



CORRELATION COURSE REQUIREMENTS

COURSE TITLE: Principles of Entrepreneurship

COURSE NUMBER: 8812110

SUBMISSION TITLE: Entrepreneurship and Small Business Management © 2000

PUBLISHER: Glencoe/McGraw-Hill

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
01.0 <u>DISCUSS ROLE OF THE ENTREPRENEUR</u> --The student will be able to:		
01.01 Define "entrepreneurship."	SE: 3-4, 6, 16, 19-20, 23, 24-26, 27, 28-29, 30, 31, 32, 426 TAE: 3-4, 6, 16, 19-20, 23, 24-26, 27, 28-29, 30, 31, 32, 426, TM 44, TM 46, TM 52	I
01.02 Discuss evolution of entrepreneurship.	SE: 4-5, 6, 7, 8-9, 11, 12, 13, 14, 15, 16-17 TAE: 4-5, 6, 7, 8-9, 11, 12, 13, 14, 15, 16-17, TM 44, TM 45, TM 46	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
01.03 Describe the differences between a product-based business and a service-based business.	SE: 5, 64–67, 83, 145, 151–152, 154, 163–165, 172–173, 186–187, 219, 248, 268–270, 271–272, 273, 274–275, 276–277, 278–279, 280, 396 TAE: 5, 64–67, 83, 145, 151–152, 154, 163–165, 172–173, 186–187, 219, 248, 268–270, 271–272, 273, 274–275, 276–277, 278–279, 280, 396, TM 136, TM 142	I
01.04 Identify contributions of entrepreneurs to the economic growth of the United States.	SE: 2, 3, 4, 5, 10, 11, 16, 70–71 TAE: 2, 3, 4, 5, 10, 11, 16, 70–71, TM 46, TM 47, TM 48, TM 51	I
01.05 Discuss future prospects for entrepreneurship and its anticipated impact on the economy.	SE: 34, 35–36, 37, 38, 42, 50, 51, 70–71 TAE: 34, 35–36, 37, 38, 42, 50, 51, 70–71, TM 58, TM 59, TM 60, TM 61	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
01.06 Discuss the role of the entrepreneur in his/her local community (mentoring, philanthropy).	SE: 10, 408, 409, 410, 411, 412, 413, 414, 415–416, 417, 418–419, 420–421 TAE: 10, 408, 409, 410, 411, 412, 413, 414, 415–416, 417, 418–419, 420–421, TM 194, TM 195, TM 196–197, TM 198	I
02.0 DISCUSS ENTREPRENEURSHIP AS A CAREER CHOICE--The student will be able to:		
02.01 Describe reasons for becoming an entrepreneur.	SE: 4–5, 10, 18, 19, 20–21, 22, 32, 33 TAE: 4–5, 10, 18, 19, 20–21, 22, 32, 33, TM 52, TM 53, TM 54, TM 56–57	I
02.02 Identify characteristics common to successful entrepreneurs.	SE: 23, 24–25, 26, 27, 28, 29, 30, 31, 32, 33 TAE: 23, 24–25, 26, 27, 28, 29, 30, 31, 32, 33, TM 52, TM 53, TM 54, TM 55, TM 56–57	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
02.03 Identify education, aptitudes, and skills recommended for entrepreneurs.	SE: 23, 24–25, 26, 27, 28, 29, 30, 31, 32, 33 TAE: 23, 24–25, 26, 27, 28, 29, 30, 31, 32, 33, TM 52, TM 53, TM 54, TM 55, TM 56–57	I
02.04 Discuss advantages and disadvantages of self-employment.	SE: 10, 18, 19, 20–21, 22, 32, 33 TAE: 10, 18, 19, 20–21, 22, 32, 33, TM 52, TM 53, TM 54, TM 56–57	I
02.05 Discuss entrepreneurship as a personal goal.	SE: 18, 19, 20–21, 22, 23, 24–25, 26, 27, 28, 29, 30, 31, 32, 33 TAE: 18, 19, 20–21, 22, 23, 24–25, 26, 27, 28, 29, 30, 31, 32, 33, TM 52, TM 53, TM 54, TM 55, TM 56–57	I
02.06 Assess personal potential to become an entrepreneur.	SE: 23, 24–25, 26, 27, 28, 29, 30, 31, 32, 33 TAE: 23, 24–25, 26, 27, 28, 29, 30, 31, 32, 33, TM 52, TM 53, TM 54, TM 55, TM 56–57	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
02.07 Identify career paths in supervisory, management, and small business environments.	SE: 10–11, 226–227, 236, 237, 238, 239, 240–241, 242, 243–244, 245–248, 249, 250, 251 TAE: 10–11, 226–227, 236, 237, 238, 239, 240–241, 242, 243–244, 245–248, 249, 250, 251, TM 46, TM 47, TM 122, TM 123, TM 130, TM 131, TM 132, TM 133, TM 134–135	I
03.0 IDENTIFY BASIC ECONOMIC PRINCIPLES OF ENTREPRENEURSHIP--The student will be able to:		
03.01 Identify role of small business in the global economy.	SE: 52, 53–54, 55, 56–57, 58, 59, 60–62, 63, 64–65, 66–67, 68–69 TAE: 52, 53–54, 55, 56–57, 58, 59, 60–62, 63, 64–65, 66–67, 68–69, TM 64, TM 65, TM 66, TM 67, TM 68, TM 69	I
03.02 Discuss profit motive and its impact on business.	SE: 3, 4–5, 11, 16, 183, 193, 196, 344, 345, 351, 352, 353 TAE: 3, 4–5, 11, 16, 183, 193, 196, 344, 345, 351, 352, 353, TM 46, TM 50	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
03.03 Identify the different types of competition and explain their impact on business (e.g., direct, indirect, price, nonprice, competitive position).	SE: 5, 11, 16, 19, 21, 32, 77, 78, 88, 101, 104, 105, 144, 156, 182, 184–185, 196 TAE: 5, 11, 16, 19, 21, 32, 77, 78, 88, 101, 104, 105, 144, 156, 182, 184–185, 196, TM 50, TM 72, TM 73, TM 74, TM 80, TM 100, TM 111, TM 113	I
03.04 Describe differences between industrial and consumer goods.	The opportunity to address this objective is available. See the following: SE: 5, 65, 83, 99, 164, 165, 172, 268, 269, 270–272, 396 TAE: 5, 65, 83, 99, 164, 165, 172, 268, 269, 270–272, 396	M
03.05 Define land, labor, capital, and entrepreneurship as factors of production.	SE: 2, 3, 4, 5–6, 16, 22, 32, 425, 426, 427 TAE: 2, 3, 4, 5–6, 16, 22, 32, 425, 426, 427, TM 46, TM 52	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
03.06 Discuss form, place, time, possession, and information utility.	The opportunity to address this objective is available. See the following: SE: 165–169, 243 TAE: 165–169, 243	M
03.07 Explain meaning and causes of scarcity.	SE: 3, 6, 8–9, 11, 16, 181, 432 TAE: 3, 6, 8–9, 11, 16, 181, 432, TM 46, TM 110	I
03.08 Identify components of the Law of Supply and Demand in a free enterprise system.	SE: 2, 3, 7, 8–9, 11, 16, 17, 180, 181, 188, 196, 260 TAE: 2, 3, 7, 8–9, 11, 16, 17, 180, 181, 188, 196, 260, TM 46, TM 49, TM 50, TM 51, TM 110, TM 115	I
03.09 Identify the stages of the product life cycle and the characteristics of each.	SE: 180, 186, 187, 188, 196, 197 TAE: 180, 186, 187, 188, 196, 197, TM 110, TM 111, TM 112	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
03.10 Identify role and types of producers, distributors, and services in today's business economy.	SE: 163–164, 165–169, 178, 179, 248, 268, 273, 274–275, 276– 277, 278–279, 280, 281 TAE: 163–164, 165–169, 178, 179, 248, 268, 273, 274–275, 276– 277, 278–279, 280, 281, TM 104, TM 106, TM 108, TM 142, TM 143, TM 146	I
03.11 Discuss major fields of business activity (e.g., extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales).	SE: 140, 141, 145, 146, 149, 151, 152, 153, 154, 155, 156, 157 TAE: 140, 141, 145, 146, 149, 151, 152, 153, 154, 155, 156, 157, TM 96, TM 97, TM 98, TM 99, TM 100, TM 101	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
03.12 Discuss the four parts of a business (production, finance, marketing, customer service).	<p>This objective is addressed throughout the text. See, for example:</p> <p>SE: 80, 82–84, 162, 163–164, 165–169, 170–171, 172–175, 176–177, 178–179, 268, 273, 274–275, 276–277, 280–281, 284–285, 286, 287, 288, 320, 321, 322–325, 326–327, 328–330, 331, 332–333, 334–335</p> <p>TAE: 80, 82–84, 162, 163–164, 165–169, 170–171, 172–175, 176–177, 178–179, 268, 273, 274–275, 276–277, 280–281, 284–285, 286, 287, 288, 320, 321, 322–325, 326–327, 328–330, 331, 332–333, 334–335, TM 72, TM 104–109, TM 142–147, TM 148, TM 150, TM 162–167</p>	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
03.13 Identify factors that contribute to success of a small business.	SE: 34, 35–38, 39, 40, 41–42, 43–44, 45–46, 47, 48, 49, 50, 51 TAE: 34, 35–38, 39, 40, 41–42, 43–44, 45–46, 47, 48, 49, 50, 51, TM 58, TM 59, TM 60, TM 61, TM 62, TM 63	I
03.14 Describe the process of starting a small business.	This objective is addressed throughout the text. See, for example: SE: 72–73, 74–89, 90–105, 106–119, 120–139, 140–157, 158–159 TAE: 72–73, 74–89, 90–105, 106–119, 120–139, 140–157, 158–159, TM 70–71, TM 72–77, TM 78–83, TM 84–89, TM 90–95, TM 96–101	I
03.15 Explain procedure for registering a sole proprietorship and obtaining a sales tax identification number.	SE: 106, 107, 108–09, 112, 118, 119 TAE: 106, 107, 108–09, 112, 118, 119, TM 84, TM 85, TM 86, TM 87, TM 88, TM 89	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
03.16 Discuss reasons for small business failure.	SE: 376, 377, 378, 379, 380, 381, 382, 383, 390, 391 TAE: 376, 377, 378, 379, 380, 381, 382, 383, 390, 391, TM 182, TM 183, TM 184, TM 186	I
03.17 Recognize opportunities for small business in the global marketplace.	SE: 52, 53–54, 55, 56, 57, 58, 59, 60–62, 63, 64– 67, 68, 69 TAE: 52, 53–54, 55, 56, 57, 58, 59, 60–62, 63, 64– 67, 68, 69, TM 64, TM 66, TM 67, TM 68, TM 69	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
04.0 DISCUSS IMPORTANCE OF ETHICS IN BUSINESS--The student will be able to:		
04.01 Define "ethics" and "ethical behavior."	SE: 408, 414, 415, 416, 417, 418, 419, 420, 421, 427 TAE: 408, 414, 415, 416, 417, 418, 419, 420, 421, 427, TM 194, TM 196, TM 197, TM 198	I
04.02 Identify examples of ethical business practices.	SE: 408, 414, 415, 416, 417, 418, 419, 420, 421, 427 TAE: 408, 414, 415, 416, 417, 418, 419, 420, 421, 427, TM 53, TM 65, TM 79, TM 91, TM 97, TM 111, TM 117, TM 123, TM 131, TM 149, TM 155, TM 169, TM 183, TM 194, TM 195, TM 196, TM 197, TM 198	I
04.03 Discuss role of the entrepreneur in promoting ethical business practices and relationships.	SE: 408, 414, 415, 416, 417, 418, 419, 420, 421, 427 TAE: 408, 414, 415, 416, 417, 418, 419, 420, 421, 427, TM 194, TM 196, TM 197, TM 198	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
04.04 Identify social responsibilities and/or legal issues involved in making ethical choices in business.	SE: 408, 409, 410, 411, 412, 413, 420, 421 TAE: 408, 409, 410, 411, 412, 413, 420, 421, TM 194, TM 195, TM 196, TM 198	I
05.0 IDENTIFY STRATEGIES AND METHODS FOR GENERATING A BUSINESS IDEA--The student will be able to:		
05.01 Identify current publications and websites available to assist with determining what type of business to start.	SE: 17, 33, 51, 69, 89, 105, 119, 157, 179 TAE: 17, 33, 51, 69, 89, 105, 119, 157, 179, TM 51, TM 57, TM 63, TM 69, TM 77, TM 83, TM 89, TM 101, TM 109	I
05.02 Discuss importance of personality and ability when selecting type of business to open.	SE: 18, 20–22, 23, 24–25, 26, 27, 28–30, 31, 32, 33 TAE: 18, 20–22, 23, 24–25, 26, 27, 28–30, 31, 32, 33, TM 52, TM 54, TM 55, TM 56	I
05.03 Identify changes and trends as a source of new enterprise ideas (e.g., outsourcing).	SE: 34, 35, 36, 37, 38, 39, 40, 41–42, 50, 51 TAE: 34, 35, 36, 37, 38, 39, 40, 41–42, 50, 51, TM 58, TM 59, TM 60, TM 62	I

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05.04 Discuss how brainstorming, creative thinking, and observations can be used to develop new enterprise ideas.	SE: 34, 35, 36, 37, 38, 39, 40, 41–42, 50, 51 TAE: 34, 35, 36, 37, 38, 39, 40, 41–42, 50, 51, TM 58, TM 59, TM 60, TM 62	I
05.05 Explain how personal goals, life style, background, hobbies, interests, experience, abilities, and financial resources will impact ones' choice of business.	SE: 18, 20–22, 23, 24–25, 26, 27, 28–30, 31, 32, 33 TAE: 18, 20–22, 23, 24–25, 26, 27, 28–30, 31, 32, 33, TM 52, TM 54, TM 55, TM 56	I
06.0 OUTLINE STEPS IN PLANNING A NEW BUSINESS--The student will be able to:		
06.01 Discuss importance of "defining" a prospective business.	SE: 74, 75–76, 77, 78, 79, 88, 89 TAE: 74, 75–76, 77, 78, 79, 88, 89, TM 72, TM 73, TM 74, TM 76	I
06.02 List reasons for writing a business plan.	SE: 80, 87, 81, 88, 89 TAE: 80, 87, 81, 88, 89, TM 72, TM 75, TM 76	I

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06.03 Identify and describe components of a business plan.	SE: 80, 82–83, 84, 85, 86, 87, 88, 89 TAE: 80, 82–83, 84, 85, 86, 87, 88, 89, TM 72, TM 73, TM 75, TM 77	I
06.04 Describe importance of a vision/mission statement in identifying direction and objectives of a business.	SE: 80, 81, 88, 89, 433 TAE: 80, 81, 88, 89, 433, TM 72, TM 77	I
06.05 Discuss importance of determining what products and services will be offered by the business.	SE: 90, 91, 92–93, 94–95, 96–97, 98, 99, 100, 101, 102, 103, 104, 105 TAE: 90, 91, 92–93, 94–95, 96–97, 98, 99, 100, 101, 102, 103, 104, 105, TM 78, TM 79, TM 80, TM 81, TM 82, TM 83	I

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06.06 Identify how scope of products and services will vary based upon type of business (e.g., wholesale, retail, service).	The opportunity to address this objective is available. See the following: SE: 140, 143–144, 145–146, 149, 150, 151, 152, 153, 154, 155, 156, 157 TAE: 140, 143–144, 145–146, 149, 150, 151, 152, 153, 154, 155, 156, 157, TM 96, TM 97, TM 98, TM 99, TM 100, TM 101	M
06.07 Explain importance of and the factors influencing a business' image.	SE: 198, 199, 200, 201, 202–205, 206–207, 208, 209, 214, 215 TAE: 198, 199, 200, 201, 202–205, 206–207, 208, 209, 214, 215TM 116, TM 117, TM 118–119, TM 120, TM 121	I

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06.08 Identify and discuss the legal forms of business ownership (sole proprietorship, partnership, corporation, franchise, licensing).	SE: 106, 107, 108, 109–110, 111–112, 113, 114, 115, 116, 117, 118, 119 TAE: 106, 107, 108, 109–110, 111–112, 113, 114, 115, 116, 117, 118, 119, TM 84, TM 85, TM 86, TM 87, TM 88, TM 89	I
06.09 Identify and discuss different types of corporations (subchapter S, limited liability, nonprofit).	SE: 106, 113, 114, 115, 116, 117, 118, 119 TAE: 106, 113, 114, 115, 116, 117, 118, 119, TM 84, TM 85, TM 87, TM 88, TM 89	I
06.10 Identify factors that influence choice of ownership type.	SE: 106, 107, 108, 109–110, 111–112, 113, 114, 115, 116, 117, 118, 119 TAE: 106, 107, 108, 109–110, 111–112, 113, 114, 115, 116, 117, 118, 119, TM 84, TM 85, TM 86, TM 87, TM 88, TM 89	I

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06.11 Describe legal implications and taxes for each type of business structure.	SE: 106, 107, 108, 109–110, 111–112, 113, 114, 115, 116, 117, 118, 119 TAE: 106, 107, 108, 109–110, 111–112, 113, 114, 115, 116, 117, 118, 119, TM 84, TM 85, TM 86, TM 87, TM 88, TM 89	I
06.12 Discuss the internal organization of a business and assignment of tasks to be performed.	SE: 236, 245–248, 249, 250, 251, 282, 289, 290–291, 292, 293–295, 296–297, 298, 299 TAE: 236, 245–248, 249, 250, 251, 282, 289, 290–291, 292, 293–295, 296–297, 298, 299, TM 130, TM 131, TM 133, TM 134, TM 135, TM 148, TM 149, TM 150–151, TM 152	I

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06.13 Discuss the different types of organization charts (e.g., line and staff).	SE: 236, 246, 249, 250, 251, 282, 289, 290– 291, 297, 298, 299 TAE: 236, 246, 249, 250, 251, 282, 289, 290– 291, 297, 298, 299, TM 130, TM 131, TM 133, TM 134, TM 148, TM 149, TM 150–151, TM 152	I
06.14 Describe different types of records needed by small businesses.	SE: 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371 TAE: 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, TM 174, TM 175, TM 176, TM 177, TM 178	I
06.15 Identify factors that affect purchasing.	SE: 252, 253, 254, 255, 256, 257–258, 266, 267 TAE: 252, 253, 254, 255, 256, 257–258, 266, 267, TM 136, TM 137, TM 138, TM 140	I

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06.16 Explain importance and types of inventory control.	SE: 252, 259, 260–261, 262, 263, 264, 265, 266, 267 TAE: 252, 259, 260–261, 262, 263, 264, 265, 266, 267, TM 136, TM 137, TM 139, TM 140	I
06.17 Identify procedures to be followed in shipping and receiving (channels of distribution).	SE: 80, 84, 88, 162, 166– 167, 169, 175–176, 177, 178, 179 TAE: 80, 84, 88, 162, 166– 167, 169, 175–176, 177, 178, 179, TM 72, TM 73, TM 75, TM 76, TM 104, TM 105, TM 106, TM 107, TM 108	I
06.18 Describe role of selling in small business.	SE: 216, 217, 218, 219– 220, 221, 222–223, 224, 225–226, 227, 228, 229, 230, 231 TAE: 216, 217, 218, 219– 220, 221, 222–223, 224, 225–226, 227, 228, 229, 230, 231, TM 122, TM 123, TM 124, TM 125, TM 126, TM 127	I

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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]).	SE: 80, 86, 87, 88, 89 TAE: 80, 86, 87, 88, 89, TM 72, TM 73, TM 75, TM 76, TM 77	I
07.0 IDENTIFY PRINCIPLES OF MARKETING--The student will be able to:		
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.	SE: 90, 91, 92–93, 94, 95–97, 98, 99, 101, 102, 103, 104, 105, 426, 429, 433 TAE: 90, 91, 92–93, 94, 95–97, 98, 99, 101, 102, 103, 104, 105, 426, 429, 433, TM 78, TM 79, TM 80, TM 81, TM 82, TM 83	I

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07.02 Identify and explain the marketing functions (e.g., financing, risk management, selling, promotion, pricing, purchasing, marketing-information management, product/service planning, distribution).	SE: This objective is addressed throughout the text. See, for example: 162–179, 180–197, 198–215, 216–231, 252–267, 268–281, 320–335, 376, 391 TAE: This objective is addressed throughout the text. See, for example: 162–179, 180–197, 198–215, 216–231, 252–267, 268–281, 320–335, 376, 391, TM 104–109, TM 116–121, TM 122–127, TM 136–141, TM 142–147, TM 160–167, TM 182–187	I
07.03 Discuss methods of forecasting sales.	SE: 336, 344, 351, 352, 353 TAE: 336, 344, 351, 352, 353, TM 168, TM 169, TM 171, TM 172	I

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07.04 Discuss importance of the five (5) P's of the marketing mix: product, place, price, promotion, and people.	SE: 162, 163–164, 165–169, 178, 179 TAE: 162, 163–164, 165–169, 178, 179, TM 104, TM 105, TM 106, TM 108, TM 109	I
07.05 Discuss methods, costs, and importance of promoting products and services (e.g., publicity, public relations, press release, community events, advertising, Internet).	SE: 198, 199, 200, 201, 202–205, 206–207, 208, 209, 210 211, 212, 213, 214, 215 TAE: 198, 199, 200, 201, 202–205, 206–207, 208, 209, 210 211, 212, 213, 214, 215, TM 116, TM 117, TM 118, TM 119, TM 120, TM 212	I
07.06 Describe factors that should be evaluated in a promotion (e.g., source, message, media, budget).	SE: 198, 199, 200, 201, 202–205, 206–207, 208, 209, 210 211, 212, 213, 214, 215 TAE: 198, 199, 200, 201, 202–205, 206–207, 208, 209, 210 211, 212, 213, 214, 215, TM 116, TM 117, TM 118, TM 119, TM 120, TM 212	I

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07.07 Distinguish between institutional and promotional advertising.	<p>The opportunity to address this objective is available. See the following:</p> <p>SE: 198, 199, 202, 203, 204, 205, 206, 209, 214, 215</p> <p>TAE: 198, 199, 202, 203, 204, 205, 206, 209, 214, 215, TM 116, TM 117, TM 118, TM 120, TM 121</p>	M
07.08 Identify types of advertising media and describe the strengths and weaknesses of each.	<p>SE: 198, 199, 202, 203, 204, 205, 206, 209, 214, 215</p> <p>TAE: 198, 199, 202, 203, 204, 205, 206, 209, 214, 215, TM 116, TM 117, TM 118, TM 120, TM 121</p>	I

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07.09 Identify components of a marketing plan.	SE: 162, 163–164, 165–169, 170, 171, 172, 173–175, 176–177, 178, 179 TAE: 162, 163–164, 165–169, 170, 171, 172, 173–175, 176–177, 178, 179, TM 104, TM 105, TM 106, TM 107, TM 108, TM 109	I
07.10 Describe the importance of coordinating promotional activities.	The opportunity to address this objective is available. See the following: SE: 198, 199, 200, 201, 202–205, 206–207, 208, 209, 210, 211, 212, 213, 214, 215 TAE: 198, 199, 200, 201, 202–205, 206–207, 208, 209, 210, 211, 212, 213, 214, 215, TM 116, TM 117, TM 118, TM 119, TM 120, TM 121	M

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07.11 Explain the differences between selling direct and going through external sales representatives.	<p>The opportunity to address this objective is available. See the following:</p> <p>SE: 216, 217, 218, 219–220, 221, 222–223, 224, 225–226, 227, 228–229, 230, 231</p> <p>TAE: 216, 217, 218, 219–220, 221, 222–223, 224, 225–226, 227, 228–229, 230, 231, TM 122, TM 123, TM 124, TM 125, TM 126, TM 127</p>	M
07.12 Identify and describe examples of diverse marketing activities.	<p>The opportunity to address this objective is available. See the following:</p> <p>SE: 162, 163–164, 165–169, 170, 171, 172, 173–175, 176–177, 178, 179</p> <p>TAE: 162, 163–164, 165–169, 170, 171, 172, 173–175, 176–177, 178, 179, TM 104, TM 105, TM 106, TM 107, TM 108, TM 109</p>	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
08.0 IDENTIFY PRINCIPLES OF SELLING--The student will be able to:		
08.01 Identify ways to satisfy consumer needs.	The opportunity to address this objective is available. See the following: SE: 90, 91, 92–93, 94, 95–97, 98, 99, 101, 102, 103, 104, 105 TAE: 90, 91, 92–93, 94, 95–97, 98, 99, 101, 102, 103, 104, 105, TM 78, TM 79, TM 80, TM 81, TM 82, TM 83	M
08.02 Identify features/benefits of selling.	SE: 216, 217, 218, 219–220, 221, 222–223, 224, 225–226, 227, 228–229, 230, 231 TAE: 216, 217, 218, 219–220, 221, 222–223, 224, 225–226, 227, 228–229, 230, 231, TM 122, TM 123, TM 124, TM 125, TM 126, TM 127	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
08.03 Discuss the principles of selling.	SE: 216, 217, 218, 219–220, 221, 222–223, 224, 225–226, 227, 228–229, 230, 231 TAE: 216, 217, 218, 219–220, 221, 222–223, 224, 225–226, 227, 228–229, 230, 231, TM 122, TM 123, TM 124, TM 125, TM 126, TM 127	I
08.04 Identify the steps of a sale.	SE: 216, 217, 222–223, 230, 231 TAE: 216, 217, 222–223, 230, 231, TM 122, TM 123, TM 124, TM 126, TM 127	I
08.05 Identify the stages of selling (e.g., attention, interest, desire, and action).	SE: 216, 217, 218, 219–220, 221, 222–223, 224, 225–226, 227, 228–229, 230, 231 TAE: 216, 217, 218, 219–220, 221, 222–223, 224, 225–226, 227, 228–229, 230, 231, TM 122, TM 123, TM 124, TM 125, TM 126, TM 127	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
08.06 Discuss the advantages and disadvantages of establishing sales quotas/commissions.	SE: 216, 224, 225, 228, 229, 230, 231 TAE: 216, 224, 225, 228, 229, 230, 231, TM 122, TM 123, TM 125, TM 126, TM 127	I
08.07 Discuss importance of customer service.	SE: 282, 287, 298, 299 TAE: 282, 287, 298, 299, TM 148, TM 149, TM 150, TM 152, TM 153	I
08.08 Discuss telemarketing as a sales tool.	The opportunity to address this objective is available. See the following: SE: 216, 217, 218, 219–220, 221, 222–223, 224, 225–226, 227, 228–229, 230, 231 TAE: 216, 217, 218, 219–220, 221, 222–223, 224, 225–226, 227, 228–229, 230, 231, TM 122, TM 123, TM 124, TM 125, TM 126, TM 127	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
08.09 Discuss the role of selling via the Internet.	<p>The opportunity to address this objective is available. See the following:</p> <p>SE: 216, 217, 218, 219–220, 221, 222–223, 224, 225–226, 227, 228–229, 230, 231</p> <p>TAE: 216, 217, 218, 219–220, 221, 222–223, 224, 225–226, 227, 228–229, 230, 231, TM 122, TM 123, TM 124, TM 125, TM 126, TM 127</p>	M
08.10 Discuss network marketing (multilevel marketing).	<p>The opportunity to address this objective is available. See the following:</p> <p>SE: 162, 163–164, 165–169, 170, 171, 172, 173–175, 176–177, 178, 179</p> <p>TAE: 162, 163–164, 165–169, 170, 171, 172, 173–175, 176–177, 178, 179, TM 104, TM 105, TM 106, TM 107, TM 108, TM 109</p>	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
08.11 Discuss selling opportunities at flea markets and trade shows.	The opportunity to address this objective is available. See the following: SE: 216, 217, 218, 219–220, 221, 222–223, 224, 225–226, 227, 228–229, 230, 231 TAE: 216, 217, 218, 219–220, 221, 222–223, 224, 225–226, 227, 228–229, 230, 231, TM 122, TM 123, TM 124, TM 125, TM 126, TM 127	M
09.0 IDENTIFY PRINCIPLES OF FINANCING--The student will be able to:		
09.01 Explain difference between income (credit) and expense (debit).	SE: 354, 355, 357, 365, 370, 371 TAE: 354, 355, 357, 365, 370, 371, TM 174, TM 175, TM 176, TM 178	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
09.02 Discuss the importance of maintaining an accounting journal.	SE: 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 370, 371 TAE: 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 370, 371, TM 174, TM 175, TM 176, TM 178	I
09.03 Discuss personal risks involved in financing a business.	SE: 108, 109–110, 115, 117, 118 TAE: 108, 109–110, 115, 117, 118, TM 84, TM 86, TM 87, TM 88, TM 89	I
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.	SE: 321, 324, 327, 334, 337, 343, 352, 366, 367, 370, 424, 425, 427, 428, 429, 431 TAE: 321, 324, 327, 334, 337, 343, 352, 366, 367, 370, 424, 425, 427, 428, 429, 431, TM 162–167, TM 168–173, TM 174–179	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
09.05 Explain the importance of financial accounting and management to the entrepreneur.	SE: 336, 337–338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350–351, 352, 353, 354, 355, 366, 370, 371 TAE: 336, 337–338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350–351, 352, 353, 354, 355, 366, 370, 371, TM 168, TM 169, TM 170, TM 171, TM 172, TM 173, TM 174, TM 175, TM 176, TM 177, TM 178, TM 179	I
09.06 Identify start-up costs and operating expenses (fixed and variable) for a new business.	SE: 326, 332, 333, 334, 335, 344, 345, 351, 352, 353 TAE: 326, 332, 333, 334, 335, 344, 345, 351, 352, 353, TM 162, TM 163, TM 165, TM 166, TM 167, TM 168, TM 169, TM 171, TM 172	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
09.07 Identify sources of funds for financing a new business.	SE: 320, 322–323, 324–325, 334, 335 TAE: 320, 322–323, 324–325, 334, 335, TM 162, TM 163, TM 164, TM 166, TM 167	I
09.08 Discuss impact of interest rates on short and long term financing.	The opportunity to address this objective is available. See the following: SE: 320, 321, 322–323, 324–325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, TM 52, TM 53, TM 54, TM 56, TM 162, TM 163, TM 164, TM 165, TM 166, TM 167 TAE: 320, 321, 322–323, 324–325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, TM 162, TM 163, TM 164, TM 165, TM 166, TM 167	M
09.09 Describe methods for establishing credit and obtaining a credit card.	SE: 324–325, 327–328 TAE: 324–325, 327–328, TM 161, TM 162, TM 164, TM 165	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
09.10 Identify sources of credit and list steps in applying for a loan.	The opportunity to address this objective is available. See the following: SE: 324–325 TAE: 324–325, TM 161, TM 162, TM 163, TM 164, TM 165	M
09.11 Discuss importance of maintaining a favorable credit rating.	The opportunity to address this objective is available. See the following: SE: 320, 322–323, 324–325, 334, 335, 350, TAE: 320, 322–323, 324–325, 334, 335, 350, 351, TM 162, TM 163, TM 164, TM 166, TM 167, TM 168, TM 169, TM 171, TM 172, TM 173	M
09.12 Describe differences between short-term and long-term capital needs.	SE: 320, 326, 332, 333, 334, 335 TAE: 320, 326, 332, 333, 334, 335, TM 162, TM 163, TM 165, TM 166, TM 167	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
09.13 Identify circumstances that could require additional financing.	SE: 400, 402, 403, 404, 405, 406, 407 TAE: 400, 402, 403, 404, 405, 406, 407, TM 188, TM 189, TM 191, TM 192, TM 193	I
09.14 Describe differences between cash basis and accrual basis accounting.	SE: 354, 355, 356, 365, 370, 371 TAE: 354, 355, 356, 365, 370, 371, TM 174, TM 175, TM 176, TM 178, TM 179	I
09.15 Identify differences between bookkeeping, tax accounting, and managerial accountants.	The opportunity to address this objective is available. See the following: SE: 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371 TAE: 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, TM 174–179	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
10.0 IDENTIFY PRINCIPLES OF PRICING--The student will be able to:		
10.01 Define selling price, fixed costs, variable costs, elastic demand, inelastic demand, price fixing, bait-and-switch advertising.	SE: 3, 7, 16, 128, 135, 138, 344, 345, 352, 424, 426, 427, 433 TAE: 3, 7, 16, 128, 135, 138, 344, 345, 352, 424, 426, 427, 433, TM 46, TM 47, TM 48, TM 50, TM 51, TM 90, TM 91, TM 92, TM 94, TM 95, TM 168, TM 169, TM 171, TM 172	I
10.02 Identify factors that affect selling price (e.g., target market, competition, government regulations, economic conditions, supply and demand).	SE: 180, 181, 182, 188, 196, 197 TAE: 180, 181, 182, 188, 196, 197, TM 110, TM 111, TM 112, TM 114, TM 115	I
10.03 Describe how cost of goods sold influences selling price.	SE: 180, 181, 184–185, 188, 196, 197 TAE: 180, 181, 184–185, 188, 196, 197, TM 110, TM 111, TM 112, TM 114, TM 115	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
10.04 Define break-even point, fixed expenses, and variable expenses.	SE: 189, 196, 344, 345, 352, 424, 427, 433 TAE: 189, 196, 344, 345, 352, 424, 427, 433, TM 110, TM 111, TM 113, TM 114, TM 115, TM 168, TM 169, TM 171, TM 172, TM 173	I
10.05 Explain the difference between markup based on cost and markup based on retail.	SE: 180, 189, 190, 195, 196, 197 TAE: 180, 189, 190, 195, 196, 197, TM 110, TM 111, TM 113, TM 114, TM 115	I
10.06 Identify types of adjustments to selling price.	SE: 180, 190, 191, 192, 193, 194, 195, 196, 197 TAE: 180, 190, 191, 192, 193, 194, 195, 196, 197, TM 110, TM 111, TM 113, TM 114, TM 115	I
10.07 Define pricing policy, psychological pricing, unit pricing, product line pricing, and promotional pricing.	SE: 180, 181, 186, 188, 196, 197, 430, 431 TAE: 180, 181, 186, 188, 196, 197, 430, 431, TM 110, TM 111, TM 112, TM 114, TM 115	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
10.08 Define pricing strategy, penetration pricing, and price skimming.	SE: 180, 181, 184–185, 187, 196, 197, 430 TAE: 180, 181, 184–185, 187, 196, 197, 430, TM 110, TM 111, TM 112, TM 114, TM 115	I
11.0 IDENTIFY TYPES AND SOURCES OF GOVERNMENT REGULATIONS AND TAXATION THAT MAY AFFECT A BUSINESS--The student will be able to:		
11.01 Define license, permit, contract, patent, copyright, trademark, and logo.	SE: 120, 121, 123, 125, 127, 138, 139, 425, 430, 433 TAE: 120, 121, 123, 125, 127, 138, 139, 425, 430, 433, TM 90, TM 91, TM 92, TM 94	I
11.02 Identify major state laws affecting the operation of a business.	The opportunity to address this objective is available. See the following: SE: 120, 124, 125, 126, 127, 138, 139 TAE: 120, 124, 125, 126, 127, 138, 139, TM 90, TM 91, TM 92, TM 94	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
11.03 Identify major federal laws affecting the operation of a business, (e.g., OSHA, Social Security, EEOC, Affirmative Action, ADA, FMLA).	SE: 120, 128–130, 131–132, 133, 134, 137, 138, 139 TAE: 120, 128–130, 131–132, 133, 134, 137, 138, 139, TM 90, TM 91, TM 93, TM 94, TM 95	I
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]).	SE: 120, 128, 131, 132, 138, 139 TAE: 120, 128, 131, 132, 138, 139, TM 90, TM 91, TM 93, TM 94, TM 95	I
11.05 Identify types of federal, state, and local taxes that are the responsibility of the entrepreneur (e.g., sales, income, self-employment).	SE: 120, 128, 135, 136, 137, 138, 139 TAE: 120, 128, 135, 136, 137, 138, 139, TM 90, TM 91, TM 93, TM 94, TM 95	I
11.06 Discuss importance of obtaining outside professional counsel to ensure compliance with government regulations and taxation (i.e., accountant, lawyer).	SE: 120, 128, 137, 138, 139 TAE: 120, 128, 137, 138, 139, TM 90, TM 91, TM 93, TM 94, TM 95	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
12.0 IDENTIFY COMMUNICATION AND TECHNOLOGY SKILLS USED IN ENTREPRENEURSHIP--The student will be able to:		
12.01 Identify and demonstrate effective workplace communication skills: verbal, nonverbal, written, and electronic.	<p>The opportunity to address this objective is available throughout the text. See, for example:</p> <p>SE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258</p> <p>TAE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258, TM 50, TM 56, TM 62, TM 68, TM 76, TM 82, TM 88, TM 94, TM 100, TM 108, TM 114, TM 120, TM 126, TM 134, TM 140</p>	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
12.02 Describe effective staff communication and its uses: inter-personal, departmental, inter-departmental, and company.	<p>The opportunity to address this objective is available throughout the text. See, for example:</p> <p>SE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258</p> <p>TAE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258, TM 50, TM 56, TM 62, TM 68, TM 76, TM 82, TM 88, TM 94, TM 100, TM 108, TM 114, TM 120, TM 126, TM 134, TM 140</p>	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
12.03 Demonstrate ability to read and comprehend written communications.	<p>The opportunity to address this objective is available throughout the text. See, for example:</p> <p>SE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258</p> <p>TAE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258, TM 50, TM 56, TM 62, TM 68, TM 76, TM 82, TM 88, TM 94, TM 100, TM 108, TM 114, TM 120, TM 126, TM 134, TM 140</p>	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
12.04 Identify a variety of forms of written business communications utilized in the workplace.	<p>The opportunity to address this objective is available throughout the text. See, for example:</p> <p>SE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258</p> <p>TAE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258, TM 50, TM 56, TM 62, TM 68, TM 76, TM 82, TM 88, TM 94, TM 100, TM 108, TM 114, TM 120, TM 126, TM 134, TM 140</p>	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
12.05 Prepare a business letter, memorandum, fax, and e-mail.	<p>The opportunity to address this objective is available throughout the text. See, for example:</p> <p>SE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258</p> <p>TAE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258, TM 50, TM 56, TM 62, TM 68, TM 76, TM 82, TM 88, TM 94, TM 100, TM 108, TM 114, TM 120, TM 126, TM 134, TM 140</p>	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
12.06 Demonstrate ability to speak effectively with customers, co-workers, supervisors, and vendors, using appropriate grammar and terminology.	<p>The opportunity to address this objective is available throughout the text. See, for example:</p> <p>SE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258</p> <p>TAE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258, TM 50, TM 56, TM 62, TM 68, TM 76, TM 82, TM 88, TM 94, TM 100, TM 108, TM 114, TM 120, TM 126, TM 134, TM 140</p>	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
12.07 Discuss importance of developing networking skills to expand business contacts.	<p>The opportunity to address this objective is available throughout the text. See, for example:</p> <p>SE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258</p> <p>TAE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258, TM 50, TM 56, TM 62, TM 68, TM 76, TM 82, TM 88, TM 94, TM 100, TM 108, TM 114, TM 120, TM 126, TM 134, TM 140</p>	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
12.08 Explain and demonstrate the art of negotiation.	<p>The opportunity to address this objective is available throughout the text. See, for example:</p> <p>SE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258</p> <p>TAE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258, TM 50, TM 56, TM 62, TM 68, TM 76, TM 82, TM 88, TM 94, TM 100, TM 108, TM 114, TM 120, TM 126, TM 134, TM 140</p>	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
12.09 Prepare and deliver a business-related presentation.	<p>The opportunity to address this objective is available throughout the text. See, for example:</p> <p>SE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258</p> <p>TAE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258, TM 50, TM 56, TM 62, TM 68, TM 76, TM 82, TM 88, TM 94, TM 100, TM 108, TM 114, TM 120, TM 126, TM 134, TM 140</p>	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
12.10 Demonstrate active listening strategies that improve understanding and performance.	<p>The opportunity to address this objective is available throughout the text. See, for example:</p> <p>SE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258</p> <p>TAE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258, TM 50, TM 56, TM 62, TM 68, TM 76, TM 82, TM 88, TM 94, TM 100, TM 108, TM 114, TM 120, TM 126, TM 134, TM 140</p>	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
12.11 Demonstrate dispute resolution techniques.	<p>The opportunity to address this objective is available throughout the text. See, for example:</p> <p>SE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258</p> <p>TAE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258, TM 50, TM 56, TM 62, TM 68, TM 76, TM 82, TM 88, TM 94, TM 100, TM 108, TM 114, TM 120, TM 126, TM 134, TM 140</p>	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
12.12 Identify means of nonverbal communication.	<p>The opportunity to address this objective is available throughout the text. See, for example:</p> <p>SE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258</p> <p>TAE: 11, 22, 42, 59, 79, 97, 112, 127, 149, 169, 188, 209, 223, 244, 258, TM 50, TM 56, TM 62, TM 68, TM 76, TM 82, TM 88, TM 94, TM 100, TM 108, TM 114, TM 120, TM 126, TM 134, TM 140</p>	M
12.13 Identify types of technology/equipment used in the workplace.	<p>The objective falls outside the scope of Glencoe/McGraw-Hill Entrepreneurship and Small Business Management.</p>	N/A
12.14 Define hypertext, URL, links, Internet service provider (ISP), bulletin board service (BBS), electronic storefront, e-mail, newsgroups, flames.	<p>The objective falls outside the scope of Glencoe/McGraw-Hill Entrepreneurship and Small Business Management.</p>	N/A

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
13.0 IDENTIFY AND DEMONSTRATE EMPLOYABILITY AND HUMAN RELATIONS SKILLS--The student will be able to:		
13.01 Identify and utilize resources used in a job search (e.g., networking, newspaper, Internet).	The opportunity to address this objective is available. See the following: SE: 300, 301, 314 TAE: 300, 301, 314, TM 154	M
13.02 Discuss importance of drug tests and criminal background checks in identifying possible employment options.	The opportunity to address this objective is available. See the following: SE: 300, 301, 314 TAE: 300, 301, 314, TM 154	M
13.03 Identify steps in the job application process including arranging for references and proper documentation (e.g., green card).	The opportunity to address this objective is available. See the following: SE: 300, 301, 314 TAE: 300, 301, 314, TM 154	M
13.04 Identify procedures and documents required when applying for a job (e.g., application, W-4, I-9).	The opportunity to address this objective is available. See the following: SE: 300, 301, 314 TAE: 300, 301, 314, TM 154	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
13.05 Prepare a resume (electronic and written), letter of application, follow-up letter, acceptance/rejection letter, letter of resignation, and letter of recommendation.	The opportunity to address this objective is available. See the following: SE: 300, 301, 314 TAE: 300, 301, 314, TM 154	M
13.06 Identify and demonstrate appropriate dress and grooming for employment.	The opportunity to address this objective is available. See the following: SE: 300, 301, 314 TAE: 300, 301, 314, TM 154	M
13.07 Identify and demonstrate effective interviewing skills (e.g., behavioral).	The opportunity to address this objective is available. See the following: SE: 294, 300, 301, 314 TAE: 294, 300, 301, 314, TM 154	M
13.08 Describe methods for handling illegal interview and application questions.	The opportunity to address this objective is available. See the following: SE: 300, 301, 314 TAE: 300, 301, 314, TM 154	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
13.09 Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, sexual harassment, EEOC, ADA, FMLA, OSHA).	SE: 120, 128–129, 130, 137, 138, 139, 150, 300, 301, 304, 305, 309, 314 TAE: 120, 128–129, 130, 137, 138, 139, 150, 300, 301, 304, 305, 309, 314, TM 90, TM 91, TM 93, TM 94, TM 95, TM 154, TM 155, TM 156, TM 158	I
13.10 Identify positive work attitudes and behaviors such as honesty, compassion, respect, responsibility, fairness, trustworthiness, and caring.	The objective falls outside the scope of Glencoe/McGraw-Hill Entrepreneurship and Small Business Management.	N/A
13.11 Identify ways to work cooperatively in a business situation with diverse populations and the physically challenged.	The opportunity to address this objective is available. See the following: SE: 304, 305, 314 TAE: 304, 305, 314, TM 154, TM 155, TM 156, TM 158	M
13.12 Describe importance of producing quality work and meeting performance standards.	The objective falls outside the scope of Glencoe/McGraw-Hill Entrepreneurship and Small Business Management.	N/A

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
13.13 Identify personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting).	The opportunity to address this objective is available. See the following: SE: 379–380, 414–421 TAE: 379–380, 414–421, TM 182, TM 186, TM 194, TM 196, TM 197, TM 198, TM 199.	M
13.14 Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner.	The opportunity to address this objective is available. See the following: SE: 243 TAE: 243, TM 129, TM 132, TM 133	M
13.15 Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility).	The opportunity to address this objective is available. See the following: SE: 301 TAE: 301, TM 154, TM 156	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
13.16 Identify how to prepare for job separation and re-employment.	The opportunity to address this objective is available. See the following: SE: 300, 305, 314 TAE: 300, 305, 314, TM 154	M
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).	The opportunity to address this objective is available. See the following: SE: 300, 301, 314 TAE: 300, 301, 314, TM 154	M
13.18 Identify and practice stress management and relaxation techniques.	The objective falls outside the scope of Glencoe/McGraw-Hill Entrepreneurship and Small Business Management.	N/A
13.19 Maintain confidentiality of business matters.	The objective falls outside the scope of Glencoe/McGraw-Hill Entrepreneurship and Small Business Management.	N/A
13.20 Discuss importance of practicing positive customer service skills.	SE: 287 TAE: 287, TM 148, TM 150	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
14.0 IDENTIFY AND DEMONSTRATE PERSONAL FINANCIAL SKILLS —The student will be able to:		
14.01 Identify and prioritize personal financial goals.	<p>The opportunity to address this objective is available. See the following:</p> <p>SE: 336, 337–338, 339–340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353</p> <p>TAE: 336, 337–338, 339–340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, TM 168, TM 169, TM 170, TM 171, TM 172, TM 173</p>	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
14.02 Create and maintain a budget that supports financial goals.	<p>The opportunity to address this objective is available. See the following:</p> <p>SE: 336, 337–338, 339–340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353</p> <p>TAE: 336, 337–338, 339–340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, TM 168, TM 169, TM 170, TM 171, TM 172, TM 173</p>	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
14.03 Describe importance of long-range financial planning.	<p>The opportunity to address this objective is available. See the following:</p> <p>SE: 336, 337–338, 339–340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353</p> <p>TAE: 336, 337–338, 339–340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, TM 168, TM 169, TM 170, TM 171, TM 172, TM 173</p>	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
14.04 Evaluate various investment opportunities for financial growth.	<p>The opportunity to address this objective is available. See the following:</p> <p>SE: 336, 337–338, 339–340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353</p> <p>TAE: 336, 337–338, 339–340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, TM 168, TM 169, TM 170, TM 171, TM 172, TM 173</p>	M
14.05 Compare and evaluate banking services (checking and savings accounts, ATM/check cashing cards, on-line banking).	<p>This objective falls outside the scope of Glencoe <i>Entrepreneurship and Small Business Management</i>.</p>	N/A
14.06 Demonstrate ability to manage a checking and savings account.	<p>SE: 354, 364, 370, 371</p> <p>TAE: 354, 364, 370, 371, TM 174, TM 175, TM 176, TM 178</p>	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
14.07 Complete a 1040EZ income tax form.	<p>The opportunity to address this objective is available. See the following:</p> <p>SE: 120, 128, 136, 138, 139, 344, 349, 351, 352, 353</p> <p>TAE: 120, 128, 136, 138, 139, 344, 349, 351, 352, 353, TM 90, TM 91, TM 93, TM 94, TM 95, TM 168, TM 169, TM 171, TM 172</p>	M

I = Taught Indepth

M = Mentioned only