



**City of St.
Charles School
District**

CAPS Curriculum

Global Business and Entrepreneurship

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St. Charles R6 School District

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CAPS Curriculum
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District Mission

The City of St. Charles School District will REACH, TEACH, and EMPOWER all students by providing a challenging, diverse, and innovative education.

District Vision

The City of St. Charles School District will be an educational leader recognized for high performance and academic excellence that prepares students to succeed in an ever-changing global society.

District Values

We, the City of St. Charles School District community of students, parents, staff, and patrons, value:

- High quality education for all students which includes:
 - Lifelong learning from early childhood through adult education
 - Rigorous learning experiences that challenge all students
 - Instruction that meets the needs of a diverse community
 - Respect for all
 - Real world, critical thinking and problem-solving skills to prepare students for the 21st Century
 - Developing caring, productive, and responsible citizens
 - Strong engagement of family and community
 - A safe, secure, and nurturing school environment

- Achievement through:
 - Celebration of individual success
 - Collaboration with parents and community stakeholders
 - Exploration, Innovation, and creativity

- High quality staff by:
 - Hiring and retaining highly qualified and invested employees
 - Providing professional development and collaboration focused on increasing student achievement
 - Empowering staff to use innovative resources and practices

- Informed decisions that are:
 - Student-centered
 - Focused on student achievement
 - Data Driven
 - Considerate of all points of view
 - Fiscally responsible

District Goals

For planning purposes, five overarching goals have been developed. These goals are statements of the key functions of the school district.

1. Student Performance
 - Develop and enhance the quality educational/instructional programs to improve student performance and enable students to meet their personal, academic, and career goals.
2. Highly qualified staff
 - Recruit, attract, develop, and retain highly qualified staff to carry out the District's mission, vision, goals, and objectives.
3. Facilities, Support, and Instructional Resource
 - Provide and maintain appropriate instructional resources, support services, and functional and safe facilities.
4. Parent and Community Involvement
 - Promote, facilitate and enhance parent, student, and community involvement in district educational programs.
5. Governance
 - Govern the district in an efficient and effective manner providing leadership and representation to benefit the students, staff, and patrons of the district.

School District Philosophical Foundations

Teachers in the School District of the City of St. Charles share in and ascribe to a philosophy that places children at the heart of the educational process. We feel that it is our professional responsibility to strive to be our best at all times and to maximize our efforts by ensuring that the following factors are present in our classrooms and our schools.

1. Learning is developed within the personal, physical, social, and intellectual contexts of the learner.
2. A strong educational program should provide developmental continuity.
3. The successful learner is motivated, strategic, knowledgeable, and interactive.
4. Children learn best when they have real purposes and can make connections to real life.
5. Effective learning is a combination of student exploration and teacher and mentor modeling.
6. Assessment is an ongoing and multidimensional process that is an integral part of instruction.
7. Making reading and writing connections across multiple sources and curricula facilitates meaning.
8. Literacy for the future means literacy in multiple technologies.
9. Education must respond to society's diverse population and serve all children.
10. Interactions among students, teachers, parents, and community form the network that supports learning.

Global Business and Entrepreneurship Philosophy

Global Business and Entrepreneurship was developed to provide students with the opportunity to understand and operate in the entrepreneurial work force. As work force demands change throughout the area and globally, educators must prepare students to understand the skills necessary to develop viable business solutions to real-world problems. It is the premise of this course to give students a strong platform in mastering the interpersonal, business, and fiscal skills required in an entrepreneurial environment.

Rationale

In this course, students will develop the necessary skills to build a strong business network, develop professional acumen, work with others to create solutions to real-world problems and understand the dynamics of being an entrepreneur.

Program Goals

The goals of this course are to:

- Develop the students' professional skills
- Provide students with the skills to create a business network
- Give students the tools to leverage community and business resources for the purpose of building a business, product, idea, or brand

Scope and Sequence	
CAPS-Global Business and Entrepreneurship	
I= Introduce R= Reinforce M=Master	####
Professional Skills	
Demonstrate honesty and integrity	R-M
Demonstrate responsible behavior	R-M
Demonstrate initiative	R-M
Demonstrate ethical work habits	R-M
Exhibit passion for goal attainment	R-M
Recognize others' efforts	R-M
Lead others using positive statements	R-M
Develop team spirit	R-M
Enlist others in working toward a shared vision	R-M
Share authority, when appropriate	R-M
Value diversity	R-M
Discovery	
Explain the need for entrepreneurial discovery	I-M
Discuss the entrepreneurial process	I-M
Determine opportunities for venture creation	I-M
Describe idea-generation methods	I-M
Generate venture ideas	I-M
Determine feasibility of ideas	I-M
Concept Develop	
Describe entrepreneurial planning considerations	I-M
Assess start-up requirements	I-M
Assess risk association with venture	I-M
Describe external resources useful to entrepreneurs during concept development	I-M
Assess the need to use external resources for concept development	I-M

Describe strategies to protect intellectual property	I-M
Use components of a business plan to define venture idea	I-M
Product/Service Creation	
Explain methods to generate a product/service idea	I-M
Generate product/service ideas	I-M
Assess opportunities for import substitution	I-M
Determine product/service to fill customer need	I-M
Plan product/service mix	I-M
Choose a product name	I-M
Determine unique selling proposition	I-M
Develop strategies to position product/service	I-M
Build brand/image	I-M
Evaluate customer experience	I-M



CONTENT AREA: Center for Advanced Professional Studies

COURSE: Global Business and Entrepreneurship

UNIT TITLE: Professional Skills

UNIT DURATION: Semester Long

MATERIALS / INSTRUCTIONAL RESOURCES FOR THIS UNIT:

- *Strengths Finder 2.0* Text
- Related articles

BIG IDEA(S):

- Students are able to represent themselves in a professional setting on the basis of dress, manners, communication and presence.

ENDURING UNDERSTANDINGS:

- Students will know how to conduct themselves professionally in face-to-face meetings, phone conversations, electronic communication and other communication avenues.

ESSENTIAL QUESTIONS:

- How do I present myself appropriately in dress for a professional meeting?
- How do I effectively communicate with colleagues and/or potential clients?
- How do I behave in a professional meeting?
- What differences are there between personal and professional communication?

WHAT SHOULD STUDENTS KNOW, UNDERSTAND, AND BE ABLE TO DO AT THE END OF THIS UNIT?

Standards, Concepts, Content, Skills, Products, Vocabulary

REFERENCE/STANDARD <i>i.e. GLE/CLE/MLS/NGSS</i>	STANDARDS: Content specific standards that will be addressed in this unit.	MAJOR STANDARD	SUPPORTING STANDARD
B.01	Demonstrate honesty and integrity	X	
B.02	Demonstrate responsible behavior	X	
B.03	Demonstrate initiative	X	
B.04	Demonstrate ethical work habits	X	
B.05	Exhibit passion for goal attainment		X
B.06	Recognize others' efforts		X
B.07	Lead others using positive statements		X
B.08	Develop team spirit	X	
B.09	Enlist others in working toward a shared vision	X	
B.10	Value diversity		X

OBJECTIVE # 1	Describe characteristics of an acceptable work ethic	
WHAT SHOULD STUDENTS...		
UNDERSTAND? <i>Concepts; essential truths that give meaning to the topic; ideas that transfer across situations.</i>	KNOW? <i>Facts, Names, Dates, Places, Information, ACADEMIC VOCABULARY</i>	BE ABLE TO DO? <i>Skills; Products</i>
<ul style="list-style-type: none"> Students will be able to conduct themselves in a professional manner in a variety of settings. 	<ul style="list-style-type: none"> Students will know the vernacular associated with the area of business in which they are working. 	<ul style="list-style-type: none"> Student projects will vary depending upon the given internships they are involved in.
FACILITATING ACTIVITIES – STRATEGIES AND METHODS FOR TEACHING AND LEARNING		
TEACHER INSTRUCTIONAL ACTIVITY	STUDENT LEARNING TASK	DOK TARGET (1=Recall, 2=Skill/Concept, 3=Strategic Thinking, 4=Extended Thinking)
<ul style="list-style-type: none"> Teacher is facilitator and models behaviors students should be using daily. 	<ul style="list-style-type: none"> This will vary depending upon internship student is involved in. 	DOK 1-4 depending upon activity.



CONTENT AREA: Center for Advanced Professional Studies
COURSE: Global Business and Entrepreneurship

UNIT TITLE: Project-Product/Service Creation
UNIT DURATION: Semester Long

<p>MATERIALS / INSTRUCTIONAL RESOURCES FOR THIS UNIT:</p> <ul style="list-style-type: none"> • <i>Strengths Finder 2.0</i> Text 	<p>BIG IDEA(S):</p> <ul style="list-style-type: none"> • Students will know how to effectively approach any given business or marketing project within their field of study.
<p>ENDURING UNDERSTANDINGS:</p> <ul style="list-style-type: none"> • Students will know how to budget their time in order to meet project deadlines • Student will know how to effectively communicate through all avenues in order to facilitate a project 	<p>ESSENTIAL QUESTIONS:</p> <ul style="list-style-type: none"> • How do I manage my time in order to effectively meet project deadlines? • How do I professionally manage communication with all parties in order to facilitate a project? • How do I present a project so that the outcome is successful?

WHAT SHOULD STUDENTS KNOW, UNDERSTAND, AND BE ABLE TO DO AT THE END OF THIS UNIT?

Standards, Concepts, Content, Skills, Products, Vocabulary

REFERENCE/STANDARD <i>i.e. GLE/CLE/MLS/NGSS</i>	STANDARDS: Content specific standards that will be addressed in this unit.	MAJOR STANDARD	SUPPORTING STANDARD
L.01	Explain methods to generate a product/service idea		X
L.02	Generate product/service idea	X	
L.03	Assess opportunities for import submission		X
L.04	Determine product/service to fill customer need	X	
L.05	Determine initial feasibility of product/service ideas	X	
L.06	Plan product/service mix	X	
L.07	Choose product name	X	
L.08	Determine unique selling proposition	X	
L.09	Develop strategies to position product/service	X	
L.10	Build brand/image	X	
L.11	Evaluate customer experience		X

OBJECTIVE # 1	Describe characteristics of an acceptable work ethic	
WHAT SHOULD STUDENTS...		
UNDERSTAND? <i>Concepts; essential truths that give meaning to the topic; ideas that transfer across situations.</i>	KNOW? <i>Facts, Names, Dates, Places, Information, ACADEMIC VOCABULARY</i>	BE ABLE TO DO? <i>Skills; Products</i>
<ul style="list-style-type: none"> Students will be able to conduct themselves in a professional manner in a variety of settings. 	<ul style="list-style-type: none"> Students will know the vernacular associated with the area of business in which they are working. 	<ul style="list-style-type: none"> Student projects will vary depending upon the given internships they are involved in.
FACILITATING ACTIVITIES – STRATEGIES AND METHODS FOR TEACHING AND LEARNING		
TEACHER INSTRUCTIONAL ACTIVITY	STUDENT LEARNING TASK	DOK TARGET (1=Recall, 2=Skill/Concept, 3=Strategic Thinking, 4=Extended Thinking)
<ul style="list-style-type: none"> Teacher is facilitator and models behaviors students should be using daily. 	<ul style="list-style-type: none"> This will vary depending upon internship student is involved in. 	DOK 1-4 depending upon activity.



CONTENT AREA: Center for Advanced Professional Studies
COURSE: Global Business and Entrepreneurship

UNIT TITLE: Project-Discovery
UNIT DURATION: Semester Long

<p>MATERIALS / INSTRUCTIONAL RESOURCES FOR THIS UNIT:</p> <ul style="list-style-type: none"> • <i>Strengths Finder 2.0</i> Text 	<p>BIG IDEA(S):</p> <ul style="list-style-type: none"> • Students will know how to envision entrepreneurial solutions to real-world problems.
<p>ENDURING UNDERSTANDINGS:</p> <ul style="list-style-type: none"> • Students will know how to assess a challenge. • Students will know how to generate ideas as potential solutions to the challenge. • Students will know how to effectively assess the given solution for feasibility. 	<p>ESSENTIAL QUESTIONS:</p> <ul style="list-style-type: none"> • How do I look at a large, real-world problem in manageable pieces? • How do I generate ideas that will be feasible? • How do I know if an idea is feasible?

WHAT SHOULD STUDENTS KNOW, UNDERSTAND, AND BE ABLE TO DO AT THE END OF THIS UNIT?

Standards, Concepts, Content, Skills, Products, Vocabulary

REFERENCE/STANDARD <i>i.e. GLE/CLE/MLS/NGSS</i>	STANDARDS: Content specific standards that will be addressed in this unit.	MAJOR STANDARD	SUPPORTING STANDARD
A.01	Explain the need for entrepreneurial discovery		X
A.02	Discuss entrepreneurial discovery process	X	
A.04	Determine opportunities for venture creation	X	
A.06	Describe idea-generation methods		X
A.07	Generate venture ideas	X	
A.08	Determine feasibility of ideas		X

OBJECTIVE # 1	Entrepreneurial discovery	
WHAT SHOULD STUDENTS...		
UNDERSTAND? <i>Concepts; essential truths that give meaning to the topic; ideas that transfer across situations.</i>	KNOW? <i>Facts, Names, Dates, Places, Information, ACADEMIC VOCABULARY</i>	BE ABLE TO DO? <i>Skills; Products</i>
<ul style="list-style-type: none"> Students will be able to conduct themselves in a professional manner in a variety of settings. 	<ul style="list-style-type: none"> Students will know the vernacular associated with the area of business in which they are working. 	<ul style="list-style-type: none"> Student projects will vary depending upon the given internships they are involved in.
FACILITATING ACTIVITIES – STRATEGIES AND METHODS FOR TEACHING AND LEARNING		
TEACHER INSTRUCTIONAL ACTIVITY	STUDENT LEARNING TASK	DOK TARGET (1=Recall, 2=Skill/Concept, 3=Strategic Thinking, 4=Extended Thinking)
<ul style="list-style-type: none"> Teacher is facilitator and models behaviors students should be using daily. 	<ul style="list-style-type: none"> This will vary depending upon internship student is involved in. 	DOK 1-4 depending upon activity.



CONTENT AREA: Center for Advanced Professional Studies

COURSE: Global Business and Entrepreneurship

UNIT TITLE: Project-Concept Development

UNIT DURATION: Semester Long

MATERIALS / INSTRUCTIONAL RESOURCES FOR THIS UNIT:

- *Strengths Finder 2.0* Text

BIG IDEA(S):

- Students will know how to effectively assess resources for a venture project.

ENDURING UNDERSTANDINGS:

- Students will know how to identify venture resources.
- Students will know how to assess risks associated with venture resources.
- Students will know how to develop a solid business plan.

ESSENTIAL QUESTIONS:

- How do I assess venture risk?
- How do I identify resources that are beneficial to my venture?
- How do I create a concrete and executable business plan?

WHAT SHOULD STUDENTS KNOW, UNDERSTAND, AND BE ABLE TO DO AT THE END OF THIS UNIT?

Standards, Concepts, Content, Skills, Products, Vocabulary

REFERENCE/STANDARD <i>i.e. GLE/CLE/MLS/NGSS</i>	STANDARDS: Content specific standards that will be addressed in this unit.	MAJOR STANDARD	SUPPORTING STANDARD
A.09	Describe entrepreneurial planning considerations.	X	
A.11	Assess start-up requirements.	X	
A.12	Assess risk associated with venture.		X
A.13	Describe external resources useful to entrepreneurs during concept development.	X	
A.14	Assess the need to to use external resources for concept development.		X
A.15	Describe strategies to protect intellectual property.		X
A.16	Use components of a business plan to define venture idea.	X	

OBJECTIVE # 1	Develop an actionable business plan.	
WHAT SHOULD STUDENTS...		
<p style="text-align: center;">UNDERSTAND?</p> <p style="text-align: center;"><i>Concepts; essential truths that give meaning to the topic; ideas that transfer across situations.</i></p>	<p style="text-align: center;">KNOW?</p> <p style="text-align: center;"><i>Facts, Names, Dates, Places, Information, ACADEMIC VOCABULARY</i></p>	<p style="text-align: center;">BE ABLE TO DO?</p> <p style="text-align: center;"><i>Skills; Products</i></p>
<ul style="list-style-type: none"> ● Students will be able to understand the requirements of a successful business plan and the necessary resources to build the plan. 	<ul style="list-style-type: none"> ● Students will know the vernacular associated with the area of business in which they are working. 	<ul style="list-style-type: none"> ● Student projects will vary depending upon the given internships they are involved in.
FACILITATING ACTIVITIES – STRATEGIES AND METHODS FOR TEACHING AND LEARNING		
<p style="text-align: center;">TEACHER INSTRUCTIONAL ACTIVITY</p>	<p style="text-align: center;">STUDENT LEARNING TASK</p>	<p style="text-align: center;">DOK TARGET</p> <p style="text-align: center;">(1=Recall, 2=Skill/Concept, 3=Strategic Thinking, 4=Extended Thinking)</p>
<ul style="list-style-type: none"> ● Teacher is facilitator and models behaviors students should be using daily. 	<ul style="list-style-type: none"> ● This will vary depending upon internship student is involved in. 	<p>DOK 1-4 depending upon activity.</p>



The National Content Standards for Entrepreneurship Education- Detail

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Entrepreneurial Skills

The Processes and Traits/Behaviors associated with entrepreneurial success.

Entrepreneurial Processes	
A	Understands concepts and processes associated with successful entrepreneurial performance
Discovery	
A.01	Explain the need for entrepreneurial discovery
A.02	Discuss entrepreneurial discovery processes
A.03	Assess global trends and opportunities
A.04	Determine opportunities for venture creation
A.05	Assess opportunities for venture creation
A.06	Describe idea-generation methods
A.07	Generate venture ideas
A.08	Determine feasibility of ideas
Concept Development	
A.09	Describe entrepreneurial planning considerations
A.10	Explain tools used by entrepreneurs for venture planning
A.11	Assess start-up requirements
A.12	Assess risks associated with venture
A.13	Describe external resources useful to entrepreneurs during concept development
A.14	Assess the need to use external resources for concept development

A.15	Describe strategies to protect intellectual property
A.16	Use components of a business plan to define venture idea
Resourcing	
A.17	Distinguish between debt and equity financing for venture creation
A.18	Describe processes used to acquire adequate financial resources for venture creation/start-up
A.19	Select sources to finance venture creation/start-up
A.20	Explain factors to consider in determining a venture's human-resource needs
A.21	Describe considerations in selecting capital resources
A.22	Acquire capital resources needed for the venture
A.23	Assess the costs/benefits associated with resources
Actualization	
A.24	Use external resources to supplement entrepreneur's expertise
A.25	Explain the complexity of business operations
A.26	Evaluate risk-taking opportunities
A.27	Explain the need for business systems and procedures
A.28	Describe the use of operating procedures
A.29	Explain methods/processes for organizing work flow
A.30	Develop and/or provide product/service
A.31	Use creativity in business activities/decisions
A.32	Explain the impact of resource productivity on venture success
A.33	Create processes for ongoing opportunity recognition

A.34	Adapt to changes in business environment
Harvesting	
A.35	Explain the need for continuation planning
A.36	Describe methods of venture harvesting
A.37	Evaluate options for continued venture involvement
A.38	Develop exit strategies
B	Entrepreneurial Traits/Behaviors Understands the personal traits/behaviors associated with successful entrepreneurial performance
Leadership	
B.01	Demonstrate honesty and integrity
B.02	Demonstrate responsible behavior
B.03	Demonstrate initiative
B.04	Demonstrate ethical work habits
B.05	Exhibit passion for goal attainment
B.06	Recognize others' efforts
B.07	Lead others using positive statements
B.08	Develop team spirit
B.09	Enlist others in working toward a shared vision
B.10	Share authority, when appropriate
B.11	Value diversity
Personal Assessment	
B.12	Describe desirable entrepreneurial personality traits
B.13	Determine personal biases and stereotypes

B.14	Determine interests
B.15	Evaluate personal capabilities
B.16	Conduct self-assessment to determine entrepreneurial potential
Personal Management	
B.17	Maintain positive attitude
B.18	Demonstrate interest and enthusiasm
B.19	Make decisions
B.20	Develop an orientation to change
B.21	Demonstrate problem-solving skills
B.22	Assess risks
B.23	Assume personal responsibility for decisions
B.24	Use time-management principles
B.25	Develop tolerance for ambiguity
B.26	Use feedback for personal growth
B.27	Demonstrate creativity
B.28	Set personal goals

Ready Skills

The basic business knowledge and skills that are prerequisites
or co-requisites for becoming a successful entrepreneur.

C	<p align="center">Business Foundations Understands fundamental business concepts that affect business decision making</p>
Business Concepts	
C.01	Explain the role of business in society
C.02	Describe types of business activities
C.03	Explain types of businesses
C.04	Explain opportunities for creating added value
C.05	Determine issues and trends in business
C.06	Describe crucial elements of a quality culture/continuous quality improvement
C.07	Describe the role of management in the achievement of quality
C.08	Explain the nature of managerial ethics
C.09	Describe the need for and impact of ethical business practices
Business Activities	
C.10	Explain marketing management and its importance in a global economy
C.11	Describe marketing functions and related activities
C.12	Explain the nature and scope of operations management
C.13	Explain the concept of management
C.14	Explain the concept of financial management
C.15	Explain the concept of human resource management
C.16	Explain the concept of risk management
C.17	Explain the concept of strategic management

D	Communications and Interpersonal Skills Understands concepts, strategies, and systems needed to interact effectively with others
Fundamentals of Communication	
D.01	Explain the nature of effective communications
D.02	Apply effective listening skills
D.03	Use proper grammar and vocabulary
D.04	Reinforce service orientation through communication
D.05	Explain the nature of effective verbal communications
D.06	Address people properly
D.07	Handle telephone calls in a businesslike manner
D.08	Make oral presentations
D.09	Explain the nature of written communications
D.10	Write business letters
D.11	Write informational messages
D.12	Write inquiries
D.13	Write persuasive messages
D.14	Prepare simple written reports
D.15	Prepare complex written reports
D.16	Use communications technologies/systems (e.g., e-mail, faxes, voice mail, cell phones, etc.)
Staff Communications	
D.17	Follow directions
D.18	Explain the nature of staff communication

D.19	Give directions for completing job tasks
D.20	Conduct staff meetings
Ethics in Communication	
D.21	Respect the privacy of others
D.22	Explain ethical considerations in providing information
Group Working Relationships	
D.23	Treat others fairly at work
D.24	Develop cultural sensitivity
D.25	Foster positive working relationships
D.26	Participate as a team member
Dealing with Conflict	
D.27	Demonstrate self control
D.28	Show empathy for others
D.29	Use appropriate assertiveness
D.30	Demonstrate negotiation skills
D.31	Handle difficult customers/clients
D.32	Interpret business policies to customers/clients
D.33	Handle customer/client complaints
D.34	Explain the nature of organizational change
D.35	Describe the nature of organizational conflict
D.36	Explain the nature of stress management

E	Digital Skills Understands concepts and procedures needed for basic computer operations
Computer Basics	
E.01	Use basic computer terminology
E.02	Apply basic commands of operating system software
E.03	Employ desktop operating skills
E.04	Determine file organization
E.05	Demonstrate system utilities for file management
E.06	Compress or alter files
E.07	Use reference materials to access information
E.08	Use menu systems
E.09	Use control panel components
E.10	Access data through various computer drives
Computer Applications	
E.11	Demonstrate basic search skills on the Web
E.12	Evaluate credibility of Internet resources
E.13	Demonstrate file management skills
E.14	Communicate by computer
E.15	Solve routine hardware and software problems
E.16	Operate computer-related hardware peripherals
E.17	Explain the nature of e-commerce
E.18	Describe the impact of the Internet on business

E.19	Develop basic website
F	Economics Understands the economic principles and concepts fundamental to entrepreneurship/small-business ownership
Basic Concepts	
F.01	Distinguish between economic goods and services
F.02	Explain the factors of production
F.03	Explain the concept of scarcity
F.04	Explain the concept of opportunity costs
F.05	Describe the nature of economics and economic activities
F.06	Determine forms of economic utility created by business activities
F.07	Explain the principles of supply and demand
F.08	Describe the concept of price
Cost-Profit Relationships	
F.09	Explain the concept of productivity
F.10	Describe cost/benefit analysis
F.11	Analyze the impact of specialization/division of labor on productivity
F.12	Explain the concept of organized labor and business
F.13	Explain the law of diminishing returns
F.14	Describe the concept of economies of scale
Economic Indicators/Trends	
F.15	Explain measures used to analyze economic conditions
F.16	Explain the nature of the Consumer Price Index

F.17	Explain the concept of Gross Domestic Product
F.18	Determine the impact of business cycles on business activities
Economic Systems	
F.19	Explain the types of economic systems
F.20	Describe the relationship between government and business
F.21	Assess impact of government actions on business ventures
F.22	Explain the concept of private enterprise
F.23	Assess factors affecting a business's profit
F.24	Determine factors affecting business risk
F.25	Explain the concept of competition
F.26	Describe types of market structures
F.27	Determine the impact of small business/entrepreneurship on market economies
International Concepts	
F.28	Explain the nature of international trade
F.29	Describe small-business opportunities in international trade
F.30	Determine the impact of cultural and social environments on world trade
F.31	Explain the impact of exchange rates on trade
F.32	Evaluate influences on a nation's ability to trade
G	Financial Literacy Understands personal money-management concepts, procedures, and strategies
Money Basics	
G.01	Explain forms of financial exchange (cash, credit, debit, etc.)
G.02	Describe functions of money (medium of exchange, unit of measure, store of value)

G.03	Describe the sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.)
G.04	Recognize types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.)
G.05	Read and interpret a pay stub
G.06	Explain the time value of money
G.07	Describe costs associated with credit
G.08	Explain legal responsibilities associated with use of money
G.09	Use money effectively
Financial Services	
G.10	Describe services provided by financial institutions
G.11	Explain legal responsibilities of financial institutions
G.12	Explain costs associated with use of financial services
G.13	Select financial institution
G.14	Open account with financial institution
Personal Money Management	
G.15	Set financial goals
G.16	Develop savings plan
G.17	Develop spending plan
G.18	Make deposits to and withdrawals from account
G.19	Complete financial instruments
G.20	Maintain financial records
G.21	Read and reconcile financial statements
G.22	Correct errors with account

G.23	Explain types of investments
G.24	Invest money
G.25	Develop personal budget
G.26	Build positive credit history
G.27	Improve/repair creditworthiness
H	Professional Development Understands concepts and strategies needed for career exploration, development, and growth
Career Planning	
H.01	Evaluate career opportunities based on current/future economy
H.02	Analyze employer expectations in the business environment
H.03	Explain the rights of workers
H.04	Select and use sources of career information
H.05	Determine tentative occupational interest
H.06	Explain employment opportunities in entrepreneurship
Job-Seeking Skills	
H.07	Utilize job-search strategies
H.08	Complete a job application
H.09	Interview for a job
H.10	Write a follow-up letter after job interviews
H.11	Write a letter of application
H.12	Prepare a résumé
H.13	Describe techniques for obtaining work experience (e.g., volunteer activities, internships)

H.14	Explain the need for ongoing education as a worker
H.15	Explain possible advancement patterns for jobs
H.16	Determine skills needed to enhance career progression
H.17	Utilize resources that can contribute to professional development (e.g., trade journals/ periodicals, professional/trade associations, classes/seminars, trade shows, and mentors)
H.18	Use networking techniques for professional growth

Business Functions

The business activities performed by entrepreneurs in managing the business.

I	Financial Management Understands the financial concepts and tools used in making business decisions
Accounting	
I.01	Explain accounting standards (GAAP)
I.02	Prepare estimated/projected income statement
I.03	Estimate cash-flow needs
I.04	Prepare estimated/projected balance sheet
I.05	Calculate financial ratios
I.06	Determine and deposit payroll taxes
I.07	File tax returns
Finance	
I.08	Explain the purposes and importance of obtaining business credit
I.09	Make critical decisions regarding acceptance of bank cards

I.10	Establish credit policies
I.11	Develop billing and collection policies
I.12	Describe use of credit bureaus
I.13	Explain the nature of overhead/operating expenses
I.14	Determine financing needed to start a business
I.15	Determine risks associated with obtaining business credit
I.16	Explain sources of financial assistance
I.17	Explain loan evaluation criteria used by lending institutions
I.18	Select sources of business loans
I.19	Establish relationship with financial institutions
I.20	Complete loan application process
I.21	Determine business's value
Money Management	
I.22	Establish financial goals and objectives
I.23	Develop and monitor budget
I.24	Manage cash flow
I.25	Explain the nature of capital investment
I.26	Foster a positive financial reputation
I.27	Implement procedures for managing debt
I.28	Supervise/implement regular accounting procedures and financial reports

J	Human Resource Management Understands the concepts, systems, and strategies needed to acquire, motivate, develop, and terminate staff
Organizing	
J.01	Develop a personnel organizational plan
J.02	Develop job descriptions
J.03	Develop compensation plan/incentive systems
J.04	Organize work/projects for others
J.05	Delegate responsibility for job tasks
Staffing	
J.06	Determine hiring needs
J.07	Recruit new employees
J.08	Screen job applications/résumés
J.09	Interview job applicants
J.10	Select new employees
J.11	Negotiate new-hire's salary/pay
J.12	Dismiss/Fire employee
Training/Development	
J.13	Orient new employees (management's role)
J.14	Conduct training class/program
J.15	Coach employees
Morale/Motivation	
J.16	Exhibit leadership skills
J.17	Encourage team building

J.18	Recognize/reward employees
J.19	Handle employee complaints/grievances
J.20	Ensure equitable opportunities for employees
J.21	Build organizational culture
Assessment	
J.22	Assess employee morale
J.23	Provide feedback on work efforts
J.24	Assess employee performance
J.25	Take remedial action with employee
J.26	Conduct exit interviews
Information Management	
K	Understands the concepts, systems, and tools needed to access, process, maintain, evaluate, and disseminate information for business decision-making
Record keeping	
K.01	Explain the nature of business records
K.02	Maintain record of daily financial transactions
K.03	Record and report sales tax
K.04	Develop payroll record keeping system
K.05	Maintain personnel records
K.06	Maintain customer records
Technology	
K.07	Explain ways that technology impacts business
K.08	Use Personal Information Management/Productivity applications

K.09	Demonstrate writing/publishing applications
K.10	Demonstrate presentation applications
K.11	Demonstrate database applications
K.12	Demonstrate spreadsheet applications
K.13	Demonstrate collaborative/groupware applications
K.14	Determine venture's technology needs
Information Acquisition	
K.15	Select sources of business start-up information
K.16	Conduct an environmental scan to obtain marketing information
K.17	Monitor internal records for marketing information
K.18	Determine underlying customer needs/frustrations
L	Marketing Management Understands the concepts, processes, and systems needed to determine and satisfy customer needs/wants/expectations, meet business goals/objectives, and create new product/service ideas
Product/Service Creation	
L.01	Explain methods to generate a product/service idea
L.02	Generate product/service ideas
L.03	Assess opportunities for import substitution
L.04	Determine product/service to fill customer need
L.05	Determine initial feasibility of product/service ideas
L.06	Plan product/service mix
L.07	Choose product name
L.08	Determine unique selling proposition

L.09	Develop strategies to position product/service
L.10	Build brand/image
L.11	Evaluate customer experience
Marketing-information Management	
L.12	Explain the concept of market and market identification
L.13	Describe the role of situation analysis in the marketing-planning process
L.14	Determine market segments
L.15	Select target markets
L.16	Conduct market analysis
L.17	Explain the concept of marketing strategies
L.18	Describe the nature of marketing planning
L.19	Set a marketing budget
L.20	Develop marketing plan
L.21	Monitor and evaluate performance of marketing plan
Promotion	
L.22	Describe the elements of the promotional mix
L.23	Calculate advertising media costs
L.24	Select advertising media
L.25	Prepare a promotional budget
L.26	Develop promotional plan for a business
L.27	Write a news release

L.28	Obtain publicity
L.29	Select sales-promotion options
L.30	Write sales letters
L.31	Manage online (www) activities
L.32	Evaluate effectiveness of advertising
Pricing	
L.33	Calculate breakeven point
L.34	Explain factors affecting pricing decisions
L.35	Establish pricing objectives
L.36	Select pricing strategies
L.37	Set prices
L.38	Adjust prices to maximize profitability
Selling	
L.39	Acquire product information for use in selling
L.40	Analyze product information to identify product features and benefits
L.41	Prepare for the sales presentation
L.42	Establish relationship with client/customer
L.43	Determine customer/client needs
L.44	Determine customer's buying motives for use in selling
L.45	Differentiate between consumer and organizational buying behavior
L.46	Recommend specific product

L.47	Convert customer/client objections into selling points
L.48	Close the sale
L.49	Demonstrate suggestion selling
L.50	Plan follow up strategies for use in selling
L.51	Process sales documentation
L.52	Prospect for customers
L.53	Plan strategies for meeting sales quotas
L.54	Analyze sales reports
L.55	Train staff to support sales efforts
L.56	Analyze technology for use in the sales function
L.57	Manage online sales process
M	Operations Management Understands the processes and systems implemented to facilitate daily business operations.
Business Systems	
M.01	Plan business layout
M.02	Determine equipment needs
M.03	Document business systems and procedures
M.04	Establish operating procedures
M.05	Develop project plans
M.06	Analyze business processes and procedures
M.07	Implement quality improvement techniques
M.08	Evaluate productivity of resources

M.09	Manage computer-based operating systems
Channel Management	
M.10	Select business location
M.11	Select distribution channels
M.12	Develop and implement order-fulfillment processes
Purchasing/Procurement	
M.13	Explain the buying process
M.14	Describe the nature of buyer reputation and vendor relationships
M.15	Establish company buying/purchasing policies
M.16	Conduct vendor search
M.17	Choose vendors
M.18	Negotiate contracts with vendors
M.19	Place orders
M.20	Barter with vendors
Daily Operations	
M.21	Schedule staff
M.22	Maintain inventory of products/supplies
M.23	Organize shipping/receiving
Risk Management	
N	Understands the concepts, strategies, and systems that businesses implement and enforce to minimize loss
Business Risks	
N.01	Describe types of business risk

N.02	Determine ways that small businesses protect themselves against loss
N.03	Establish controls to prevent embezzlement/theft
N.04	Establish and implement systems to protect customer/employee confidentiality
N.05	Determine business's liabilities
N.06	Explain ways to transfer risk
N.07	Obtain insurance coverage
N.08	Develop strategies to protect computer (digital) data
N.09	Develop security policies and procedures
N.10	Establish safety policies and procedures
N.11	Protect assets from creditors
N.12	Establish parameters for staff responsibility/authority
N.13	Develop continuation plan
Legal Considerations	
N.14	Explain legal issues affecting businesses
N.15	Protect intellectual property rights
N.16	Select form of business ownership
N.17	Obtain legal documents for business operations
N.18	Describe the nature of businesses' reporting requirements
N.19	Adhere to personnel regulations
N.20	Implement workplace regulations (including OSHA, ADA)
N.21	Develop strategies for legal/government compliance

	Strategic Management
O	Understands the processes, strategies, and systems needed to guide the overall business organization
Planning	
O.01	Conduct SWOT analysis
O.02	Conduct competitive analysis
O.03	Evaluate business acquisition options
O.04	Develop company goals/objectives
O.05	Develop business mission
O.06	Forecast income/sales
O.07	Conduct break-even analysis
O.08	Develop action plans
O.09	Develop business plan
Controlling	
O.10	Use budgets to control operations
O.11	Develop expense-control plans
O.12	Analyze cash-flow patterns
O.13	Interpret financial statements
O.14	Analyze operating results in relation to budget/industry
O.15	Track performance of business plan