

Standards Correlations

Sports and Entertainment Management (8177)

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
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,		

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
	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, LS.1, PS.1		
Demonstrate critical thinking and problem solving.	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 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 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		

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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			

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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 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		

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	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		
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		

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	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,		

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	AFDA.5, AFDA.6, AFDA.7, AFDA.8, COM.1, COM.3, COM.5, COM.8		
Demonstrate information-literacy skills.	<p>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</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,</p>		

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	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		
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,		

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	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		

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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		
Examining All Aspects of an Industry			
Examine aspects of planning within an industry/organization.	History and Social Science: GOVT.16		

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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 environmental issues related to an industry/organization.	History and Social Science: GOVT.16		

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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			

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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.			
Describing the Economics of the Industries			
Describe U.S. economic indicators and their effects on the sports and entertainment industries.	English: 11.5, 12.5 History: VUS 14, Govt 14, 15		Understand economic indicators to recognize economic trends and conditions.
Describe the economic impact of sports and entertainment.	English: 11.5, 12.5 History: Govt 7, 8, 9, 14, 15		Understand global trade's impact to aid business decision-making. Understand the nature of business to show its contributions to society.
Identify cultural and political environments and their economic	English: 11.5, 12.5 History: Govt 7, 8, 9, 13, 14, 15		Understand economic systems to be able to recognize the environments in which businesses function.

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impact on the global sports and entertainment industries.			Understand the nature of business to show its contributions to society.
Explaining the Structure of Sports and Entertainment Businesses			
Explain the advantages and disadvantages of operating as a for-profit or nonprofit organization.	English: 11.5, 12.5 History: Govt 7, 8, 9, 14, 15		Acquire information to guide business decision-making. Analyze cost/profit relationships to guide business decision-making. Analyze financial needs and goals to determine financial requirements. Identify potential business threats and opportunities to protect a business' financial well-being.
Explore the organizational structures within the sports and entertainment industries.	English: 11.5, 11.8, 12.5, 12.8 History: Govt 7, 8, 9		Recognize management's role to understand its contribution to business success. Utilize planning tools to guide organization's/department's activities.
Exploring Entrepreneurship in Sports and Entertainment			
Explore entrepreneurship opportunities related to sports and entertainment marketing.	English: 11.5, 11.8, 12.5, 12.8 History: Govt 14, 15		Understand fundamental factors about entrepreneurship to recognize its role and importance in the economy. Understand the nature of business to show its contributions to society.

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Identify the characteristics of an entrepreneur.	English: 11.5, 12.5 History: Govt 14, 15		Manage internal and external business relationships to foster positive interactions. Recognize management's role to understand its contribution to business success. Utilize project-management skills to improve workflow and minimize costs.
Identify the steps of establishing a business.	English: 11.5, 12.5 History: Govt 14, 15	Employ marketing-information to plan marketing activities. Interpret marketing information to test hypotheses and/or to resolve issues. Understand data-collection methods to evaluate their appropriateness for the research problem/issue.	Acquire information to guide business decision-making. Understand marketing's role and function in business to facilitate economic exchanges with customers.
Describe the economic impact of small businesses.	English: 11.5, 12.5 History: Govt 7, 8, 9, 14, 15		Understand economic indicators to recognize economic trends and conditions. Understand the nature of business to show its contributions to society.
Developing Customer Service Skills			
Respond to inquiries and suggestions from customers,	English: 11.1, 12.1	Acquire product knowledge to communicate product benefits and to ensure	Apply verbal skills to obtain and convey information.

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coworkers, and supervisors in a sports and entertainment context.		appropriateness of product for the customer. Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.	
Explain company policy to a customer in a sports and entertainment context.	English: 11.5, 12.5		Apply verbal skills to obtain and convey information.
Exploring Sports and Entertainment Management			
Define the role of the sports and entertainment manager.	English: 11.3, 12.3 Mathematics: PS.1*, PS.2*, PS.3*, PS.4*, PS.7*		Exhibit techniques to manage emotional reactions to people and situations. Foster self-understanding to recognize the impact of personal feelings on others. Identify with others' feelings, needs, and concerns to enhance interpersonal relations. Implement organizational skills to facilitate others' work efforts. Manage internal and external business relationships to foster positive interactions.

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
			<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>
Examine the competencies and skills successful sports and entertainment managers possess.	English: 11.5, 12.5		<p>Exhibit techniques to manage emotional reactions to people and situations.</p> <p>Foster self-understanding to recognize the impact of personal feelings on others.</p> <p>Identify with others' feelings, needs, and concerns to enhance interpersonal relations.</p> <p>Implement organizational skills to facilitate others' work efforts.</p> <p>Manage internal and external business relationships to foster positive interactions.</p> <p>Manage staff growth and development to increase productivity and employee satisfaction.</p>
Identify functions successful sports and entertainment managers must perform with consumers, partners, and employees.	English: 11.5, 12.5		<p>Communicate with staff to clarify workplace objectives.</p> <p>Develop policies/procedures to protect workplace security.</p>

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			<p>Exhibit techniques to manage emotional reactions to people and situations.</p> <p>Foster self-understanding to recognize the impact of personal feelings on others.</p> <p>Identify with others' feelings, needs, and concerns to enhance interpersonal relations.</p> <p>Implement organizational skills to facilitate others' work efforts.</p> <p>Implement security policies/procedures to minimize chance for loss.</p> <p>Manage internal and external business relationships to foster positive interactions.</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> <p>Understand operation's role and function in business to value its contribution to a company.</p> <p>Utilize project-management skills to improve workflow and minimize costs.</p>

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Evaluate the sports and entertainment manager's role in decision-making for campaigns, employees, and partners.	English: 11.5, 11.6, 12.5, 12.6		<p>Achieve organizational goals to contribute to company growth.</p> <p>Acquire information to guide business decision-making.</p> <p>Control an organization's/department's activities to encourage growth and development.</p> <p>Exhibit techniques to manage emotional reactions to people and situations.</p> <p>Foster self-understanding to recognize the impact of personal feelings on others.</p> <p>Identify with others' feelings, needs, and concerns to enhance interpersonal relations.</p> <p>Implement organizational skills to facilitate others' work efforts.</p> <p>Manage internal and external business relationships to foster positive interactions.</p> <p>Manage staff growth and development to increase productivity and employee satisfaction.</p> <p>Recognize management's role to understand its contribution to business success.</p>

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			<p>Staff a business unit to satisfy work demands while adhering to budget constraints.</p> <p>Understand and follow company rules and regulations to maintain employment.</p> <p>Utilize critical-thinking skills to determine best options/outcomes.</p> <p>Utilize planning tools to guide organization's/department's activities.</p>
Evaluate various sports and entertainment management opportunities.	English: 11.5, 12.5		<p>Acquire information to guide business decision-making.</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>Manage internal and external business relationships to foster positive interactions.</p> <p>Manage staff growth and development to increase productivity and employee satisfaction.</p> <p>Recognize management's role to understand its contribution to business success.</p>

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			<p>Staff a business unit to satisfy work demands while adhering to budget constraints.</p> <p>Utilize planning tools to guide organization's/department's activities.</p>
Evaluate sports and entertainment management levels on an organizational chart.	English: 11.5, 12.5		<p>Acquire information to guide business decision-making.</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>Manage internal and external business relationships to foster positive interactions.</p> <p>Manage staff growth and development to increase productivity and employee satisfaction.</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>Utilize planning tools to guide organization's/department's activities.</p>

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Explain facilities management as it relates to the sports and entertainment industries.	English: 11.5, 12.5	Maintain property and equipment to facilitate ongoing business activities. Understand marketing's role and function in business to facilitate economic exchanges with customers.	
Explain on-site merchandising and concessions as they relate to sports and entertainment facilities.	English: 11.5, 12.5	Maintain property and equipment to facilitate ongoing business activities. Understand marketing's role and function in business to facilitate economic exchanges with customers.	
Identify online merchandise methods as they relate to the sports and entertainment industries.	English: 11.5, 12.5	Acquire foundational knowledge of channel management to understand its role in marketing. Manage channel activities to minimize costs and to determine distribution strategies.	
Explore niche markets in the sports and entertainment industries.	English: 11.5, 11.8, 12.5, 12.8	Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).	

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Exploring Ethical Issues in Sports and Entertainment			
Identify ethical issues related to the sports and entertainment industries.	English: 11.5, 12.5 History: Govt 7, 8, 10		Acquire foundational knowledge of business laws and regulations to understand their nature and scope.
Examine social and environmental responsibility in relation to sports and entertainment management.	English: 11.5, 12.5 History: Govt 9, 16		Understand the nature of business to show its contributions to society.
Analyze the effects of biased media.	English: 11.5, 12.5 History: Govt 15, 16	Acquire a foundational knowledge of promotion to understand its nature and scope.	Read to acquire meaning from written material and to apply the information to a task.
Describe the value of sports and entertainment to the community.	English: 11.5, 12.5 History: Govt 16		Understand the nature of business to show its contributions to society.
Exploring the Legal Aspects of Sports and Entertainment			
Explain risk management and its relationship to the sports and entertainment industries.	English: 11.5, 12.5		Adhere to health and safety regulations to support a safe work environment. Determine needed safety policies/procedures to protect employees. Develop policies/procedures to protect workplace security.

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			<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>
Identify purposes, types, and terms of contracts.	English: 11.5, 12.5		<p>Acquire foundational knowledge of business laws and regulations to understand their nature and scope.</p> <p>Implement expense-control strategies to enhance a business's financial well-being.</p>
Examine the role of labor and antitrust law in sports and entertainment industries.	<p>English: 11.5, 12.5</p> <p>History: VUS 8, Govt 9</p>		<p>Analyze cost/profit relationships to guide business decision-making.</p> <p>Apply knowledge of business ownership to establish and continue business operations.</p> <p>Understand human-resource laws and regulations to facilitate business operations.</p>
Identify unions relevant to the sports and entertainment industries.	<p>English: 11.5, 12.5</p> <p>History: VUS 8, Govt 9</p>		<p>Analyze cost/profit relationships to guide business decision-making.</p> <p>Understand human-resource laws and regulations to facilitate business operations.</p>
Describe the impact of the Americans with Disabilities Act (ADA) on sports and	<p>English: 11.5, 12.5</p> <p>History: VUS 14, Govt 9, 14, 15</p>		<p>Acquire foundational knowledge of business laws and regulations to understand their nature and scope.</p>

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entertainment events and facilities.			<p>Adhere to health and safety regulations to support a safe work environment.</p> <p>Apply knowledge of business ownership to establish and continue business operations.</p> <p>Determine needed safety policies/procedures to protect employees.</p> <p>Develop policies/procedures to protect workplace security.</p> <p>Implement security policies/procedures to minimize chance for loss.</p> <p>Understand human-resource laws and regulations to facilitate business operations.</p>
Describe the impact of laws and regulations in the sports and entertainment industries.	<p>English: 11.5, 12.5</p> <p>History: Govt 9, 14, 15</p>		<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> <p>Understand human-resource laws and regulations to facilitate business operations.</p>

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
			Understand tax laws and regulations to adhere to government requirements.
Describe the impact of national, state, and local laws and regulations on sports and entertainment.	English: 11.5, 12.5 History: Govt 7, 8, 9, 14, 15		<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> <p>Understand human-resource laws and regulations to facilitate business operations.</p> <p>Understand tax laws and regulations to adhere to government requirements.</p>
Identify the purposes of licensing.	English: 11.5, 12.5 History: Govt 7, 8, 9, 14, 15		<p>Position company to acquire desired business image.</p> <p>Position products/services to acquire desired business image.</p>
Understanding Market Research			
Explain market research and its use in the sports and entertainment industries.	English: 11.5, 11.6, 11.7, 12.5, 12.6, 12.7 Mathematics: PS.8*		<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>

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
			Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.
Explain the need for market research for all functions of marketing.	English: 11.5, 12.5	Acquire foundational knowledge of marketing-information management to understand its nature and scope. Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.	Acquire information to guide business decision-making.
Identify sources of data for market research in the sports and entertainment industries.	English: 11.5, 12.5 Mathematics: PS.8*, PS.9*, PS.10*	Understand data-collection methods to evaluate their appropriateness for the research problem/issue.	
Describe external factors affecting the sports and entertainment marketing process.	English: 11.5, 12.5		Acquire foundational knowledge of business laws and regulations to understand their nature and scope.
Describe the steps in developing a market research project.	English: 11.3, 11.5, 11.6, 11.7, 12.3, 12.5, 12.6, 12.7	Acquire foundational knowledge of marketing-information management to	

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
	<p>Mathematics: COM.1, COM.2, COM.3, COM.4, COM.5, COM.6, COM.7, COM.8, COM.9, COM.17, COM.18, PS.1*, PS.2*, PS.3*, PS.4*, PS.5, PS.7*, PS.8*, PS.9*, PS.10*, PS.17, PS.18</p>	<p>understand its nature and scope.</p> <p>Assess marketing research briefs to determine comprehensiveness and clarity.</p> <p>Evaluate marketing research procedures and findings to assess their credibility.</p> <p>Interpret marketing information to test hypotheses and/or to resolve issues.</p> <p>Understand data-collection methods to evaluate their appropriateness for the research problem/issue.</p> <p>Understand marketing-research activities to show command of their nature and scope.</p> <p>Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.</p>	

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
Develop a market research project.	<p>English: 11.1, 11.6, 11.7, 12.1, 12.6, 12.7</p> <p>Mathematics: COM.1, COM.2, COM.3, COM.4, COM.5, COM.6, COM.7, COM.8, COM.9</p>	<p>Acquire foundational knowledge of marketing-information management to understand its nature and scope.</p> <p>Assess marketing research briefs to determine comprehensiveness and clarity.</p> <p>Evaluate marketing research procedures and findings to assess their credibility.</p> <p>Interpret marketing information to test hypotheses and/or to resolve issues.</p> <p>Understand data-collection methods to evaluate their appropriateness for the research problem/issue.</p> <p>Understand marketing-research activities to show command of their nature and scope.</p> <p>Understand marketing-research design</p>	

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
		considerations to evaluate their appropriateness for the research problem/issue.	
Evaluate the results of a market research project.	English: 11.5, 11.6, 11.7, 12.5, 12.6, 12.7 Mathematics: PS.8*, PS.9*, PS.10*, PS.11*, PS.12*, PS.16*, PS.17, PS.18	Evaluate marketing research procedures and findings to assess their credibility.	Apply verbal skills to obtain and convey information. Read to acquire meaning from written material and to apply the information to a task. Write internal and external business correspondence to convey and obtain information effectively.
Develop a market segmentation analysis.	English: 11.5, 11.6, 11.7, 12.5, 12.6, 12.7	Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).	
Exploring Revenues and Expenditures			
Identify revenue sources related to the sports and entertainment industries.	English: 11.5, 12.5		Acquire a foundational knowledge of accounting to understand its nature and scope. Analyze financial needs and goals to determine financial requirements. Implement accounting procedures to track money flow and to determine financial status. Implement expense-control strategies to enhance a business's financial well-being.

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
			Manage financial resources to ensure solvency.
Identify expenditures related to the sports and entertainment industries.	English: 11.5, 12.5		<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> <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 well-being.</p> <p>Manage financial resources to ensure solvency.</p>
Identify the components of a budget.	English: 11.5, 12.5		Analyze financial needs and goals to determine financial requirements.
Analyze financial statements.	English: 11.5, 12.5		<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> <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 well-being.</p>

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
			Manage financial resources to ensure solvency.
Managing Safety and Security			
Explain the importance and types of indoor and outdoor security (life and property safety).	English: 11.5, 12.5 History: Govt 9		Adhere to health and safety regulations to support a safe work environment. Determine needed safety policies/procedures to protect employees. Develop policies/procedures to protect workplace security. Implement purchasing activities to obtain business supplies, equipment, and resources. Implement security policies/procedures to minimize chance for loss.
Describe partnerships with safety and security professionals or agencies.	English: 11.5, 12.5 History: Govt 7, 8, 9, 10, 15		Develop policies/procedures to protect workplace security. Implement security policies/procedures to minimize chance for loss. Understand operation's role and function in business to value its contribution to a company.
Explain the security needs of a venue.	English: 11.5, 12.5		Adhere to health and safety regulations to support a safe work environment.

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
			<p>Determine needed safety policies/procedures to protect employees.</p> <p>Develop policies/procedures to protect workplace security.</p> <p>Implement security policies/procedures to minimize chance for loss.</p>
Explain the use of emergency preparedness plans to address threats to a venue.	<p>English: 11.5, 12.5</p> <p>History: Govt 7, 8, 9, 15</p>		<p>Acquire information to guide business decision-making.</p> <p>Adhere to health and safety regulations to support a safe work environment.</p> <p>Determine needed safety policies/procedures to protect employees.</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>
Understanding Event Management			
Explain the process for planning an event.	English: 11.5, 11.6, 11.7, 12.5, 12.6, 12.7	Employ product-mix strategies to meet customer expectations.	Acquire information to guide business decision-making.

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
		<p>Generate product ideas to contribute to ongoing business success.</p> <p>Position products/services to acquire desired business image.</p>	Maintain business records to facilitate business operations.
Describe factors that motivate consumers to attend sports and entertainment events.	English: 11.5, 12.5	Understand data-collection methods to evaluate their appropriateness for the research problem/issue.	Acquire information to guide business decision-making.
Explain how event popularity and competitive factors relate to attendance.	English: 11.5, 12.5		Understand economic systems to be able to recognize the environments in which businesses function.
Analyze personnel needs for an event.	English: 11.5, 12.5		<p>Acquire information to guide business decision-making.</p> <p>Staff a business unit to satisfy work demands while adhering to budget constraints.</p>
Analyze the financial resources required for each event activity.	English: 11.5, 12.5		<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>Manage financial resources to ensure solvency.</p>
Develop a marketing plan for an event.	English: 11.1, 11.5, 12.1, 12.5	Assess marketing strategies to improve return on	

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
		marketing investment (ROMI). Employ marketing-information to plan marketing activities.	
Develop a budget for an event.	English: 11.1, 11.5, 12.1, 12.5		Analyze financial needs and goals to determine financial requirements. Identify potential business threats and opportunities to protect a business' financial well-being. Implement financial skills to obtain business credit and to control its use. Manage financial resources to ensure solvency. Manage personal finances to achieve financial goals. Understand the fundamental principles of money needed to make financial exchanges. Understand the use of financial-services providers to aid in financial-goal achievement.
Develop follow-up activities to recognize and thank	English: 11.1, 11.5, 12.1, 12.5		Apply verbal skills to obtain and convey information.

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
participants after the event.			<p>Implement organizational skills to facilitate others' work efforts.</p> <p>Write internal and external business correspondence to convey and obtain information effectively.</p>
Manage a sports and entertainment event.	English: 11.5, 12.5		<p>Acquire information to guide business decision-making.</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>
Evaluate the sports and entertainment event.	English: 11.5, 12.5		<p>Acquire information to guide business decision-making.</p> <p>Apply verbal skills to obtain and convey information.</p> <p>Read to acquire meaning from written material and to apply the information to a task.</p>
Developing Career Goals			
Identify career and employment-related information sources.	<p>English: 11.5, 12.5</p> <p>History: Govt 14, 15</p>		<p>Acquire information to guide business decision-making.</p> <p>Implement job-seeking skills to obtain employment.</p>

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
			<p>Participate in career planning to enhance job-success potential.</p> <p>Utilize career-advancement activities to enhance professional development.</p>
Identify career opportunities at different levels in the sports and entertainment.	<p>English: 11.5, 11.8, 12.5, 12.8</p> <p>History: Govt 14, 15</p>		<p>Acquire information to guide business decision-making.</p> <p>Acquire self-development skills to enhance relationships and improve efficiency in the work environment.</p> <p>Implement job-seeking skills to obtain employment.</p> <p>Implement organizational skills to facilitate others' work efforts.</p> <p>Participate in career planning to enhance job-success potential.</p> <p>Utilize career-advancement activities to enhance professional development.</p>
Describe education and training needed for a sports and entertainment management career.	English: 11.5, 12.5		<p>Apply verbal skills to obtain and convey information.</p> <p>Read to acquire meaning from written material and to apply the information to a task.</p>

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
			Utilize career-advancement activities to enhance professional development.
Identify barriers to employment and strategies to overcome them.	English: 11.5, 12.5		<p>Acquire information to guide business decision-making.</p> <p>Apply verbal skills to obtain and convey information.</p> <p>Participate in career planning to enhance job-success potential.</p> <p>Read to acquire meaning from written material and to apply the information to a task.</p>
Identify professional development opportunities in the sports and entertainment industries.	English: 11.5, 12.5		<p>Acquire information to guide business decision-making.</p> <p>Utilize career-advancement activities to enhance professional development.</p>
Collect information about a prospective employer.	English: 11.5, 12.5		<p>Apply verbal skills to obtain and convey information.</p> <p>Read to acquire meaning from written material and to apply the information to a task.</p>
Develop a career plan.	English: 11.1, 11.2, 11.5, 11.6, 11.7, 12.1, 12.2, 12.5, 12.6, 12.7		Acquire self-development skills to enhance relationships and improve efficiency in the work environment.

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
			<p>Apply verbal skills to obtain and convey information.</p> <p>Communicate with staff to clarify workplace objectives.</p> <p>Participate in career planning to enhance job-success potential.</p> <p>Read to acquire meaning from written material and to apply the information to a task.</p> <p>Utilize career-advancement activities to enhance professional development.</p> <p>Write internal and external business correspondence to convey and obtain information effectively.</p>