement organizational skills to facilitate others' work efforts.</p> <p>Implement quality-control processes</p>

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			<p>Explain why high quality and efficiency standards are necessary to compete in the global marketplace.</p> <p>Identify factors used in scheduling and the tools that assist in the process.</p>	<p>to minimize errors and to expedite workflow.</p> <p>Utilize project-management skills to improve workflow and minimize costs.</p>
Develop quality-control procedures.	English: 6.4, 6.6, 7.4, 7.6, 8.4, 8.6	American Enterprise Project	Entrepreneurship: Develop quality control procedures.	<p>Apply quality assurances to enhance product/service offerings.</p> <p>Manage staff growth and development to increase productivity and employee satisfaction.</p> <p>Understand production's role and function in business to recognize its need in an organization.</p>
Staffing a Business				
Select employees.	<p>English: 6.1, 6.2, 7.1, 7.2, 8.1, 8.2</p> <p>History and Social Science: CE.11</p>	American Enterprise Project	<p>Entrepreneurship: Assess alternatives to hiring permanent full-time employees.</p> <p>Design hiring procedures for a specific job, ranging from the initial advertisement to the final interview.</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>

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			<p>Explain why friends and family members may not be an entrepreneur's best potential employees.</p> <p>Identify characteristics of a good employee.</p> <p>Identify sources of personnel for a small business.</p> <p>Plan human resource needs and determine the types of employees required.</p>	<p>Implement job-seeking skills to obtain employment.</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>
Train employees.	<p>English: 6.1, 6.2, 7.1, 7.2, 8.1, 8.2</p> <p>History and Social Science: CE.11</p>	American Enterprise Project	<p>Entrepreneurship: Outline a training program for new employees.</p>	<p>Acquire self-development skills to enhance relationships and improve efficiency in the work environment.</p> <p>Communicate with staff to clarify workplace objectives.</p> <p>Implement organizational skills to facilitate others' work efforts.</p> <p>Manage staff growth and development to increase productivity and employee satisfaction.</p>

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				Utilize career-advancement activities to enhance professional development. Write internal and external business correspondence to convey and obtain information effectively.
Evaluate employees.	English: 6.1, 6.2, 7.1, 7.2, 8.1, 8.2 History and Social Science: CE.1, CE.14	American Enterprise Project	Entrepreneurship: Appraise employee performance. Outline procedures for handling employee suggestions and complaints.	Apply verbal skills to obtain and convey information. Communicate with staff to clarify workplace objectives. Manage staff growth and development to increase productivity and employee satisfaction. Write internal and external business correspondence to convey and obtain information effectively.
Operating and Evaluating a Business				
Offer the product or service for sale.	English: 6.1, 6.2, 7.1, 7.2, 8.1, 8.2 History and Social Science: CE.1, CE.11	American Enterprise Project	Entrepreneurship: Design a new product to meet unfilled consumer wants.	Acquire a foundational knowledge of selling to understand its nature and scope.

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			<p>Design/select products to meet customer wants.</p> <p>Estimate market share for a specific product or service.</p> <p>Price a product in order to yield a profit.</p>	<p>Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p>Understand promotional channels used to communicate with targeted audiences.</p> <p>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p>
Create a basic income statement and balance sheet.	English: 6.1, 6.2, 7.1, 7.2, 8.1, 8.2	American Enterprise Project	<p>Entrepreneurship: Compare actual income and expenses to budgeted amounts for a specific period.</p> <p>Describe the interrelationships of various business records.</p> <p>Describe the type of data that is kept in each business record.</p>	<p>Acquire a foundational knowledge of accounting to understand its nature and scope.</p> <p>Acquire a foundational knowledge of finance to understand its nature and scope.</p> <p>Acquire foundational knowledge of business laws and regulations to</p>

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			<p>Identify and complete basic records for a business (e.g., cash sales receipts, credit card receipts, and checkbook entries).</p> <p>Identify types of financial records.</p> <p>Prepare an opening day balance sheet for a planned business.</p> <p>Prepare one-year proforma statements for a planned business.</p> <p>Select and complete appropriate records for a planned business.</p>	<p>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> <p>Implement accounting procedures to track money flow and to determine financial status.</p> <p>Implement expense-control strategies to enhance a business's financial wellbeing.</p> <p>Implement purchasing activities to obtain business supplies, equipment, and services.</p> <p>Maintain business records to facilitate business operations.</p> <p>Understand human-resource laws and regulations to facilitate business operations.</p>

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				<p>Understand tax laws and regulations to adhere to government requirements.</p> <p>Understand the fundamental principles of money needed to make financial exchanges.</p>
Allocate profit.		American Enterprise Project	<p>Entrepreneurship: Determine if a business is making a profit based on business records.</p> <p>Evaluate the financial condition of a firm based on business records.</p> <p>Identify types of financial records.</p> <p>Prepare one-year proforma statements for a planned business.</p>	<p>Manage financial resources to ensure solvency.</p> <p>Understand the fundamental principles of money needed to make financial exchanges.</p>
Evaluate all functions of the business.	English: 6.6, 6.7, 6.8, 6.9, 7.6, 7.7, 7.8, 7.9	American Enterprise Project	<p>Entrepreneurship: Determine if a business is making a profit based on business records.</p> <p>Establish control practices and procedures for a planned business.</p> <p>Establish criteria to monitor</p>	<p>Acquire a foundational knowledge of product/service management to understand its nature and scope.</p> <p>Acquire a foundational knowledge of promotion to understand its nature and scope.</p>

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			<p>achievement of the vision for a planned business.</p> <p>Establish criteria to use for monitoring achievement of a personal vision.</p> <p>Evaluate the financial condition of a firm based on business records.</p> <p>Explain ways business owners can protect themselves from risks.</p> <p>Identify the reasons for keeping business records.</p> <p>Recognize that entrepreneurs must establish, maintain, and analyze appropriate records to make business decisions.</p>	<p>Acquire a foundational knowledge of selling to understand its nature and scope.</p> <p>Acquire foundational knowledge of channel management to understand its role in marketing.</p> <p>Acquire foundational knowledge of marketing-information management to understand its nature and scope.</p> <p>Acquire information to guide business decision making.</p> <p>Develop a foundational knowledge of pricing to understand its role in marketing.</p> <p>Maintain business records to facilitate business operations.</p> <p>Manage internal and external business relationships to foster positive interactions.</p> <p>Read to acquire meaning from written material and to apply the</p>

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				<p>information to a task.</p> <p>Recognize management's role to understand its contribution to business success.</p> <p>Understand operation's role and function in business to value its contribution to a company.</p>