

B.E. Publishing

Correlation to *Entrepreneurship* to Texas Essential Knowledge and Skills (TEKS)

Course: Entrepreneurship

Subject	Chapter 130. Career and Technical Education, Subchapter N. Marketing
Course Title	§130.384. Entrepreneurship (One Credit), Adopted 2015
(a) General Requirements. This course is recommended for students in Grades 10-12. Recommended prerequisite: Principles of Business, Marketing, and Finance. Students shall be awarded one credit for successful completion of this course.	
(b) Introduction.	
<p>(1) Career and technical education instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions.</p> <p>(2) The Marketing Career Cluster focuses on planning, managing, and performing marketing activities to reach organizational objectives.</p> <p>(3) In Entrepreneurship, students will gain the knowledge and skills needed to become an entrepreneur. Students will learn the principles necessary to begin and operate a business. The primary focus of the course is to help students understand the process of analyzing a business opportunity, preparing a business plan, determining feasibility of an idea using research, and developing a plan to organize and promote the business and its products and services. In addition, students will understand the capital required, the return on investment desired, and the potential for profit.</p> <p>(4) Students are encouraged to participate in extended learning experiences such as career and technical student organizations and other leadership or extracurricular organizations.</p> <p>(5) Statements that contain the word "including" reference content that must be mastered, while those containing the phrase "such as" are intended as possible illustrative examples.</p>	

STANDARD		CORRELATING PAGES
(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:		
(A)	communicate effectively with others using speaking, listening, and writing skills	
(i)	communicate effectively with others using speaking skills	Narrative: Ch. 10 p. 198 Communication Skills Activity: Ch. 10 Listen and Speak, Ch. 10 Read and Write, Ch. 10 Test Your Knowledge #3
(ii)	communicate effectively with others using listening skills	Narrative: Ch. 10 p. 198 Communication Skills Activity: Ch. 10 Listen and Speak, Ch. 10 Read and Write
(iii)	communicate effectively with others using writing skills	Narrative: Ch. 10 p. 198 Communication Skills Activity: Ch. 10 Listen and Speak, Ch. 10 Read and Write, Ch. 10 Test Your Knowledge #5
(B)	demonstrate collaboration skills through teamwork	
(i)	demonstrate collaboration skills through teamwork	Narrative: Ch. 9 p. 185 Working in Teams Activity: Ch. 9 Listen and Speak, Ch. 9 Test Your Knowledge #2
(C)	demonstrate professionalism by conducting oneself in a manner appropriate for the profession and work place	
(i)	demonstrate professionalism by conducting oneself in a manner appropriate for the profession	Narrative: Ch. 9 p. 180 Professionalism Activity: Ch. 9 Read and Write
(ii)	demonstrate professionalism by conducting oneself in a manner appropriate for the work place	Narrative: Ch. 9 p. 180 Professionalism Activity: Ch. 9 Read and Write
(D)	demonstrate a positive, productive work ethic by performing assigned tasks as directed	
(i)	demonstrate a positive, productive work ethic by performing assigned tasks as directed	Narrative: Ch. 9 p. 180 Professionalism Activity: Ch. 9 Listen and Speak, Ch. 9 Test Your Knowledge #7
(E)	demonstrate integrity by choosing the ethical course of action and complying with all applicable rules, laws, and regulations	
(i)	demonstrate integrity by choosing the ethical course of action	Narrative: Ch. 11 p. 232 The Nature of Business Ethics Activity: Ch. 11 Read and Write, Ch. 11 Listen and Speak
(ii)	demonstrate integrity by complying with all applicable rules	Narrative: Ch. 9 p. 180 Complying with Rules, Laws, and Regulations Activity: Ch. 9 Read and Write, Ch. 9 Test Your Knowledge #3
(iii)	demonstrate integrity by complying with all applicable laws	Narrative: Ch. 9 p. 180 Complying with Rules, Laws, and Regulations Activity: Ch. 9 Read and Write, Ch. 9 Test Your Knowledge #3

	(iv)	demonstrate integrity by complying with all applicable regulations	Narrative: Ch. 9 p. 180 Complying with Rules, Laws, and Regulations Activity: Ch. 9 Read and Write, Ch. 9 Test Your Knowledge #3
(F)	demonstrate time-management skills such as prioritizing tasks, following schedules, and tending to goal-relevant activities in ways that use time wisely and optimize efficiency and results		
	(i)	demonstrate time management skills	Narrative: Ch. 9 p. 181 Time Management skills Activity: Ch. 9 Listen and Speak, Ch. 9 Test Your Knowledge #4
(G)	demonstrate leadership skills by participating in career and technical education student organizations		
	(i)	demonstrate leadership skills by participating in career and technical education student organizations	Narrative: Ch. 9 p. 190 Professional Development Activity: Ch. 9 Test Your Knowledge #1
(2) The student demonstrates an understanding of entrepreneurship and the entrepreneurial way of life. The student is expected to:			
(A)	clarify the terms entrepreneurship and entrepreneur		
	(i)	clarify the term entrepreneurship	Narrative: Ch. 1 p. 10 Entrepreneurship Activity: Ch. 1 Test Your Knowledge #1
	(ii)	clarify the term entrepreneur	Narrative: Ch. 1 p. 4 Career Choices, Ch. 1 p. 10 Entrepreneurship Activity: Ch. 1 Test Your Knowledge #2
(B)	define small business		
	(i)	define small business	Narrative: Ch. 2 p. 24 Entrepreneurship and Business Activity: Ch. 2 Test Your Knowledge #1
(C)	analyze the advantages and disadvantages of entrepreneurship		
	(i)	analyze the advantages of entrepreneurship	Narrative: Ch. 1 p. 6 Advantages and Disadvantages of Entrepreneurship Activity: Ch. 1 Listen and Speak, Ch. 1 Test Your Knowledge #3
	(ii)	analyze the disadvantages of entrepreneurship	Narrative: Ch. 1 p. 13 Advantages and Disadvantages of Entrepreneurship Activity: Ch. 1 Listen and Speak, Ch. 1 Test Your Knowledge #3
(3) The student visits local businesses and franchises to investigate business opportunities. The student is expected to:			
(A)	identify and analyze the four functions of a small business		
	(i)	identify the four functions of a small business	Narrative: Ch. 2 p. 25 Business Functions Activity: Ch. 2 Create and Design, Ch. 2 Test Your Knowledge #6
	(ii)	analyze the four functions of a small business	Narrative: Ch. 2 p. 25 Business Functions Activity: Ch. 2 Create and Design, Ch. 2 Test Your Knowledge #6

(B)	evaluate the issues involved with starting a business, taking over a business, or expanding an existing business	
(i)	evaluate the issues involved with starting a business, taking over a business, or expanding an existing business	Narrative: Ch. 5 p. 78 Ways to Start a Business Activity: Ch. 5 Listen and Speak, Ch. 5 Test Your Knowledge #1
(4) The student identifies the importance of a well-written business plan. The student is expected to:		
(A)	identify the need for and the characteristics of a well-orchestrated business plan	
(i)	identify the need for a well-orchestrated business plan	Narrative: Ch. 3 p. 44 Creating a Business Plan Activity: Ch. 3 Create and Design
(ii)	identify the characteristics of a well-orchestrated business plan	Narrative: Ch. 3 p. 44 Creating a Business Plan, Ch. 1–19 Build It Activity: Ch. 3 Test Your Knowledge #1, Ch. 1–19 Build It
(B)	research business plan outlines, resources, and templates	
(i)	research business plan outlines	Narrative: Ch. 3 p. 48 Business Plan Resources Activity: Ch. 3 Create and Design
(ii)	research business plan resources	Narrative: Ch. 3 p. 48 Business Plan Resources Activity: Ch. 3 Create and Design
(iii)	research business plan templates	Narrative: Ch. 3 p. 48 Business Plan Resources Activity: Ch. 3 Create and Design
(C)	create and present a well-orchestrated business plan and critically explain the contents	
(i)	create a well-orchestrated business plan	Narrative: Ch. 3 p. 44 Creating a Business Plan Activity: Ch. 1–20 Build It
(ii)	present a well-orchestrated business plan	Narrative: Ch. 3 p. 50 Sharing a Business Plan, Ch. 3 p. 50 Ethics in Entrepreneurship Activity: Ch. 3 Test Your Knowledge #2
(iii)	critically explain the contents [of a well-orchestrated business plan]	Narrative: Ch. 3 p. 50 Sharing a Business Plan, Ch. 3 p. 50 Ethics in Entrepreneurship Activity: Ch. 3 Test Your Knowledge #3
(5) The student explains the goal of a business and its unique proposition. The student is expected to:		
(A)	describe the nature of a business and list the marketplace needs that it satisfies	
(i)	describe the nature of a business	Narrative: Ch. 2 p. 24 Entrepreneurship and Business Activity: Ch. 2 Test Your Knowledge #1
(ii)	list the marketplace needs that [a business] satisfies	Narrative: Ch. 2 p. 36 The Role of Entrepreneurship in Society Activity: Ch. 2 Listen and Speak

(B)	explain how a business's products and services meet the needs of the market	
	(i)	explain how a business's products meet the needs of the market Narrative: Ch. 2 p. 36 The Role of Entrepreneurship in Society Activity: Ch. 2 Listen and Speak
	(ii)	explain how a business's services meet the needs of the market Narrative: Ch. 2 p. 36 The Role of Entrepreneurship in Society Activity: Ch. 2 Listen and Speak
(C)	list the specific consumers, organizations or businesses that a company targets or will target	
	(i)	list the specific consumers, organizations or businesses that a company targets or will target Narrative: Ch. 4 p. 60 Target Markets Activity: Ch. 4 Build It
(D)	explain the competitive advantages that will make a business successful	
	(i)	explain the competitive advantages that will make a business successful Narrative: Ch. 16 p. 319 Market Penetration Activity: Ch. 16 Listen and Speak
(E)	create a well-orchestrated company description	
	(i)	create a well-orchestrated company description Narrative: Ch. 3 p. 52 Build It Activity: Ch. 3 Build It, Ch. 3 Test Your Knowledge #8
(6) The student explains and demonstrates how to meet the needs of a growing organization. The student is expected to:		
(A)	describe the role of operations and organization in the growing business	
	(i)	describe the role of operations in the growing business Narrative: Ch. 2 p. 25 Business Functions, Ch. 12 p. 255 Operating Procedures Activity: Ch. 2 Test Your Knowledge #2, Ch. 12 Create and Design, Ch. 12 Listen and Speak, Ch. 12 Test Your Knowledge #1
	(ii)	describe the role of organization in the growing business Narrative: Ch. 2 p. 29 Business Organization, Ch. 12 p. 246 Organizational Structure of Business Activity: Ch. 2 Test Your Knowledge #2, Ch. 12 Build It, Ch. 12 Create and Design, Ch. 12 Test Your Knowledge #2
(B)	create an organizational chart that defines the structure of a company	
	(i)	create an organizational chart that defines the structure of a company Narrative: Ch. 12 p. 246 Organizational Structure of Business Activity: Ch. 12 Create and Design
(7) The student explains investment and financial resources to achieve business goals and objectives. The student is expected to:		
(A)	determine the financial plan, including financial requirements and sources of financing	
	(i)	determine the financial plan, including financial requirements Narrative: Ch. 3 p. 46 Financial Plan, Ch. 3 p. 50 Ethics in Entrepreneurship, Ch. 7 p. 1 Venture Funding Activity: Ch. 7 Create and Design

	(ii)	determine the financial plan, including sources of financing	Narrative: Ch. 3 p. 46 Financial Plan, Ch. 7 p. 126 Venture Funding Activity: Ch. 7 Create and Design
(B)	explain the idea of a growth strategy, including horizontal and vertical growth strategies		
	(i)	explain the idea of a growth strategy, including horizontal growth strategies	Narrative: Ch. 18 p. 359 Horizontal Growth Strategies Activity: Ch 18 Create and Design, Test Your Knowledge #8, Ch. 18 Build It
	(ii)	explain the idea of a growth strategy, including vertical growth strategies	Narrative: Ch. 18 p. 359 Vertical Growth Strategies Activity: Ch 18 Create and Design, Test Your Knowledge #8, Ch. 18 Build It
(C)	explain the idea of an exit strategy, including selling the business, going public, and liquidating the business		
	(i)	explain the idea of an exit strategy, including selling the business	Narrative: Ch. 19 p. 368 Understanding Exit Strategies Activity: Ch. 19 Listen and Speak, Ch. 19 Test Your Knowledge #3
	(ii)	explain the idea of an exit strategy, including going public	Narrative: Ch. 19 p. 368 Understanding Exit Strategies Activity: Ch. 19 Listen and Speak, Ch. 19 Test Your Knowledge #3
	(iii)	explain the idea of an exit strategy, including liquidating the business	Narrative: Ch. 19 p. 368 Understanding Exit Strategies Activity: Ch. 19 Listen and Speak, Ch. 19 Test Your Knowledge #3
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:			
(A)	explain and define basic accounting functions and terms, including assets and types of assets, cash, accounts receivable, fixed, liquid, illiquid, and inventory goods on hand		
	(i)	explain basic accounting functions	Narrative: Ch. 6 p. 102 Accounting Practices Activity: Ch. 6 Test Your Knowledge #3
	(ii)	define basic accounting functions	Narrative: Ch. 6 p. 102 Accounting Practices Activity: Ch. 6 Test Your Knowledge #3
	(iii)	explain basic accounting terms, including assets	Narrative: Ch. 2 p. 25 Operational Activities, Ch. 6 p. 104 Accounting Equation Activity: Ch. 6 Create and Design
	(iv)	explain basic accounting terms, including types of assets	Narrative: Ch. 2 p. 25 Operational Activities, Ch. 6 p. 104 Accounting Equation Activity: Ch. 6 Create and Design
	(v)	explain basic accounting terms, including cash	Narrative: Ch. 6 p. 114 Balance Sheets Activity: Ch. 6 Test your Knowledge #4
	(vi)	explain basic accounting terms, including accounts receivable	Narrative: Ch. 6 p. 102 Accounting Practices Activity: Ch. 6 Test your Knowledge #4
	(vii)	explain basic accounting terms, including fixed	Narrative: Ch. 6 p. 108 Characteristics of a Functioning Budget Activity: Ch. 6 Test your Knowledge #6

(viii)	explain basic accounting terms, including liquid	Narrative: Ch. 6 p. 114 Balance Sheets Activity: Ch. 6 Test your Knowledge #5
(ix)	explain basic accounting terms, including illiquid	Narrative: Ch. 6 p. 114 Balance Sheets Activity: Ch. 6 Test your Knowledge #5
(x)	explain basic accounting terms, including inventory goods on hand	Narrative: Ch. 6 p. 102 Accounting Practices Activity: Ch. 6 Test your Knowledge #4
(xi)	define basic accounting terms, including assets	Narrative: Ch. 2 p. 25 Operational Activities, Ch. 6 p. 104 Accounting Equation Activity: Ch. 6 Create and Design
(xii)	define basic accounting terms, including types of assets	Narrative: Ch. 2 p. 25 Operational Activities, Ch. 6 p. 104 Accounting Equation Activity: Ch. 6 Create and Design
(xiii)	define basic accounting terms, including cash	Narrative: Ch. 6 p. 114 Balance Sheets Activity: Ch. 6 Test your Knowledge #4
(xiv)	define basic accounting terms, including accounts receivable	Narrative: Ch. 6 p. 102 Accounting Practices Activity: Ch. 6 Test your Knowledge #4
(xv)	define basic accounting terms, including fixed	Narrative: Ch. 6 p. 108 Characteristics of a Functioning Budget Activity: Ch. 6 Test your Knowledge #6
(xvi)	define basic accounting terms, including liquid	Narrative: Ch. 6 p. 114 Balance Sheets Activity: Ch. 6 Test your Knowledge #5
(xvii)	define basic accounting terms, including illiquid	Narrative: Ch. 6 p. 114 Balance Sheets Activity: Ch. 6 Test your Knowledge #5
(xviii)	define basic accounting terms, including inventory goods on hand	Narrative: Ch. 6 p. 102 Accounting Practices Activity: Ch. 6 Test your Knowledge #4
(B)	identify liabilities and types of liabilities such as accounts payable, long-term debt, and short-term debt	
(i)	identify liabilities	Narrative: Ch. 2 p. 25 Operational Activities, Ch. 6 p. 104 Accounting Equation Activity: Ch. 6 Create and Design
(ii)	identify types of liabilities	Narrative: Ch. 2 p. 25 Operational Activities, Ch. 6 p. 104 Accounting Equation Activity: Ch. 6 Create and Design
(C)	calculate owner's equity or net worth	
(i)	calculate owner's equity or net worth	Narrative: Ch. 2 p. 25 Operational Activities, Ch. 6 p. 104 Accounting Equation Activity: Ch. 6 Create and Design

(D)	evaluate a balance sheet understanding the balance sheet equation ($A = L + OE$)	
	(i)	evaluate a balance sheet understanding the balance sheet equation ($A = L + OE$) Narrative: Ch. 6 p. 114 Balance Sheets Activity: Ch. 6 Create and Design
(E)	analyze profit and loss statement	
	(i)	analyze profit and loss statement Narrative: Ch. 6 p. 117 Income Statements Activity: Ch. 6 Test Your Knowledge #1
(F)	evaluate revenues and types of revenues	
	(i)	evaluate revenues Narrative: Ch. 6 p. 102 Accounting Practices, Ch. 6 p. 108 Characteristics of a Functioning Budget Activity: Ch. 6 Test Your Knowledge #1
	(ii)	evaluate types of revenues Narrative: Ch. 6 p. 108 Characteristics of a Functioning Budget Activity: Ch. 6 Test Your Knowledge #1
(G)	determine expenses and types of expenses	
	(i)	determine expenses Narrative: Ch. 6 p. 108 Characteristics of a Functioning Budget Activity: Ch. 6 Test Your Knowledge #1
	(ii)	determine types of expenses Narrative: Ch. 6 p. 108 Characteristics of a Functioning Budget Activity: Ch. 6 Test Your Knowledge #1
(H)	analyze alternative accounting and internal accounting controls	
	(i)	analyze alternative accounting Narrative: Ch. 6 p. 102 Accounting Practices Activity: Ch. 6 Test your Knowledge #7
	(ii)	analyze internal accounting controls Narrative: Ch. 6 p. 102 Accounting Practices Activity: Ch. 6 Read and Write
(I)	discuss the importance of budgeting and cash flow	
	(i)	discuss the importance of budgeting Narrative: Ch. 6 p. 107 Budgeting Activity: Ch. 6 Test Your Knowledge #2
	(ii)	discuss the importance of cash flow Narrative: Ch. 6 p. 107 Budgeting Activity: Ch. 6 Test Your Knowledge #2
(J)	use common accounting forms to demonstrate an understanding of their functions and results	
	(i)	use common accounting forms to demonstrate an understanding of their functions Narrative: Ch. 6 p. 105 Accounting Transactions, Ch. 6 p. 113 Interpreting Financial Statements, Ch. 6 p. 122 Build It Activity: Ch. 6 Listen and Speak, Ch. 6 Build It

	(ii)	use common accounting forms to demonstrate an understanding of their results	Narrative: Ch. 6 p. 105 Accounting Transactions, Ch. 6 p. 113 Interpreting Financial Statements, Ch. 6 p. 122 Build It Activity: Ch. 6 Listen and Speak, Ch. 6 Build It
(K)	analyze impact of specialization and division of labor on productivity		
	(i)	analyze impact of specialization on productivity	Narrative: Ch. 8 p. 155 Measuring Economic Activity Activity: Ch. 8 Create and Design
	(ii)	analyze impact of division of labor on productivity	Narrative: Ch. 8 p. 155 Measuring Economic Activity Activity: Ch. 8 Create and Design
(L)	explain the impact of the law of diminishing returns		
	(i)	explain the impact of the law of diminishing returns	Narrative: Ch. 8 p. 155 Measuring Economic Activity Activity: Ch. 8 Create and Design
(M)	create projected financial statements		
	(i)	create projected financial statements	Narrative: Ch. 6 p. 113 Interpreting Financial Statements Activity: Ch. 6 Build It
(9) The student knows the effects of credit on price and profit. The student is expected to:			
(A)	identify types of consumer credit		
	(i)	identify types of consumer credit	Narrative: Ch. 15 p. 3 Extending Credit Activity: Ch. 15 Test Your Knowledge #1
(B)	recommend types of consumer credit a business might offer		
	(i)	recommend types of consumer credit a business might offer	Narrative: Ch. 15 p. 300 Extending Credit Activity: Ch. 15 Test Your Knowledge #1
(C)	explain risks and benefits to entrepreneurs when accepting and extending credit		
	(i)	explain risks to entrepreneurs when accepting credit	Narrative: Ch. 7 p. 129 Debt Financing, Ch. 7 p. 139 Managing Credit Activity: Ch. 7 Test Your Knowledge #3
	(ii)	explain risks to entrepreneurs when extending credit	Narrative: Ch. 15 p. 300 Extending Credit Activity: Ch. 15 Test Your Knowledge #2
	(iii)	explain benefits to entrepreneurs when accepting credit	Narrative: Ch. 7 p. 129 Debt Financing Activity: Ch. 7 Test Your Knowledge #3
	(iv)	explain benefits to entrepreneurs when extending credit	Narrative: Ch. 15 p. 300 Extending Credit Activity: Ch. 15 Test Your Knowledge #3

(D)	describe how credit affects profit and the negotiated prices	
	(i)	describe how credit affects profit Narrative: Ch. 7 p. 139 Managing Credit Activity: Ch. 7 Test Your Knowledge #1
	(ii)	describe how credit affects the negotiated price Narrative: Ch. 7 p. 134 5 Cs of Creditworthiness Activity: Ch. 7 Test Your Knowledge #1
(10) The student understands the importance of product management and how it meets the needs of the customer. The student is expected to:		
(A)	explain product management	
	(i)	explain product management Narrative: Ch. 14 p. 282 Product Management, Ch. 17 p. 335 Product Mix Activity: Ch. 14 Test Your Knowledge #1
(B)	describe supply chain management	
	(i)	describe supply chain management Narrative: Ch. 17 p. 342 Players in the Supply Chain Activity: Ch. 17 Listen and Speak
(C)	create product-mix strategies, including branding elements and extended product features to meet customer needs	
	(i)	create product-mix strategies, including branding elements Narrative: Ch. 17 p. 335 Product Mix Activity: Ch. 17 Test Your Knowledge #5
	(ii)	create product-mix strategies, including extended product features to meet customer needs Narrative: Ch. 17 p. 335 Product Mix Activity: Ch. 17 Test Your Knowledge #5
(11) The student knows that pricing has policies, objectives, and strategies. The student is expected to:		
(A)	develop and analyze the pricing objectives	
	(i)	develop pricing objectives Narrative: Ch. 17 p. 337 Price Activity: Ch. 17 Test Your Knowledge #15
	(ii)	analyze pricing objectives Narrative: Ch. 17 p. 337 Price Activity: Ch. 17 Test Your Knowledge #15
(B)	compare and contrast pricing policies for an entrepreneurial venture	
	(i)	compare and contrast pricing policies for an entrepreneurial venture Narrative: Ch. 17 p. 339 Setting Prices Activity: Ch. 17 Read and Write
(C)	recommend appropriate pricing strategies	
	(i)	recommend appropriate pricing strategies Narrative: Ch. 17 p. 337 Price Activity: Ch. 17 Read and Write

(12) The student knows the importance of managing the pricing structure. The student is expected to:		
(A)	communicate the differences among pricing structures for goods, services, and ideas	
	(i) communicate the differences among pricing structures for goods, services, and ideas	Narrative: Ch. 17 p. 339 Setting Prices Activity: Ch. 17 Test Your Knowledge #6
(B)	develop a pricing structure for an entrepreneurial venture	
	(i) develop a pricing structure for an entrepreneurial venture	Narrative: Ch. 17 p. 339 Setting Prices Activity: Ch. 17 Read and Write, Ch. 17 Build It
(C)	demonstrate how to calculate prices, markups, and discounts	
	(i) demonstrate how to calculate prices	Narrative: Ch. 17 p. 339 Setting Prices Activity: Ch. 17 Test Your Knowledge #7
	(ii) demonstrate how to calculate markups	Narrative: Ch. 17 p. 339 Setting Prices Activity: Ch. 17 Test Your Knowledge #7
	(iii) demonstrate how to calculate discounts	Narrative: Ch. 17 p. 339 Setting Prices Activity: Ch. 17 Test Your Knowledge #7
(13) The student knows elements and processes of product planning. The student is expected to:		
(A)	explain the nature and scope of product planning	
	(i) explain the nature of product planning	Narrative: Ch. 14 p. 282 Product Planning Activity: Ch. 14 Create and Design, Ch. 14 Test Your Knowledge #2
	(ii) explain the scope of product planning	Narrative: Ch. 14 p. 282 Product Planning Activity: Ch. 14 Create and Design, Ch. 14 Test Your Knowledge #2
(B)	define the term product mix	
	(i) define the term product mix	Narrative: Ch. 17 p. 335 Product Mix Activity: Ch. 17 Test Your Knowledge #13, Ch. 17 Build It
(C)	identify stages of the product life cycle for business products	
	(i) identify stages of the product life cycle for business products	Narrative: Ch. 17 p. 338 Product Life Cycle Activity: Ch. 17 Test Your Knowledge #14, Ch. 17 Build It
(14) The student knows the process for development, implementation, and evaluation of a marketing plan. The student is expected to:		
(A)	explain how market penetration strategies contribute to successful marketing	
	(i) explain how market penetration strategies contribute to successful marketing	Narrative: Ch. 16 p. 319 Market Penetration Activity: Ch. 16 Listen and Speak

(B)	apply evaluation strategies to determine the effectiveness of market penetration strategies	
	(i)	apply evaluation strategies to determine the effectiveness of market penetration strategies Narrative: Ch. 16 p. 319 Market Penetration Activity: Ch. 16 Listen and Speak, Ch. 16 Test Your Knowledge #8
(C)	illustrate the concept of promotional mix	
	(i)	illustrate the concept of promotional mix Narrative: Ch. 17 p. 347 Advertising Activity: Ch. 17 Test Your Knowledge #13
(D)	use appropriate technology to create promotional materials	
	(i)	use appropriate technology to create promotional materials Narrative: Ch. 17 p. 347 Advertising Activity: Ch. 17 Test Your Knowledge #12, Ch. 17 Create and Design
(E)	apply evaluation strategies to determine promotional campaign effectiveness	
	(i)	apply evaluation strategies to determine promotional campaign effectiveness Narrative: Ch. 17 p. 347 Advertising Activity: Ch. 17 Test Your Knowledge #11, Ch. 17 Create and Design
(F)	describe the development of a sales force	
	(i)	describe the development of a sales force Narrative: Ch. 16 p. 325 Personal Selling Activity: Ch. 16 Listen and Speak
(G)	apply evaluation strategies to determine the effectiveness of sales activities	
	(i)	apply evaluation strategies to determine the effectiveness of sales activities Narrative: Ch. 16 p. 325 Personal Selling Activity: Ch. 16 Listen and Speak
(15) The student knows that purchasing usually occurs in a continuous cycle. The student is expected to:		
(A)	demonstrate the process of selecting suppliers and sources	
	(i)	demonstrate the process of selecting suppliers Narrative: Ch. 14 p. 286 Purchasing Activity: Ch. 14 Read and Write, Ch. 14 Create and Design, Ch. 14 Build It, Ch. 14 Test Your Knowledge #3
	(ii)	demonstrate the process of selecting sources Narrative: Ch. 14 p. 286 Purchasing Activity: Ch. 14 Read and Write, Ch. 14 Create and Design, Ch. 14 Build It
(B)	analyze and discuss selection of goods and services based on operational needs	
	(i)	analyze selection of goods based on operational needs Narrative: Ch. 14 p. 286 Purchasing Activity: Ch. 14 Create and Design, Ch. 14 Build It
	(ii)	analyze the selection of services based on operational needs Narrative: Ch. 14 p. 286 Purchasing Activity: Ch. 14 Create and Design, Ch. 14 Build It

	(iii)	discuss the selection of goods based on operational needs	Narrative: Ch. 14 p. 286 Purchasing Activity: Ch. 14 Create and Design, Ch. 14 Build It
	(iv)	discuss the selection of services based on operational needs	Narrative: Ch. 14 p. 286 Purchasing Activity: Ch. 14 Create and Design, Ch. 14 Build It
(16) The student knows that entrepreneurial risk is the possibility of loss or failure. The student is expected to:			
(A)	categorize business risks such as human, natural, and economic		
	(i)	categorize business risks	Narrative: Ch. 15 p. 299 Classifying Business Risks Activity: Ch. 15 Listen and Speak, Ch. 15 Build It
(B)	classify business risks as pure or speculative, controllable or uncontrollable, and insurable or uninsurable		
	(i)	classify business risks as pure or speculative, controllable or uncontrollable	Narrative: Ch. 15 p. 299 Classifying Business Risks Activity: Ch. 15 Listen and Speak, Ch. 15 Test Your Knowledge #4
	(ii)	classify business risks as controllable or uncontrollable	Narrative: Ch. 15 p. 299 Classifying Business Risks Activity: Ch. 15 Listen and Speak
	(iii)	classify business risks as insurable or uninsurable	Narrative: Ch. 15 p. 299 Classifying Business Risks Activity: Ch. 15 Listen and Speak, Ch. 15 Build It
(C)	explain security precautions as well as health, safety, and worker welfare regulations		
	(i)	explain security precautions	Narrative: Ch. 13 p. 273 Security Precautions, Ch. 14 p. 290 Safety in the Workplace Activity: Ch. 13 Read and Write, Ch. 14 Listen and Speak
	(ii)	explain health regulations	Narrative: Ch. 11 p. 226 Protecting Employees in the Workplace, Ch. 13 p. 274 Laws and regulations, Ch. 14 p. 290 Safety in the Workplace Activity: Ch. 11 Test Your Knowledge #13, Ch. 13 Test Your Knowledge #1, Ch. 14 Listen and Speak
	(iii)	explain safety regulations	Narrative: Ch. 11 p. 226 Protecting Employees in the Workplace, Ch. 13 p. 274 Laws and regulations, Ch. 14 p. 290 Safety in the Workplace Activity: Ch. 11 Test Your Knowledge #13, Ch. 13 Test Your Knowledge #1, Ch. 14 Listen and Speak
	(iv)	explain worker welfare regulations	Narrative: Ch. 11 p. 226 Protecting Employees in the Workplace Activity: Ch. 11 Test Your Knowledge #15
(D)	analyze examples of business risks to recommend and defend risk-management strategies		
	(i)	analyze examples of business risks to recommend risk-management strategies	Narrative: Ch. 15 p. 305 Risk Management Recommendations Activity: Ch. 15 Read and Write, Ch. 15 Listen and Speak, Ch. 15 Create and Design

	(ii)	analyze examples of business risks to defend risk-management strategies	Narrative: Ch. 15 p. 305 Risk Management Recommendations Activity: Ch. 15 Read and Write, Ch. 15 Listen and Speak, Ch. 15 Create and Design
(17) The student understands the importance of a business's social responsibility to society as it relates to shareholders, employees, customers, the community, and the environment. The student is expected to discuss the responsibility of business.			
(A)	discuss the responsibility of business		
	(i)	discuss the responsibility of business	Narrative: Ch. 6 p. 106 Ethical and Legal Considerations in Accounting, Ch. 8 p. 160 Cultural Differences, Ch. 11 p. 232 The Nature of Business Ethics Activity: Ch. 6 Read and Write, Ch. 8 Test Your Knowledge #8, Ch. 11 Read and Write
(18) The student understands business ethics and legal responsibilities. The student is expected to:			
(A)	explain ethical actions in business operations, including ethical considerations in providing information, confidential information, and information appropriate to obtain from a client or another employee		
	(i)	explain ethical actions in business operations, including ethical considerations in providing information	Narrative: Ch. 6 p. 106 Ethical and Legal Considerations in Accounting, Ch. 11 p. 234 Entrepreneurial Ethics Activity: Ch. 6 Read and Write, Ch. 11 Create and Design
	(ii)	explain ethical actions in business operations, including confidential information	Narrative: Ch. 11 p. 234 Entrepreneurial Ethics Activity: Ch. 11 Create and Design
	(iii)	explain ethical actions in business operations, including information appropriate to obtain from a client or another employee	Narrative: Ch. 11 p. 234 Entrepreneurial Ethics Activity: Ch. 11 Create and Design
(B)	manage internal and external business relationships to foster positive interactions by explaining the nature of human resources and workplace regulations, discussing employment relationships, and analyzing the impact of ethical decisions		
	(i)	manage internal business relationships to foster positive interactions by explaining the nature of human resources	Narrative: Ch. 13 p. 264 Human Resources Functions Activity: Ch. 13 Test Your Knowledge #2
	(ii)	manage internal business relationships to foster positive interactions by explaining the nature of workplace regulations	Narrative: Ch. 11 p. 226 Protecting Employees in the Workplace Activity: Ch. 11 Test Your Knowledge #14
	(iii)	manage internal business relationships to foster positive interactions by discussing employment relationships	Narrative: Ch. 13 p. 268 Evaluate, Ch. 13 p. 276 Employment Relationships Activity: Ch. 13 Create and Design
	(iv)	manage internal business relationships to foster positive interactions by analyzing the impact of ethical decisions	Narrative: Ch. 9 p. 183 Managing Internal and External Business Relationships Activity: Ch. 9 Read and Write, Ch. 9 Test Your Knowledge #8
	(v)	manage external business relationships to foster positive interactions by explaining the nature of human resources	Narrative: Ch. 13 p. 264 Human Resources Functions Activity: Ch. 13 Test Your Knowledge #2

	(vi)	manage external business relationships to foster positive interactions by explaining the nature of workplace regulations	Narrative: Ch. 11 p. 226 Protecting Employees in the Workplace Activity: Ch. 11 Test Your Knowledge #14
	(vii)	manage external business relationships to foster positive interactions by discussing employment relationships	Narrative: Ch. 13 p. 268 Evaluate, Ch. 13 p. 276 Employment Relationships Activity: Ch. 13 Create and Design
	(viii)	manage external business relationships to foster positive interactions by analyzing the impact of ethical decisions	Narrative: Ch. 9 p. 183 Managing Internal and External Business Relationships Activity: Ch. 9 Create and Design, Ch. 9 Test Your Knowledge #8
(19) The student acquires foundational knowledge of business laws and regulations to understand their nature and scope. The student is expected to:			
(A)	identify the legal issues affecting businesses		
	(i)	identify the legal issues affecting businesses	Narrative: Ch. 11 p. 219 Establishing Laws Activity: Ch. 11 Listen and Speak
(B)	investigate the impact of the legal issues		
	(i)	investigate the impact of the legal issues	Narrative: Ch. 11 p. 219 Resolving Disputes Activity: Ch. 11 Listen and Speak
(20) The student explains the civil foundations of the legal environment of business to demonstrate knowledge of contracts. The student is expected to:			
(A)	identify the basic torts relating to business enterprises		
	(i)	identify the basic torts relating to business enterprises	Narrative: Ch. 11 p. 228 Torts Activity: Ch. 11 Test Your Knowledge #1
(B)	describe the nature of legally binding contracts		
	(i)	describe the nature of legally binding contracts	Narrative: Ch. 11 p. 229 Contractual Agreements Activity: Ch. 11 Test Your Knowledge #2
(21) The student explores the regulatory environment of business to understand the diversity of regulations. The student is expected to:			
(A)	describe the nature of legal procedure		
	(i)	describe the nature of legal procedure	Narrative: Ch. 11 p. 219 Resolving Disputes Activity: Ch. 11 Test Your Knowledge #3
(B)	discuss the nature of debtor-creditor relationships		
	(i)	discuss the nature of debtor-creditor relationships	Narrative: Ch. 7 p. 131 Using Credit Activity: Ch. 7 Test Your Knowledge #2
(C)	explain the nature of agency relationships		
	(i)	explain the nature of agency relationships	Narrative: Ch. 11 p. 229 Contractual Agreements Activity: Ch. 11 Test Your Knowledge #2

(D)	discuss the nature of environmental law	
(i)	discuss the nature of environmental law	Narrative: Ch. 11 p. 221 Legal System at Work Activity: Ch. 11 Test Your Knowledge #4
(E)	identify the role of administrative law	
(i)	identify the role of administrative law	Narrative: Ch. 11 p. 221 Legal System at Work Activity: Ch. 11 Test Your Knowledge #4
(F)	identify regulatory requirements affecting a business	
(i)	identify regulatory requirements affecting a business	Narrative: Ch. 11 p. 221 Legal System at Work Activity: Ch. 11 Test Your Knowledge #3
(22) The student knows the scope and nature of distribution. The student is expected to:		
(A)	define effective channels of distribution strategies, including activities associated with transportation, storage, product handling, and inventory control	
(i)	define effective channels of distribution strategies, including activities associated with transportation	Narrative: Ch. 17 p. 342 Players in the Supply Chain Activity: Ch. 17 Listen and Speak
(ii)	define effective channels of distribution strategies, including activities associated with storage	Narrative: Ch. 17 p. 342 Players in the Supply Chain Activity: Ch. 17 Listen and Speak
(iii)	define effective channels of distribution strategies, including activities associated with product handling	Narrative: Ch. 17 p. 342 Players in the Supply Chain Activity: Ch. 17 Listen and Speak
(iv)	define effective channels of distribution strategies, including activities associated with inventory control	Narrative: Ch. 17 p. 342 Players in the Supply Chain Activity: Ch. 17 Listen and Speak
(B)	explain how distribution can add value to goods, services, and intellectual property	
(i)	explain how distribution can add value to goods	Narrative: Ch. 17 p. 342 Players in the Supply Chain Activity: Ch. 17 Test Your Knowledge #10
(ii)	explain how distribution can add value to services	Narrative: Ch. 17 p. 342 Players in the Supply Chain Activity: Ch. 17 Test Your Knowledge #10
(iii)	explain how distribution can add value to intellectual property	Narrative: Ch. 17 p. 342 Players in the Supply Chain Activity: Ch. 17 Test Your Knowledge #10
(C)	determine costs associated with distribution	
(i)	determine costs associated with distribution	Narrative: Ch. 17 p. 342 Players in the Supply Chain Activity: Ch. 17 Listen and Speak
(23) The student knows that marketing research is a specific inquiry to solve a problem. The student is expected to:		

(A)	identify benefits and limitations of marketing research	
	(i)	identify benefits of marketing research Narrative: Ch. 4 p. 63 Market Research Activity: Ch. 4 Listen and Speak
	(ii)	identify limitations of marketing research Narrative: Ch. 4 p. 63 Market Research Activity: Ch. 4 Listen and Speak
(B)	identify components of the marketing research process	
	(i)	identify components of the marketing research process Narrative: Ch. 4 p. 67 Market Research Process Activity: Ch. 4 Listen and Speak
(C)	explain how to use the marketing research process in order to identify industry trends and potential markets, analyze demand, forecast sales, and make other decisions	
	(i)	explain how to use the marketing research process in order to identify industry trends Narrative: Ch. 4 p. 67 Market Research Process Activity: Ch. 4 Test Your Knowledge #1
	(ii)	explain how to use the marketing research process in order to identify potential markets Narrative: Ch. 4 p. 67 Market Research Process Activity: Ch. 4 Test Your Knowledge #3
	(iii)	explain how to use the marketing research process in order to analyze demand Narrative: Ch. 4 p. 67 Market Research Process Activity: Ch. 4 Test Your Knowledge #7
	(iv)	explain how to use the marketing research process in order to forecast sales Narrative: Ch. 4 p. 67 Market Research Process Activity: Ch. 4 Test Your Knowledge #8
	(v)	explain how to use the marketing research process in order to make other decisions Narrative: Ch. 4 p. 67 Market Research Process Activity: Ch. 4 Read and Write
(D)	identify sources of primary and secondary data	
	(i)	identify sources of primary data Narrative: Ch. 4 p. 64 Marketing Information Management Activity: Ch. 4 Test Your Knowledge #2
	(ii)	identify sources of secondary data Narrative: Ch. 4 p. 64 Marketing Information Management Activity: Ch. 4 Test Your Knowledge #2
(24) The student knows the process of collecting marketing information to facilitate decision making. The student is expected to:		
(A)	conduct a market analysis	
	(i)	conduct a market analysis Narrative: Ch. 4 p. 69 Competition Research Activity: Ch. 4 Build It

(B)	use appropriate technology to obtain information about the industry, customer, and competition	
	(i)	use appropriate technology to obtain information about the industry Narrative: Ch. 4 p. 64 Marketing Information Management Activity: Ch. 4 Listen and Speak
	(ii)	use appropriate technology to obtain information about the customer Narrative: Ch. 4 p. 64 Marketing Information Management Activity: Ch. 4 Listen and Speak
	(iii)	use appropriate technology to obtain information about the competition Narrative: Ch. 4 p. 64 Marketing Information Management Activity: Ch. 4 Listen and Speak
(C)	conduct an analysis of strengths, weaknesses, opportunities, and threats	
	(i)	conduct an analysis of strengths Narrative: Ch. 4 p. 69 Competition Research Activity: Ch. 4 Create and Design
	(ii)	conduct an analysis of weaknesses Narrative: Ch. 4 p. 69 Competition Research Activity: Ch. 4 Create and Design
	(iii)	conduct an analysis of opportunities Narrative: Ch. 4 p. 69 Competition Research Activity: Ch. 4 Create and Design
	(iv)	conduct an analysis of threats Narrative: Ch. 4 p. 69 Competition Research Activity: Ch. 4 Create and Design