

SUBJECT: Career and Technical Education		CORRELATION
GRADE LEVEL: 9, 10, 11, 12		FLORIDA DEPARTMENT OF EDUCATION
COURSE TITLE: Principles of Entrepreneurship		INSTRUCTIONAL MATERIALS CORRELATION
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BENCHMARK CODE	BENCHMARK	LESSONS WHERE BENCHMARK IS DIRECTLY ADDRESSED IN-DEPTH IN MAJOR TOOL (Include the student edition and teacher edition with the page numbers of lesson, a link to lesson, or other identifier for easy lookup by reviewers.)
	01.0 Discuss role of the entrepreneur – the student will be able to:	
LAFS.910.L.3.6 LAFS.1112.L.3.6	01.01 Define "entrepreneurship."	Pg. 31
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	01.02 Discuss evolution of entrepreneurship.	Pg. 19, 31–32, 187, 487
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	01.03 Describe the differences between a product-based business and a service-based business.	Pg. 52
LAFS.910.W.3.7 LAFS.1112.W.3.7	01.04 Identify contributions of entrepreneurs to the economic growth of the United States.	Pg. 19, 52
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	01.05 Discuss future prospects for entrepreneurship and its anticipated impact on the economy.	Pg. 19, 52
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	01.06 Discuss the role of the entrepreneur in his/her local community (mentoring, philanthropy).	Pg. 104, 105, 106
	02.0 Discuss entrepreneurship as a career choice – the student will be able to:	
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	02.01 Describe reasons for becoming an entrepreneur.	Pg. 31–40, 55
LAFS.910.W.3.7 LAFS.1112.W.3.7	02.02 Identify characteristics common to successful entrepreneurs.	Pg. 32–39
LAFS.910.W.3.7 LAFS.1112.W.3.7	02.03 Identify education, aptitudes, and skills recommended for entrepreneurs.	Pg. 32–39
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	02.04 Discuss advantages and disadvantages of self-employment.	Pg. 39, 55
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	02.05 Discuss entrepreneurship as a personal goal.	Pg. 34
	02.06 Assess personal potential to become an entrepreneur.	Pg. 32–39, 55
LAFS.910.W.3.7 LAFS.1112.W.3.7	02.07 Identify career paths in supervisory, management, and small business environments.	Pg. 356–360
	03.0 Identify basic economic principles of entrepreneurship – the student will be able to:	
LAFS.910.W.3.7 LAFS.1112.W.3.7	03.01 Identify role of small business in the global economy.	pg. 107–110, 187, 487
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	03.02 Discuss profit motive and its impact on business.	

LAFS.910.W.3.7 LAFS.1112.W.3.7	03.03 Identify the different types of competition and explain their impact on business (e.g., direct, indirect, <u>price, nonprice, competitive position</u>).	Pg. 146–148
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	03.04 Describe differences between industrial and consumer goods.	Pg. 52
LAFS.910.L.3.6 LAFS.1112.L.3.6	03.05 Define land, labor, capital, and entrepreneurship as <u>factors of production</u> .	Pg. 51
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	03.06 Discuss form, place, time, possession, and <u>information utility</u> .	Pg. 297–298
LAFS.910.L.3.6 LAFS.1112.L.3.6	03.07 Explain meaning and causes of scarcity.	Pg. 51
LAFS.910.W.3.7 LAFS.1112.W.3.7	03.08 Identify components of the Law of Supply and <u>Demand in a free enterprise system</u> .	Pg. 51
LAFS.910.W.3.7 LAFS.1112.W.3.7	03.09 Identify the stages of the product life cycle and the <u>characteristics of each</u> .	Pg. 273–274
LAFS.910.W.3.7 LAFS.1112.W.3.7	03.10 Identify role and types of producers, distributors, and services in today's business economy.	Pg. 19
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	03.11 Discuss major fields of business activity (e.g., extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales).	Pg. 52, 201, 206, 208
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	03.12 Discuss the four parts of a business (production, <u>finance, marketing, customer service</u>).	Pg. 270–274, 306–307, 356–360
LAFS.910.W.3.7 LAFS.1112.W.3.7	03.13 Identify factors that contribute to success of a small <u>business</u> .	Pg. 49–50, 146–150, 328–329
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	03.14 Describe the process of starting a small business.	Pg. 158–169, 251–259
LAFS.910.L.3.6 LAFS.1112.L.3.6	03.15 Explain procedure for registering a sole proprietorship and obtaining a sales tax identification <u>number</u> .	Pg. 170–171, 224
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	03.16 Discuss reasons for small business failure.	Pg. 56–58
LAFS.910.RI.1.1 LAFS.1112.RI.1.1 LAFS.910.RI.3.7 LAFS.1112.RI.3.7	03.17 Recognize opportunities for small business in the global marketplace.	Pg. 110–113
	04.0 Discuss importance of ethics in business – the student <u>will be able to:</u>	
LAFS.910.L.3.6 LAFS.1112.L.3.6	04.01 Define "ethics" and "ethical behavior."	Pg. 82, 83 (Figure 3–3)
LAFS.910.W.3.7 LAFS.1112.W.3.7	04.02 Identify examples of ethical business practices.	Pg. 82–87
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	04.03 Discuss role of the entrepreneur in promoting <u>ethical business practices and relationships</u> .	Pg. 82–87

LAFS.910.W.3.7 LAFS.1112.W.3.7	04.04 Identify social responsibilities and/or legal issues involved in making ethical choices in business.	Pg. 78–97 Entrepreneur Ethics features Social Entrepreneurs features
	05.0 Identify strategies and methods for generating a business idea – the student will be able to:	
LAFS.910.W.3.7 LAFS.1112.W.3.7	05.01 Identify current publications and websites available to assist with determining what type of business to start.	Pg. 103–106
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	05.02 Discuss importance of personality and ability when selecting type of business to open.	Pg. 23, 25–29
LAFS.910.W.3.7 LAFS.1112.W.3.7	05.03 Identify changes and trends as a source of new enterprise ideas (e.g., outsourcing).	Pg. 46–48
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	05.04 Discuss how brainstorming, creative thinking, and observations can be used to develop new enterprise ideas.	Pg. 46–49
LAFS.910.L.3.6 LAFS.1112.L.3.6	05.05 Explain how personal goals, life style, background, hobbies, interests, experience, abilities, and financial resources will impact ones' choice of business.	Pg. 23, 25–29
	06.0 Outline steps in planning a new business – the student will be able to:	
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	06.01 Discuss importance of "defining" a prospective business.	Pg. 49–50 (feasibility study), 69 (executive summary)
LAFS.910.W.1.1 LAFS.1112.W.1.1	06.02 List reasons for writing a business plan.	Pg. 59–62
LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	06.03 Identify and describe components of a business plan.	Pg. 62–72
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	06.04 Describe importance of a vision/mission statement in identifying direction and objectives of a business.	Pg. 63–64
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	06.05 Discuss importance of determining what products and services will be offered by the business.	Pg. 66
LAFS.910.W.3.7 LAFS.1112.W.3.7	06.06 Identify how scope of products and services will vary based upon type of business (e.g., wholesale, retail, service).	Pg. 66
LAFS.910.L.3.6 LAFS.1112.L.3.6	06.07 Explain importance of and the factors influencing a business' image.	Pg. 69 (marketing strategies)
LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.SL.1.1 LAFS.1112.SL.1.1	06.08 Identify and discuss the legal forms of business ownership (sole proprietorship, partnership, corporation, franchise, licensing).	Pg. 159–162, 170–175, 179
LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.SL.1.1 LAFS.1112.SL.1.1	06.09 Identify and discuss different types of corporations (subchapter S, limited liability, nonprofit).	Pg. 175–178

LAFS.910.W.3.7 LAFS.1112.W.3.7	06.09 Identify factors that influence choice of ownership type.	Pg. 159–162, 170–179
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	06.11 Describe legal implications and taxes for each type of business structure.	Pg. 159–162, 170–179
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	06.12 Discuss the internal organization of a business and assignment of tasks to be performed.	Pg. 358–359
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	06.13 Discuss the different types of organization charts (e.g., line and staff).	Pg. 358–359
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	06.14 Describe different types of records needed by small businesses.	Pg. 468–470
LAFS.910.W.3.7 LAFS.1112.W.3.7	06.15 Identify factors that affect purchasing.	Pg. 410–417
LAFS.910.L.3.6 LAFS.1112.L.3.6	06.16 Explain importance and types of inventory control.	Pg. 420–424
LAFS.910.W.3.7 LAFS.1112.W.3.7	06.17 Identify procedures to be followed in shipping and receiving (channels of distribution).	Pg. 294–296
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	06.18 Describe role of selling in small business.	Pg. 323–327
LAFS.910.W.3.7 LAFS.1112.W.3.7	06.19 Identify sources of assistance when planning a business [e.g., Small Business Development Center (SBDC), Small Business Administration (SBA), Chamber of Commerce, Service Corp of Retired Executives (SCORE)].	Pg. 103–106
	07.0 Identify principles of marketing – the student will be able to:	
LAFS.910.L.3.6 LAFS.1112.L.3.6	07.01 Define and explain market, market research, market mix, market positioning, market penetration strategy, market segmentation, market share, target market, and customer profile survey.	Pg. 67, 122–155, 282, 337–339, 493
LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.L.3.6 LAFS.1112.L.3.6	07.02 Identify and explain the marketing functions (e.g., financing, risk management, selling, promotion, pricing, purchasing, marketing-information management, product/service planning, distribution).	Pg. 122–155
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	07.03 Discuss methods of forecasting sales.	Pg. 424–426
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	07.04 Discuss importance of the five (5) P's of the marketing mix: product, place, price, promotion, and people.	Pg. 337–339
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	07.05 Discuss methods, costs, and importance of promoting products and services (e.g., publicity, public relations, press release, community events, advertising, Internet).	Pg. 122–155

LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	07.06 Describe factors that should be evaluated in a promotion (e.g., source, message, media, budget).	Pg. 122–155
LAFS.910.RI.3.7 LAFS.1112.RI.3.7	07.07 Distinguish between institutional and promotional advertising.	Pg. 306–307
LAFS.910.W.3.7 LAFS.1112.W.3.7	07.08 Identify types of advertising media and describe the strengths and weaknesses of each.	Pg. 308–312
LAFS.910.W.3.7 LAFS.1112.W.3.7	07.09 Identify components of a marketing plan.	Pg. 334–351
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	07.10 Describe the importance of coordinating promotional activities.	Pg. 339–338
LAFS.910.L.3.6 LAFS.1112.L.3.6	07.11 Explain the differences between selling direct and going through external sales representatives.	Pg. 323–327
LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	07.12 Identify and describe examples of diverse marketing activities.	Pg. 344–345
	08.0 Identify principles of selling – the student will be able to:	
LAFS.910.W.3.7 LAFS.1112.W.3.7	08.01 Identify ways to satisfy consumer needs.	Pg. 324–326
LAFS.910.W.3.7 LAFS.1112.W.3.7	08.02 Identify features/benefits of selling.	Pg. 323–327
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	08.03 Discuss the principles of selling.	Pg. 322–329
LAFS.910.W.3.7 LAFS.1112.W.3.7	08.04 Identify the steps of a sale.	Pg. 323–327
LAFS.910.W.3.7 LAFS.1112.W.3.7	08.05 Identify the stages of selling (e.g., attention, interest, desire, and action).	Pg. 325–326
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	08.06 Discuss the advantages and disadvantages of establishing sales quotas/commissions.	Pg. 322–323
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	08.07 Discuss importance of customer service.	Pg. 327
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	08.08 Discuss telemarketing as a sales tool.	Pg. 370
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	08.09 Discuss the role of selling via the Internet.	Pg. 194–195
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	08.10 Discuss network marketing (multilevel marketing).	
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	08.11 Discuss selling opportunities at flea markets and trade shows.	Pg. 313
	09.0 Identify principles of financing – the student will be able to:	

LAFS.910.L.3.6 LAFS.1112.L.3.6	09.01 Explain difference between income (credit) and expense (debit).	Pg. 472–473
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	09.02 Discuss the importance of maintaining an accounting journal.	Pg. 473–474
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	09.03 Discuss personal risks involved in financing a business.	Pg. 454
LAFS.910.L.3.6 LAFS.1112.L.3.6	09.04 Define invoice, balance sheet, equity capital, debt capital, income statement, financial ratios, line of credit, collateral, factoring, income (earned and unearned), cash flow analysis statement, return on investment [ROI], return on equity, and chart of accounts.	Pg. 240, 242, 243, 282, 283, 415, 472, 477–478
LAFS.910.L.3.6 LAFS.1112.L.3.6	09.05 Explain the importance of financial accounting and management to the entrepreneur.	Pg. 463–485
LAFS.910.W.3.7 LAFS.1112.W.3.7	09.06 Identify start-up costs and operating expenses (fixed and variable) for a new business.	Pg. 69, 172, 240–246
LAFS.910.W.3.7 LAFS.1112.W.3.7	09.07 Identify sources of funds for financing a new business.	Pg. 240–246
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	09.08 Discuss impact of interest rates on short and long term financing.	Pg. 242
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	09.09 Describe methods for establishing credit and obtaining a credit card.	Pg. 243
LAFS.910.W.3.7 LAFS.1112.W.3.7	09.10 Identify sources of credit and list steps in applying for a loan.	Pg. 251–254
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	09.11 Discuss importance of maintaining a favorable credit rating.	Pg. 457
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	09.12 Describe differences between short-term and long-term capital needs.	Pg. 167
LAFS.910.W.3.7 LAFS.1112.W.3.7	09.13 Identify circumstances that could require additional financing.	Pg. 434–440
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	09.14 Describe differences between cash basis and accrual basis accounting.	Pg. 467, 468
LAFS.910.W.3.7 LAFS.1112.W.3.7	09.15 Identify differences between bookkeeping, tax accounting, and managerial accountants.	Pg. 466–475, 482
	10.0 Identify principles of pricing – the student will be able to:	
LAFS.910.L.3.6 LAFS.1112.L.3.6 MAFS.912.N-Q.1.2	10.01 Define selling price, fixed costs, variable costs, elastic demand, inelastic demand, price fixing, bait-and-switch advertising.	Pg. 277, 279, 284, 285
LAFS.910.W.3.7 LAFS.1112.W.3.7	10.02 Identify factors that affect selling price (e.g., target market, competition, government regulations, economic conditions, supply and demand).	Pg. 285–281

LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2 MAFS.912.N.O.1.2	10.03 Describe how the cost of goods sold influences selling price.	Pg. 284
LAFS.910.L.3.6 LAFS.1112.L.3.6	10.04 Define break-even point, fixed expenses, and variable expenses.	Pg. 246, 249
LAFS.910.L.3.6 LAFS.1112.L.3.6 MAFS.912.N.O.1.2	10.05 Explain the difference between markup based on cost and markup based on retail.	Pg. 284
LAFS.910.W.3.7 LAFS.1112.W.3.7	10.06 Identify types of adjustments to selling price.	Pg. 323–327
LAFS.910.L.3.6 LAFS.1112.L.3.6	10.07 Define pricing policy, psychological pricing, unit pricing, product line pricing, and promotional pricing.	Pg. 276–291
LAFS.910.L.3.6 LAFS.1112.L.3.6	10.08 Define pricing strategy, penetration pricing, and price skimming.	Pg. 276–291
	11.0 Identify types and sources of government regulations and taxation that may affect a business – the student will be able to:	
LAFS.910.L.3.6 LAFS.1112.L.3.6	11.01 Define license, permit, contract, patent, copyright, trademark, and logo.	Pg. 216–222
LAFS.910.W.3.7 LAFS.1112.W.3.7	11.02 Identify major state laws affecting the operation of a business.	Pg. 223–230
LAFS.910.W.3.7 LAFS.1112.W.3.7	11.03 Identify major federal laws affecting the operation of a business, (e.g., OSHA, Social Security, EEOC, Affirmative Action, ADA, and FMLA).	Pg. 223–230
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	11.04 Discuss role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission [SEC], Federal Trade Commission (FTC)].	Pg. 91, 113–115
LAFS.910.W.3.7 LAFS.1112.W.3.7	11.05 Identify types of federal, state, and local taxes that are the responsibility of the entrepreneur (e.g., sales, income, and self-employment).	Pg. 224
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	11.06 Discuss importance of obtaining outside professional counsel to ensure compliance with government regulations and taxation (i.e., accountant, lawyer).	Pg. 217
	12.0 Identify communication and technology skills used in entrepreneurship – the student will be able to:	
LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.W.2.4 LAFS.1112.W.2.4 LAFS.910.SL.2.6 LAFS.1112.SL.2.6	12.01 Identify and demonstrate effective workplace communication skills: verbal, nonverbal, written, and electronic.	Pg. 370–372

LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	12.02 Describe effective staff communication and its uses: inter-personal, departmental, inter-departmental, and company	Pg. 361–362
LAFS.910.RI.4.10 LAFS.1112.RI.4.10	12.03 Demonstrate ability to read and comprehend written communications.	Pg. 370–372
LAFS.910.W.3.7 LAFS.1112.W.3.7	12.04 Identify a variety of forms of written business communications utilized in the workplace.	Pg. 370–372
LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	12.05 Prepare a business letter, memorandum, fax, and e-mail.	Pg. 370–372
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.L.1.1 LAFS.1112.L.1.1 LAFS.910.SL.2.6 LAFS.1112.SL.2.6	12.06 Demonstrate ability to speak effectively with customers, co-workers, supervisors, and vendors, using appropriate grammar and terminology.	Pg. 323–327, 370
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	12.07 Discuss importance of developing networking skills to expand business contacts.	Pg. 103–106
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.6 LAFS.1112.SL.2.6	12.08 Explain and demonstrate the art of negotiation.	Pg. 240, 413
LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	12.09 Prepare and deliver a business-related presentation.	Pg. 323–327, 370
LAFS.910.SL.1.1 LAFS.1112.SL.1.1 LAFS.910.SL.1.3 LAFS.1112.SL.1.3	12.10 Demonstrate active listening strategies that improve understanding and performance.	Pg. 370
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	12.11 Demonstrate dispute resolution techniques.	Pg. 399–400
LAFS.910.W.3.7 LAFS.1112.W.3.7	12.12 Identify means of nonverbal communication.	Pg. 370–372
LAFS.910.W.3.7 LAFS.1112.W.3.7	12.13 Identify types of technology/equipment used in the workplace.	Pg. 193–196, 199–209, 422–423
LAFS.910.L.3.6 LAFS.1112.L.3.6	12.14 Define hypertext, URL, links, Internet Service Provider (ISP), Bulletin Board Service (BBS), electronic storefront, e-mail, newsgroups, and flames.	Pg. 315–318
	13.0 Identify and demonstrate employability and human relations skills – the student will be able to:	
LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	13.01 Identify and utilize resources used in a job search (e.g., networking, newspaper, Internet).	Pg. 381–389
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	13.02 Discuss importance of drug tests and criminal background checks in identifying possible employment options.	Pg. 389
LAFS.910.W.3.7 LAFS.1112.W.3.7	13.03 Identify steps in the job application process including arranging for references and proper documentation (e.g., green card).	Pg. 381–389
LAFS.910.W.3.7 LAFS.1112.W.3.7	13.04 Identify procedures and documents required when applying for a job (e.g., application, W-4, I-9).	Pg. 381–389

LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	13.05 Prepare a resume (electronic and written), letter of application, follow-up letter, acceptance/rejection letter, letter of resignation, and letter of recommendation.	Pg. 381–389
LAFS.910.W.3.7 LAFS.1112.W.3.7	13.06 Identify and demonstrate appropriate dress and grooming for employment.	Pg. 400
LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.SL.1.1 LAFS.1112.SL.1.1 LAFS.910.SL.2.6 LAFS.1112.SL.2.6	13.07 Identify and demonstrate effective interviewing skills (e.g., behavioral).	Pg. 387–389
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	13.08 Describe methods for handling illegal interview and application questions.	Pg. 388
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	13.09 Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, Sexual Harassment, FEOC, ADA, FMLA, OSHA).	Pg. 224–228
LAFS.910.W.3.7 LAFS.1112.W.3.7	13.10 Identify positive work attitudes and behaviors such as honesty, compassion, respect, responsibility, fairness, trustworthiness, and caring.	Pg. 399–400
LAFS.910.W.3.7 LAFS.1112.W.3.7	13.11 Identify ways to work cooperatively in a business situation with diverse populations and the physically challenged.	Pg. 360–363
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	13.12 Describe importance of producing quality work and meeting performance standards.	Pg. 228, 370–372
LAFS.910.W.3.7 LAFS.1112.W.3.7	13.13 Identify personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting).	Pg. 78–97 Special Feature Entrepreneur Ethics, all
	13.14 Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner.	Pg. 357–358
LAFS.910.W.3.7 LAFS.1112.W.3.7	13.15 Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility).	Pg. 395–396
LAFS.910.W.3.7 LAFS.1112.W.3.7	13.16 Identify how to prepare for job separation and re-employment.	Pg. 395–398
LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	13.17 Create and maintain a portfolio of documents for job placement (e.g., resume, letters of recommendation, awards, evidence of participation in school/community/volunteer activities, employer evaluations).	Building Your Business Plan activities, all
LAFS.910.W.3.7 LAFS.1112.W.3.7	13.18 Identify and practice stress management and relaxation techniques.	Pg. 368–369
	13.19 Maintain confidentiality of business matters.	Pg. 83
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	13.20 Discuss importance of practicing positive customer service skills.	Pg. 327
	14.0 Identify and demonstrate personal financial skills – the student will be able to:	

LAFS.910.W.3.7 LAFS.1112.W.3.7	14.01 Identify and prioritize personal financial goals.	Pg. 464–485
MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	14.02 Create and maintain a budget that supports financial goals.	Pg. 464–485
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	14.03 Describe importance of long-range financial planning.	Pg. 464–485
LAFS.910.RI.3.8 LAFS.1112.RI.3.8 MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	14.04 Evaluate various investment opportunities for financial growth.	Pg. 464–485
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	14.05 Compare and evaluate banking services (checking and savings accounts, ATM/check cashing cards, on-line banking).	Pg. 464–485
MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	14.06 Demonstrate ability to manage a checking and savings account.	Pg. 464–485
MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	14.07 Complete a 1040EZ income tax form.	Pg. 464–485
SUBJECT:	Career and Technical Education	
GRADE LEVEL:	9, 10, 11, 12	
COURSE TITLE:	Business Management and Law	
COURSE CODE:	8812120	
SUBMISSION TITLE:	Entrepreneurship	
BID ID:	3053	
PUBLISHER:	Goodheart-Willcox Publisher	
PUBLISHER ID:	36213599401	
BENCHMARK CODE	BENCHMARK	LESSONS WHERE BENCHMARK IS DIRECTLY ADDRESSED IN-DEPTH IN MAJOR TOOL
	18.0 Identify principles of management – the student will be able to:	
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	18.01 Discuss the evolution of management as a science and as an art.	Pg. 352–377
LAFS.910.L.3.6 LAFS.1112.L.3.6	18.02 Explain role of management in small business.	Pg. 352–377
LAFS.910.L.3.6 LAFS.1112.L.3.6	18.03 Define five (5) functions of management: planning, organizing, staffing, directing, and controlling.	Pg. 352–377
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	18.04 Discuss different types of leadership styles.	Pg. 364–366
LAFS.910.W.3.7 LAFS.1112.W.3.7	18.05 Identify characteristics of effective leaders.	Pg. 35, 360–362
LAFS.910.L.3.6 LAFS.1112.L.3.6	18.06 Explain the steps in decision making and problem solving.	Pg. 399–400
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	18.07 Discuss strategies for dealing with conflict.	Pg. 399–400
LAFS.910.W.3.7 LAFS.1112.W.3.7	18.08 Identify procedures for recruiting employees.	Pg. 384–386
LAFS.910.W.3.7 LAFS.1112.W.3.7	18.09 Identify criteria for selecting prospective employees.	Pg. 382–383

	18.10 Review methods utilized in training employees.	Pg. 392–393
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	18.11 Discuss reasons for promoting and transferring employees.	Pg. 395–398
LAFS.910.W.3.7 LAFS.1112.W.3.7	18.12 Identify various types of wage and salary plans.	
LAFS.910.W.3.7 LAFS.1112.W.3.7	18.13 Identify the most frequently offered fringe benefits.	Pg. 390
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	18.14 Describe obligations employers have to employees.	Pg. 398–399
	19.0 Demonstrate an understanding of entrepreneurship and the free enterprise system – the student will be able to:	
LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	19.01 Research role of entrepreneurship in the free enterprise system.	Pg. 19, 99, 102–103, 107, 187, 487
LAFS.910.L.3.6 LAFS.1112.L.3.6	19.02 Compare and contrast different types of business ownership.	Pg. 156–185
LAFS.910.L.3.6 LAFS.1112.L.3.6	19.03 Assess advantages and disadvantages of business ownership.	Pg. 156–185
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	19.04 Analyze risks and responsibilities involved in ownership of a business.	Pg. 432–463
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	19.05 Examine the obligations of business ownership.	Pg. 55
	19.06 Diagram the economic/business cycle.	Pg. 500
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	19.07 Interpret concepts of Law of Supply and Demand in relation to a specific product and/or service.	Pg. 280–281
LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	19.08 Investigate current trends contributing to economic change.	Pg. 46–48
	20.0 Demonstrate knowledge of the global economy – the student will be able to:	
LAFS.910.W.3.7 LAFS.1112.W.3.7	20.01 Identify the role of an Internet site in generating international interest.	Pg. 314–320
LAFS.910.L.3.6 LAFS.1112.L.3.6	20.02 Define and explain exchange rate, Letter Of Credit (L/C), and freight forwarder.	Pg. 108
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	20.03 Analyze characteristics of the global economy.	Pg. 107–115, 439 Special Feature Global Entrepreneurs, all
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	20.04 Discuss impact of international trade on small business (e.g., balance of trade).	Pg. 107–115, 439
LAFS.910.L.3.6 LAFS.1112.L.3.6	20.05 Compare and contrast global business opportunities.	Pg. 107–115
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	20.06 Describe methods of researching specific international markets.	Pg. 110–115
LAFS.910.W.3.7 LAFS.1112.W.3.7	20.07 Identify potential barriers to international trade.	Pg. 113–115
LAFS.910.W.3.7 LAFS.1112.W.3.7	20.08 Identify differences between importing and exporting.	Pg. 111–112

LAFS.910.RI.3.8 LAFS.1112.RI.3.8	20.09 Examine impact of changes in trade barriers and technology.	Pg. 113–115
	21.0 Demonstrate knowledge of the importance of the business plan – the student will be able to:	
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	21.01 Discuss how a business plan contributes to the success of a business.	Pg. 44, 59–72
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	21.02 Describe the circumstances for conducting a feasibility study.	Pg. 48–49
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	21.03 Analyze examples of business plans.	Pg. 59–72 Building Your Business Plan, all activities
LAFS.910.L.3.6 LAFS.1112.L.3.6	21.04 Explain importance of the presentation of the business plan.	Pg. 59–72 Building Your Business Plan, all activities
LAFS.910.SL.2.6 LAFS.1112.SL.2.6 LAFS.910.W.2.4 LAFS.1112.W.2.4	21.05 Express importance of reviewing and updating the business plan.	Pg. 59–72 Building Your Business Plan, all activities
	22.0 Investigate and analyze components of financial management – the student will be able to:	
	22.01 Demonstrate the importance of financial and accounting management to the entrepreneur.	Pg. 464–484
MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	22.02 Demonstrate and calculate how to determine start-up costs for a business in a given situation.	Pg. 236–261
LAFS.910.L.3.6 LAFS.1112.L.3.6	22.03 Compare and contrast the three means of obtaining equity funding (e.g., Private Corporation, public corporation, venture capitalists).	Pg. 240–242
LAFS.910.L.3.6 LAFS.1112.L.3.6	22.04 Compare and contrast sources of start-up and operating capital.	Pg. 238–246
LAFS.910.RI.3.8 LAFS.1112.RI.3.8 MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	22.05 Analyze fixed and variable costs, equity financing, debt financing, and trade credit.	Pg. 238–250, 453
LAFS.910.L.3.6 LAFS.1112.L.3.6 MAFS.912.A-SSE.1.1a	22.06 Explain components and importance of a profit and loss statement.	Pg. 255–256
MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	22.07 Create a balance sheet, income statement, and cash flow projection.	Pg. 254–258
LAFS.910.W.3.7 LAFS.1112.W.3.7	22.08 Identify records necessary for effective inventory control.	Pg. 420–427
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	22.09 Discuss the use of computers in financial analysis.	Pg. 422–423
	23.0 Demonstrate the knowledge of merchandising and inventory – the student will be able to:	
LAFS.910.L.3.6 LAFS.1112.L.3.6	23.01 Define planned sales, planned stock levels, estimated markdowns, and shrinkage.	Pg. 193, 421

LAFS.910.RI.3.8 LAFS.1112.RI.3.8 MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-O.1.3	23.02 Analyze options for inventory control (cost vs. retail).	Pg. 420–424
LAFS.910.L.3.6 LAFS.1112.L.3.6	23.03 Explain the purchasing procedures for a small business by defining model stock.	Pg. 411–416
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	23.04 Describe factors to consider when selecting vendors (e.g., terms of sale, cash discount, quantity discount, seasonal discount, future dating, free on board destination, consignment buying).	Pg. 411–413
LAFS.910.L.3.6 LAFS.1112.L.3.6 MAFS.912.A-REI.2.3 MAFS.912.N-O.1.3	23.05 Define and calculate basic business measurements (e.g., break-even point, stock turnover, cost of goods sold, markup, markdown, and discounts/terms).	Pg. 249, 281–285
LAFS.910.L.3.6 LAFS.1112.L.3.6	23.06 Explain methods that businesses use to authorize payments for goods and services.	
LAFS.910.W.3.7 LAFS.1112.W.3.7	23.07 Identify use of computer systems in managing merchandise and inventory.	Pg. 422–423
	24.0 Identify the elements of manufacturing and production – the student will be able to:	
LAFS.910.W.3.7 LAFS.1112.W.3.7	24.01 Identify different types of manufacturing (e.g., custom, mass, continuous, repetitive, and intermittent).	Pg. 52
LAFS.910.W.3.7 LAFS.1112.W.3.7	24.02 Identify the elements of product production planning (e.g., inventory, human resources, and production scheduling).	Pg. 380, 410, 418–420
LAFS.910.W.3.7 LAFS.1112.W.3.7	24.03 Identify factors that influence the location of a manufacturing business.	Pg. 206–208
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	24.04 Discuss the principles of quality management.	Pg. 416
	25.0 Demonstrate knowledge of management of customer credit and collection – the student will be able to:	
LAFS.910.L.3.6 LAFS.1112.L.3.6	25.01 Define credit policy, credit bureau, credit limits, accounts receivable, and aging of accounts.	Pg. 451–453
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	25.02 Discuss the advantages and disadvantages of offering customer credit.	Pg. 454
LAFS.910.RI.3.8 LAFS.1112.RI.3.8 MAFS.912.N-O.1.1	25.03 Analyze credit options for a small business.	Pg. 451–457
LAFS.910.RI.4.10 LAFS.1112.RI.4.10	25.04 Examine criteria for granting customer credit.	Pg. 455–456
LAFS.910.W.3.7 LAFS.1112.W.3.7 MAFS.912.N-O.1.1	25.05 Identify costs to a business of offering credit card service to its customers.	Pg. 451–453
LAFS.910.W.3.7 LAFS.1112.W.3.7	25.06 Identify agencies providing credit information on customers.	Pg. 456

LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	25.07 Describe use of credit records or reports.	Pg. 454–457
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	25.08 Analyze procedures used for credit collections.	Pg. 454
LAFS.910.L.3.6 LAFS.1112.L.3.6	25.09 Explain the purpose of an accounts receivable aging report.	Pg. 457
LAFS.910.W.3.7 LAFS.1112.W.3.7	25.10 Identify the role of small claims court and collection agencies in debt collection.	Pg. 454
	26.0 Describe risk/shrinkage management – the student will be able to:	
LAFS.910.W.3.7 LAFS.1112.W.3.7	26.01 Identify methods to minimize shoplifting.	Pg. 442–443
LAFS.910.W.3.7 LAFS.1112.W.3.7	26.02 Determine procedures that can be used to reduce amount of loss from internal theft.	Pg. 443
LAFS.910.W.3.7 LAFS.1112.W.3.7	26.03 Identify procedures that can be used to reduce amount of loss from bad checks.	Pg. 443–444
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	26.04 Discuss security procedures to discourage burglary and robbery.	Pg. 442–443
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	26.05 Discuss how accidents and lawsuits can be prevented.	Pg. 444
LAFS.910.W.3.7 LAFS.1112.W.3.7	26.06 Identify different types of business insurance policies required for a variety of types of businesses.	Pg. 446–448
LAFS.910.W.3.7 LAFS.1112.W.3.7 MAFS.912.N-Q.1.1	26.07 Identify procedures for handling cash transactions.	
LAFS.910.L.3.6 LAFS.1112.L.3.6 MAFS.912.N-Q.1.1	26.08 Compare and contrast different store policies concerning shrinkage (e.g., returns, mark out of stocks, charge backs).	Pg. 193
LAFS.910.W.3.7 LAFS.1112.W.3.7	26.09 Identify procedures for maintaining quality customer service.	Pg. 327
	27.0 Demonstrate knowledge of government regulation of business – the student will be able to:	
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	27.01 Analyze government regulations and agencies that impact a business venture (e.g., OSHA, FTC, FCC, UCC).	Pg. 113–115, 224, 226, 505–506
LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	27.02 Investigate the role of government regulations in dealing with customers and employees.	Pg. 225–229
LAFS.910.L.3.6 LAFS.1112.L.3.6	27.03 Explain differences between a license and permit and identify issuing agencies.	Pg. 171
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	27.04 Discuss importance of evaluating environmental impact of business.	Pg. 91
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	27.05 Describe health and safety issues that should be considered by an entrepreneur.	Pg. 226, 398–399

LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	27.06 Describe facility/equipment maintenance records.	
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	27.07 Discuss consumer product safety laws.	Pg. 228–229
	28.0 Demonstrate knowledge of business law – the student will be able to:	
LAFS.910.L.3.6 LAFS.1112.L.3.6	28.01 Explain evolution of business law.	Pg. 216–222
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.RI.3.8 LAFS.1112.RI.3.8	28.02 Explain and analyze the elements of a contractual relationship (e.g., power of attorney, limited power of attorney).	Pg. 216–219
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	28.03 Analyze elements of an enforceable contract.	Pg. 216–219
LAFS.910.W.3.7 LAFS.1112.W.3.7	28.04 Identify essential information to maintain compliance with statutes of frauds.	Pg. 216–219
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	28.05 Analyze various breaches of contract and available remedies.	Pg. 216–219
LAFS.910.W.3.7 LAFS.1112.W.3.7	28.06 Identify enforceable or non-enforceable elements of a case study.	Pg. 216–219
LAFS.910.W.3.7 LAFS.1112.W.3.7	28.07 Identify requirements of negotiability.	Pg. 216–219
	29.0 Investigate and analyze components of human resources management – the student will be able to:	
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	29.01 Compare and contrast using independent contractors, temporary help agencies, co-op programs, interns, and permanent employees.	Pg. 384–386
LAFS.910.W.2.4-6	29.02 Create a job description.	Pg. 383
LAFS.910.SL.2.6 LAFS.1112.SL.2.6	29.03 Role-play an interview using appropriate, legal questions.	Pg. 387–389
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	29.04 Evaluate appropriate work habits (e.g., punctuality, initiative, self-management, reliability).	Pg. 360–362
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	29.05 Analyze traits that promote human relations and increase job productivity.	Pg. 360–362
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	29.06 Discuss components and functions of a company policy manual (e.g., drinking and smoking, tardiness and absenteeism, sexual harassment, medical insurance, holidays, vacation and sick time).	Pg. 400–401
LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8 LAFS.910.W.2.4 LAFS.910.W.2.4	29.07 Select and develop written solutions to behavior problems affecting job performance.	Pg. 395–398
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	29.08 Describe procedures for training and promoting employees.	Pg.392–393, 396

LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	29.09 Describe methods for supervising and motivating employees.	Pg. 362, 364–367
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	29.10 Discuss alternative methods for evaluating employee performance.	Pg. 395–396
LAFS.910.RI.4.10 LAFS.1112.RI.4.10 LAFS.910.RI.3.8 LAFS.1112.RI.3.8	29.11 Examine and critique a performance appraisal of an employee.	Pg. 395–398
LAFS.910.W.3.7 LAFS.1112.W.3.7	29.12 Identify steps in developing a comprehensive employee compensation package.	Pg. 390
LAFS.910.W.3.7 LAFS.1112.W.3.7	29.13 Identify records necessary for payroll taxes.	Pg. 469
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	29.14 Describe components of employee contracts (e.g., non-compete clause, non-solicitation clause).	Pg. 216–219
LAFS.910.W.3.7 LAFS.1112.W.3.7	29.15 Identify records used for effective human resource management.	Pg. 469–470
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	29.16 Describe the legal implications of using performance appraisals to terminate or demote employees.	Pg. 396–398
SUBJECT:	Career and Technical Education	
GRADE LEVEL:	9, 10, 11, 12	
COURSE TITLE:	Business Ownership	
COURSE CODE:	8812000	
SUBMISSION TITLE:	Entrepreneurship	
BID ID:	3053	
PUBLISHER:	Goodheart-Willcox Publisher	
PUBLISHER ID:	36213599401	
BENCHMARK CODE	BENCHMARK	LESSONS WHERE BENCHMARK IS DIRECTLY ADDRESSED IN-DEPTH IN MAJOR TOOL
	33.0 Analyze changing role of entrepreneurship in the global marketplace – the student will be able to:	
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	33.01 Evaluate importance of entrepreneurship to the American economy.	Pg. 32, 102-103
LAFS.910.RI.3.8 LAFS.1112.RI.3.8 LAFS.912.N-Q.1.1	33.02 Analyze business trends created by changes in technology.	Pg. 32
LAFS.910.RI.1.2 LAFS.1112.RI.1.2	33.03 Summarize factors that have led to increased interdependence within the global marketplace.	Pg. 110-113
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	33.04 Analyze the impact of international law on sales transactions.	Pg. 113-115
	34.0 Compare and contrast management theories – the student will be able to:	
LAFS.910.W.3.7 LAFS.1112.W.3.7	34.01 Identify motivational theories that impact management (e.g., Maslow, Herzberg).	Pg. 47

LAFS.910.RI.3.8 LAFS.1112.RI.3.8 LAFS.910.W.3.7 LAFS.1112.W.3.7	34.02 Identify an appropriate motivational strategy after determining the wants, needs, and motives of a particular audience.	Pg. 362, 367
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	34.03 Discuss reward and punishment theories as they relate to the business setting.	
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	34.04 Compare and contrast Theory X, Theory Y, and Theory Z.	
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.1.1 LAFS.1112.SL.1.1	34.05 Define and discuss the impact of Total Quality Management (TQM) in the global marketplace.	
	35.0 Explain role of management in operation of an enterprise – the student will be able to:	
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	35.01 Evaluate possibility of and procedure for buying an existing business or franchise.	Pg. 160
LAFS.910.RI.3.8 LAFS.1112.RI.3.8 LAFS.910.L.3.6 LAFS.1112.L.3.6	35.02 Analyze and explain the functions of management.	Pg. 356-350
LAFS.910.L.3.6 LAFS.1112.L.3.6	35.03 Prepare an organization chart and explain its importance.	Pg. 358-359
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	35.04 Discuss various aspects of supervising employees.	Pg. 360-369
LAFS.910.L.3.6 LAFS.1112.L.3.6	35.05 Interpret the term “control” and explain its importance in operating a business.	Pg. 360-369
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	35.06 Analyze the relationship of government (federal, state, and local) to a small business.	Pg. 113-115, 223-229
LAFS.910.W.3.7-8 LAFS.1112W.3.7-8	35.07 Provide examples of regulations that affect a small business.	Pg. 113-115, 223-229
MAFS.912.A-REI.2.3	35.08 Prepare calculations for various types of taxes levied on a small business.	
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	35.09 Compare sources of technical assistance for the small business owner.	Pg. 103-106
	36.0 List components of a business plan and explain how such a plan contributes to small business success – the student will be able to:	
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	36.01 Describe components of a business plan (e.g., Executive Summary, Introduction, Analysis of Business Situation, Planned Operation, Planned Financing).	Pg. 62–72
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	36.02 Analyze importance of a business plan in developing a business idea and evaluating success.	Pg. 44, 59–72
LAFS.910.W.3.8 LAFS.1112.W.3.8 MAFS.912.N-O.1.1	36.03 Select data/graphics, maps, and diagrams to be included in the business plan.	Pg. 61
LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	36.04 Utilize current technology for research and communication in developing the business plan (Internet, World Wide Web).	Pg. 61
	37.0 Prepare an introduction for a business plan – the student will be able to:	

LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	37.01 Identify and describe type of business.	Pg. 63-66
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	37.02 Analyze how current or changing economic situation has created an unfulfilled consumer demand for business.	Pg. 66-67
LAFS.910.W.1.2 LAFS.1112.W.1.2	37.03 Create a business philosophy stating how business is to be run and attitude toward customers, employees, and competitors.	Pg. 63-69
LAFS.910.W.1.1 LAFS.1112.W.1.1	37.04 Compose a description of product/service and advantages and benefits product/service will provide for customers.	Pg. 66
LAFS.910.W.1.1 LAFS.1112.W.1.1	37.05 Substantiate why the business will be successful.	Pg. 63-70
	38.0 Prepare a self-analysis – the student will be able to:	
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	38.01 Describe personal education, training, strengths, and weaknesses relevant to operation of business.	Pg. 26-29, 38-39
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	38.02 Outline personal development in field of business including obtaining special licenses and/or skills.	Pg. 25-29, 38-39
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	38.03 Describe personality traits and work habits relevant to operation of the business.	Pg. 26-29, 38-39, 360-362
	39.0 Prepare an analysis of the trading area – the student will be able to:	
LAFS.910.RI.3.8 LAFS.1112.RI.3.8 MAFS.912.S-ID.2.5	39.01 Analyze trading area with respect to geographic, demographic, and economic data.	
LAFS.910.RI.3.8 LAFS.1112.RI.3.8 MAFS.912.S-ID.2.5	39.02 Assess competition and affect of seasonal fluctuations.	
LAFS.910.RI.3.8 LAFS.1112.RI.3.8 MAFS.912.S-ID.2.5	39.03 Analyze projected growth of trading area.	
	40.0 Prepare a market segment analysis – the student will be able to:	
LAFS.910.RI.3.8 LAFS.1112.RI.3.8 MAFS.912.S-IC.2.6	40.01 Analyze target market by geographics, demographics, lifestyle, and product benefits.	Pg. 125-131
LAFS.910.L.3.6 LAFS.1112.L.3.6	40.02 Explain importance of market segmentation.	Pg. 125

LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	40.03 Describe customer buying behavior related to proposed business.	Pg. 130-132
LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.RI.3.8 LAFS.1112.RI.3.8	40.04 Profile potential customers.	Pg. 132
	41.0 Prepare an analysis of potential location – the student will be able to:	
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	41.01 Evaluate availability, cost, traffic patterns, accessibility, and proximity to competition of appropriate business location.	Pg. 190-196
LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	41.02 Research cultural, income, career and technical, age, and mobility characteristics of inhabitants of potential location.	Pg. 190-193
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	41.03 Describe market trends affecting potential location.	Pg. 190-193
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	41.04 Determine advantages and disadvantages of different types of business locations.	Pg. 193-196
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	41.05 Determine steps involved in selecting a specific business site.	Pg. 193-196
	42.0 Prepare a description of proposed organization – the student will be able to:	
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	42.01 Determine type of ownership best suited to business situation.	Pg. 170-179
LAFS.910.W.3.7 LAFS.1112.W.3.7	42.02 Identify steps in starting to form business.	Pg. 158–169, 251–259
LAFS.910.W.2.4 LAFS.1112.W.2.4	42.03 Outline steps in hiring of employees.	Pg. 381–389
	42.04 Prepare an organization chart.	Pg. 358-359
LAFS.910.W.2.4-6 LAFS.910.W.2.4-6	42.05 Compose job descriptions of identified positions.	Pg. 383
	43.0 Prepare a description of proposed product/service – the student will be able to:	
LAFS.910.RI.1.2 LAFS.1112.RI.1.2	43.01 Summarize details of product(s)/service(s) to be offered.	Pg. 268-275
LAFS.910.W.3.7 LAFS.1112.W.3.7	43.02 Identify potential suppliers/manufacturers.	Pg. 292-294, 411-412
LAFS.910.W.2.4-5 LAFS.910.W.2.4-5	43.03 Develop an inventory policy, if applicable.	Pg. 418-420
LAFS.910.W.3.7 LAFS.1112.W.3.7	43.04 Identify supplies necessary for operation of the business.	
LAFS.910.W.2.4-5 LAFS.910.W.2.4-5 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	43.05 Compose and develop a customer profile.	Pg. 132
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	43.06 Evaluate importance of determining a product policy.	

	44.0 Prepare a proposed pricing policy – the student will be able to:	
LAFS.910.W.3.7 LAFS.1112.W.3.7 MAFS.912.N-Q.1.1	44.01 Identify costs and proposed markups.	Pg. 285
LAFS.910.W.3.7 LAFS.1112.W.3.7	44.02 Explain relationship to competitors.	Pg. 146-151, 193, 328-329
LAFS.910.W.3.7 LAFS.1112.W.3.7 MAFS.912.N-Q.1.2	44.03 Evaluate importance of determining a price line.	Pg. 288
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2 MAFS.912.N-Q.1.2	44.04 Describe profit margin.	Pg. 282
MAFS.912.A-CED.1.1	44.05 Determine how to compute profit margin.	Pg. 282
LAFS.910.W.3.7 LAFS.1112.W.3.7 MAFS.912.N-Q.1.2	44.06 Identify pricing incentive options.	Pg. 276-291
LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2 MAFS.912.N-Q.1.2	44.07 Describe pricing strategy choices.	Pg. 283-285
	45.0 Prepare a marketing strategy – the student will be able to:	
LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9 LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	45.01 Determine and describe appropriate store image.	Pg. 306
LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	45.02 Select a promotional mix for the business.	Pg. 308-320
LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	45.03 Establish promotional objectives for the business.	Pg. 307
LAFS.910.RI.3.8 LAFS.1112.RI.3.8	45.04 Identify methods of promotion to be used by comparing and contrasting costs versus benefits.	Pg. 306-321
LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	45.05 Develop an advertising plan identifying types and costs of media to be used.	Pg. 309-312, 314-318
LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	45.06 Develop a promotional plan including sales promotion.	Pg. 312-313
LAFS.910.W.2.4 LAFS.1112.W.2.4	45.07 Develop ideas for obtaining publicity for the business.	Pg. 318-320
LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	45.08 Write a press release.	Pg. 319
LAFS.910.W.2.6 LAFS.1112.W.2.6	45.09 Plan a web site for the business.	Pg. 315

LAFS.910.W.3.7 LAFS.1112.W.3.7	45.10 Identify the role of customer service.	Pg. 327
	46.0 Develop a financial plan for a small business – the student will be able to:	
MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.3	46.01 Estimate dollar amount needed to open a business.	Pg. 246-250
	46.02 Compare available funding sources, identifying amount of personal financial commitment.	Pg. 238-246
	46.03 Complete a loan application.	Pg. 251-258
MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.3	46.04 Prepare plan to repay borrowed funds or provide return on investment to equity funds.	Pg. 254-258
MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	46.05 Project monthly and annual business income for the first year of operation.	Pg. 254-258
MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	46.06 Estimate monthly and annual cash flow for the first year of operation.	Pg. 254-258
MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	46.07 Calculate sales volume required for first year of operation to be profitable.	Pg. 254-258
MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	46.08 Prepare a statement of opening assets, liabilities, and net worth (balance sheet).	
MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	46.09 Prepare a cash flow projection for simulated business.	Pg. 254-258
MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	46.10 Prepare a five-year financial plan.	
LAFS.910.W.2.4 LAFS.1112.W.2.4	46.11 Develop summary of key points for supporting financial requests.	
	47.0 Demonstrate uses of marketing related software – the student will be able to:	
	47.01 Perform data entry procedures.	Pg. 247
	47.02 Perform merchandising math data entry procedures (e.g., stock turnover, markup, markdown, open to buy, pricing, invoicing).	Pg. 247
	47.03 Perform marketing spreadsheet data entry and output procedures.	
MAFS.912.A-SSE.1.1a	47.04 Analyze a marketing spreadsheet in a decision-making situation.	
LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	47.05 Design and prepare an advertising brochure.	Pg. 309-310
LAFS.910.SL.1.1 LAFS.1112.SL.1.1	47.06 Discuss the importance of e-mail, fax, and an on-line service to a small business.	Pg. 247
	48.0 Apply a career plan to entrepreneurship – the student will be able to:	
LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	48.01 Develop a plan for pursuing a career as an entrepreneur including training and educational requirements, needed skills and abilities, and steps for reaching career goal.	Pg. 25-29
	48.02 Demonstrate specific technology applications related to career plan.	

	48.03 Develop forms of documentation for inclusion in a career portfolio, i.e., Entrepreneurship Written Event (see DECA Guide).	
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