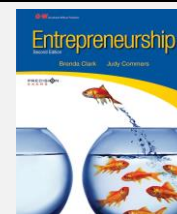
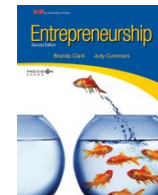


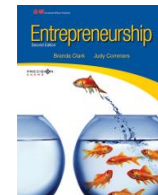
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**to Alabama Department of Education**  
**Course Name: Entrepreneurship (BMA and MKT)**  
**(Grades 9-12)**



Standards		Correlating Text Pages
<b>FOUNDATION STANDARDS</b>		
Each foundational standard completes the stem "Students will..."		
1.	Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.	300-302, 369, 380-383
2.	Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.	9-13, 344-349
3.	Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.	6-13
4.	Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.	64-71, 506-510
5.	Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.	9
6.	Discuss and demonstrate ways to value diversity.	110-113
<b>ENTREPRENEURSHIP CONTENT STANDARDS</b>		
Each content standard completes the stem "Students will..."		
<b>Foundations Of Entrepreneurship</b>		
1.	<b>Explain the concepts and processes associated with successful entrepreneurial performance.</b>	
	a. Identify political and economic factors that encourage and support entrepreneurship.	86-99, 108-116
	b. Identify and analyze characteristics of a successful entrepreneur, citing examples from the business world.	16-23
2.	<b>Discuss the entrepreneurial discovery process and the risks and rewards of being an entrepreneur.</b>	
	a. Assess global trends and opportunities for establishing new businesses.	91-99
	b. Identify possible opportunities for creating new businesses on the local, state, and/or national level.	86-90
3.	<b>Explain the fundamental concepts of business ownership.</b>	



Standards		Correlating Text Pages
	a. Discuss the role of competition in a private, free-enterprise system.	130-134, 177, 263, 327
	b. Explain the effects of competition on buyers and sellers.	130-134, 177, 263, 327
4.	Compare and contrast types of business ownership, indicating their advantages and disadvantages for entrepreneurs. <i>Examples: sole proprietorships, partnerships, corporations, LLCs</i>	154-164
<b>Marketing Information Management</b>		
	<b>Explain the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.</b>	
5.	a. Describe methods used to obtain marketing research data, including primary and secondary research.	118-124
	b. Describe characteristics of effective data collection instruments.	118-129
	c. Explain techniques for processing marketing information.	118-129
	d. Describe methods used to interpret and present market segment information, including reports, charts, and graphs.	118-129
	<b>Identify the concepts, strategies, and systems needed to implement and obtain support for an entrepreneurial entity.</b>	
6.	a. Utilize strategies to determine feasibility of ideas. <i>Examples: test marketing, prototyping, marketing research</i>	257-259
	b. Gather and share information on the major reasons for business failure, citing examples of actual cases.	257-259
	c. Utilize the marketing functions to assess the competitive advantage of a business.	118-124
<b>Business Plan</b>		
7.	Identify the elements needed in a formal written business plan, including an executive summary; introduction; analysis of strengths, weaknesses, opportunities, and threats (SWOT analysis); planned operation of the proposed business or service; timelines; planned financing; and requests for financing.	44-55
	<b>Gather and share information on the concepts, processes, systems, strategies, and tools needed to create a successful business venture.</b>	
8.	a. Identify goods and/or services to be sold in a proposed business.	33, 44-46
	b. Discuss and explain the types of risks that businesses encounter.	425-433
	c. Identify the market segment for a proposed business.	118-124



Standards		Correlating Text Pages
	d. Formulate a marketing mix designed to reach a specific market segment.	321-323
9.	<b>Explain the processes and strategies used in selecting a business location whether brick-and-mortar, e-business, or both.</b>	
	a. Discuss advantages and disadvantages of types of business locations.	51-52, 170-172, 177-180
	b. Explain the steps used in conducting a location analysis.	51-52, 170-172, 177-180, 197
	c. Identify current trends and other criteria for site location.	118-120, 136, 170-172
	d. Justify the rationale for selecting a particular site	174-175
<b>Finance</b>		
10.	<b>Gather, evaluate, and share information on the processes, strategies, and systems needed to guide the financial organization of an entrepreneurial entity.</b>	
	a. Discuss, compare, and contrast sources of capital used by entrepreneurs.	54-55, 230-233
	b. Identify fixed and variable costs and tax liability for startup and maintenance of a business.	231, 403-404
	c. Explain the terminology used in financial reports.	460-465
	d. Create a tentative budget for a proposed business and explain the purpose of each component, including income statement, balance sheet, and cash flow statement.	32, 238-242, 330
<b>Legal Issues</b>		
11.	<b>Gather and share information on legal issues affecting businesses.</b>	
	a. Identify governmental agencies and regulations affecting businesses.	264, 489-491
	b. Define and utilize terms used in business law. <i>Examples: copyright, trademark, patent, logo, license, permit</i>	97, 204-205, 207-214, 256
	c. List licenses needed by a small business.	97
<b>Product and Service Planning</b>		
12.	<b>Obtain and share information on product strategies.</b>	
	a. Describe how technology is used in the product/service management function.	50, 252-253
	b. Describe strategies used by marketers to position products or services.	328-329
	c. Describe techniques used by businesses to position corporate brands.	328-329
	d. Explain the importance of planning purchases.	394-400

Standards		Correlating Text Pages
<b>Distribution</b>		
13.	<b>Identify and explain place strategies.</b>	
	a. Describe how technology is used in the channel management function.	277-279
	b. Describe ethical considerations in channel management.	64-71, 277-279
	c. Coordinate channel management with other marketing activities.	109-115, 277-279
	d. Compare the costs and benefits associated with various inventory management systems.	402-408
<b>Pricing</b>		
14.	<b>Identify and explain pricing strategies.</b>	
	a. Describe the role of ethics in pricing.	64-71, 261-274
	b. Explain the use of technology in the pricing function.	261-274
	c. Identify factors that affect pricing strategy decisions, including the product life cycle.	258-259, 261-274
<b>Selling and Promotion</b>		
15.	<b>Identify and explain promotion strategies.</b>	
	a. Describe how technology is used in the promotion function.	290-304
	b. Discuss the components of the promotional mix, including direct marketing and digital marketing.	292-304
	c. Explain the importance of coordinating elements in advertisements.	290-304
	d. Outline a promotional plan for a proposed product or service.	290-304
16.	<b>Identify and explain selling strategies.</b>	
	a. Describe how technology is used in the selling function.	307-311
	b. Analyze the effectiveness of a company's unique selling proposition.	307-311
	c. Explain the role of sales forecasting and planning.	307-311
	d. Demonstrate sales techniques.	306-311
<b>Ethics</b>		
17.	<b>Identify the ethical, social, and environmental responsibilities of businesses in relation to employees, customers, and the community.</b>	
	a. Describe the social obligations of a business.	72-76
	b. Discuss ethical behavior and ethical issues in business.	64-71
	c. Describe safety procedures and health procedures used in business operations.	300-302, 369, 380-383
	d. Identify environmental concerns and issues related to the operation of a business	74-75, 76