



CORRELATION COURSE REQUIREMENTS

COURSE TITLE: Business Ownership

COURSE NUMBER: 8812000

SUBMISSION TITLE: Introduction to Business © 2003

PUBLISHER: Glencoe

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
27.0 <u>ANALYZE CHANGING ROLE OF ENTREPRENEURSHIP IN THE GLOBAL MARKETPLACE</u> --The student will be able to:		
27.01 Evaluate importance of entrepreneurship to the American economy.	SE: 22, 70–72, 75–77 TWE: 22, 70–72, 75–77	I
27.02 Analyze business trends created by changes in technology.	SE: 128–130, 214, 284–291 TWE: 128–130, 214, 284–291	I
27.03 Summarize factors that have led to increased interdependence within the global marketplace.	SE: 28–29, 149–155, 184–185 TWE: 28–29, 149–155, 184–185	I
27.04 Analyze the impact of international law on sales transactions.	SE: 153–155 TWE: 153–155	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
28.0 <u>COMPARE AND CONTRAST MANAGEMENT THEORIES</u> --The student will be able to:		
28.01 Identify motivational theories that impact management (e.g., Maslow, Herzberg).	The opportunity to address this objective is available. See the following: SE: 10–11, 25, 100–102, 104–107, 114–117 TWE: 10–11, 25, 100–102, 104–107, 114–117	M
28.02 Identify an appropriate motivational strategy after determining the wants, needs, and motives of a particular audience.	SE: 10–11, 115, 238–241 TWE: 10–11, 115, 238–241	I
28.03 Discuss reward and punishment theories as they relate to the business setting.	The opportunity to address this objective is available. See the following: SE: 235, 239–241, 245 TWE: 235, 239–241, 245	M
28.04 Compare and contrast Theory X, Theory Y, and Theory Z.	The opportunity to address this objective is available. See the following: SE: 100–101, 103–105 TWE: 100–101, 103–105	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
28.05 Define and discuss the impact of Total Quality Management (TQM) in the global marketplace.	The opportunity to address this objective is available. See the following: SE: 100–105, 107, 111, 114–121 TWE: 100–105, 107, 111, 114–121	M
29.0 <u>EXPLAIN ROLE OF MANAGEMENT IN OPERATION OF AN ENTERPRISE</u>--The student will be able to:		
29.01 Evaluate possibility of and procedure for buying an existing business or franchise.	SE: 70–75, 77, 83–84, 86–90 TWE: 70–75, 77, 83–84, 86–90	I
29.02 Analyze and explain the functions of management.	SE: 100–104 TWE: 100–104	I
29.03 Prepare an organization chart and explain its importance.	SE: 100–101, 111 TWE: 100–101, 111	I
29.04 Discuss various aspects of supervising employees.	SE: 103–105, 114–117, 120–121 TWE: 103–105, 114–117, 120–121	I
29.05 Interpret the term “control” and explain its importance in operating a business.	SE: 105 TWE: 105	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
29.06 Analyze the relationship of government (federal, state, and local) to a small business.	SE: 162–165, 169, 390–391, 426 TWE: 162–165, 169, 390–391, 426	I
29.07 Provide examples of regulations that affect a small business.	SE: 162–165, 169 TWE: 162–165, 169	I
29.08 Prepare calculations for various types of taxes levied on a small business.	SE: 153, 166–167, 169, 458 TWE: 153, 166–167, 169, 458	I
29.09 Compare sources of technical assistance for the small business owner.	The opportunity to address this objective is available. See the following: SE: 43, 47, 164, 169, 274, 469, 497, 511, 525, 547 TWE: 43, 47, 164, 169, 274, 469, 497, 511, 525, 547	M
30.0 <u>LIST COMPONENTS OF A BUSINESS PLAN AND EXPLAIN HOW SUCH A PLAN CONTRIBUTES TO SMALL BUSINESS SUCCESS</u>—The student will be able to		
30.01 Describe components of a business plan (e.g., Executive Summary, Introduction, Analysis of Business Situation, Planned Operation, Planned Financing).	SE: 86, 73–77, 142–143 TWE: 86, 73–77, 142–143	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
30.02 Analyze importance of a business plan in developing a business idea and evaluating success.	The opportunity to address this objective is available. See the following: SE: 142–143, 264–265, 450–451, 578–579 TWE: 142–143, 264–265, 450–451, 578–579	M
30.03 Select data/graphics, maps, and diagrams to be included in the business plan.	The opportunity to address this objective is available. See the following: SE: 26, 100–101, 111, 306 TWE: 26, 100–101, 111, 306	M
30.04 Utilize current technology for research and communication in developing the business plan (Internet, World Wide Web).	SE: 17, 33, 47, 61, 83, 97, 125, 139, 159, 209, 281, 369, 525, 547 TWE: 17, 33, 47, 61, 83, 97, 125, 139, 159, 209, 281, 369, 525, 547	I
31.0 <u>PREPARE AN INTRODUCTION FOR A BUSINESS PLAN</u>--The student will be able to:		
31.01 Identify and describe type of business.	SE: 9, 70, 73–75, 86, 91–93 TWE: 9, 70, 73–75, 86, 91–93	I
31.02 Analyze how current or changing economic situation has created an unfulfilled consumer demand for business.	The opportunity to address this objective is available. See the following: SE: 43, 64–65, 149–152, 289 TWE: 43, 64–65, 149–152, 289	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
31.03 Create a business philosophy stating how business is to be run and attitude toward customers, employees, and competitors.	SE: 250–255, 260 TWE: 250–255, 260	I
31.04 Compose a description of product/service and advantages and benefits product/service will provide for customers.	SE: 142–143, 199, 201–203, 261 TWE: 142–143, 199, 201–203, 261	I
31.05 Substantiate why the business will be successful.	The opportunity to address this objective is available. See the following: SE: 77, 143 TWE: 77, 143 204	M
32.0 <u>PREPARE A SELF-ANALYSIS</u>--The student will be able to:		
32.01 Describe personal education, training, strengths, and weaknesses relevant to operation of business.	The opportunity to address this objective is available. See the following: SE: 192–193, 264–265, 578–579 TWE: 192–193, 264–265, 578–579	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
32.02 Outline personal development in field of business including obtaining special licenses and/or skills.	The opportunity to address this objective is available. See the following: SE: 264–265, 578–579 TWE: 264–265, 578–579	M
32.03 Describe personality traits and work habits relevant to operation of the business.	The opportunity to address this objective is available. See the following: SE: 75, 335–336 TWE: 75, 335–336	M
33.0 <u>PREPARE AN ANALYSIS OF THE TRADING AREA</u>--The student will be able to:		
33.01 Analyze trading area with respect to geographic, demographic, and economic data.	The opportunity to address this objective is available. See the following: SE: 24–25, 201–205, 400–401, 536 TWE: 24–25, 201–205, 400–401, 536	M
33.02 Assess competition and affect of seasonal fluctuations.	SE: 11, 152–155, 163–164, 272–273 TWE: 11, 152–155, 163–164, 272–273	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
33.03 Analyze projected growth of trading area.	The opportunity to address this objective is available. See the following: SE: 201, 205 TWE: 201, 205	M
34.0 <u>PREPARE A MARKET SEGMENT ANALYSIS</u>--The student will be able to:		
34.01 Analyze target market by geographics, demographics, lifestyle, and product benefits.	The opportunity to address this objective is available. See the following: SE: 148–151, 220–221, 249–250 TWE: 148–151, 220–221, 249–250	M
34.02 Explain importance of market segmentation.	The opportunity to address this objective is available. See the following: SE: 148–150, 201, 220–221, 249 TWE: 148–150, 201, 220–221, 249	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
34.03 Describe customer buying behavior related to proposed business.	The opportunity to address this objective is available. See the following: SE: 201, 203, 205, 208, 253 TWE: 201, 203, 205, 208, 253	M
34.04 Profile potential customers.	The opportunity to address this objective is available. See the following: SE: 11–13, 199, 201–203, 208 TWE: 11–13, 199, 201–203, 208	M
35.0 <u>PREPARE AN ANALYSIS OF POTENTIAL LOCATION</u>--The student will be able to:		
35.01 Evaluate availability, cost, traffic patterns, accessibility, and proximity to competition of appropriate business location.	The opportunity to address this objective is available. See the following: SE: 70, 75–77, 168, 182, 204, 517–521 TWE: 70, 75–77, 168, 182, 204, 517–521	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
35.02 Research cultural, income, vocational, age and mobility characteristics of inhabitants of potential location.	The opportunity to address this objective is available. See the following: SE: 70, 75–77, 168, 182, 204, 517–521 TWE: 70, 75–77, 168, 182, 204, 517–521	M
35.03 Describe market trends affecting potential location.	The opportunity to address this objective is available. See the following: SE: 70, 75–77, 168, 182, 204, 517–521 TWE: 70, 75–77, 168, 182, 204, 517–521	M
35.04 Determine advantages and disadvantages of different types of business locations.	The opportunity to address this objective is available. See the following: SE: 70, 75–77, 168, 182, 204, 517–521 TWE: 70, 75–77, 168, 182, 204, 517–521	M
35.05 Determine steps involved in selecting a specific business site.	The opportunity to address this objective is available. See the following: SE: 70, 75–77, 168, 182, 204, 517–521 TWE: 70, 75–77, 168, 182, 204, 517–521	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
36.0 <u>PREPARE A DESCRIPTION OF PROPOSED ORGANIZATION</u>--The student will be able to:		
36.01 Determine type of ownership best suited to business situation.	SE: 86–89, 91, 149 TWE: 86–89, 91, 149	I
36.02 Identify steps in starting to form business.	SE: 75, 77, 86, 91–93, 142–143, 203, 274 TWE: 75, 77, 86, 91–93, 142–143, 203, 274	I
36.03 Outline steps in hiring of employees.	SE: 235–237, 339–341 TWE: 235–237, 339–341	I
36.04 Prepare an organization chart.	SE: 100–101, 111 TWE: 100–101, 111	I
36.05 Compose job descriptions of identified positions.	SE: 234–235, 324–327 TWE: 234–235, 324–327	I
37.0 <u>PREPARE A DESCRIPTION OF PROPOSED PRODUCT/SERVICE</u>--The student will be able to:		
37.01 Summarize details of product(s)/service(s) to be offered.	SE: 7, 93, 201–203, 209 TWE: 7, 93, 201–203, 209	I
37.02 Identify potential suppliers/manufacturers.	SE: 24–25, 91–93, 97, 148 TWE: 24–25, 91–93, 97, 148	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
37.03 Develop an inventory policy, if applicable.	The opportunity to address this objective is available. See the following: SE: 197, 271–272 TWE: 197, 271–272	M
37.04 Identify supplies necessary for operation of the business.	SE: 7, 23, 25, 91–92 TWE: 7, 23, 25, 91–92	I
37.05 Compose and develop a customer profile.	The opportunity to address this objective is available. See the following: SE: 198–203, 209, 249 TWE: 198–203, 209, 249	M
37.06 Evaluate importance of determining a product policy.	The opportunity to address this objective is available. See the following: SE: 51–53, 200–201 TWE: 51–53, 200–201	M
38.0 <u>PREPARE A PROPOSED PRICING POLICY</u>--The student will be able to:		
38.01 Identify costs and proposed markups.	SE: 24–25, 199–200, 274–275, 359–360 TWE: 24–25, 199–200, 274–275, 359–360	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
38.02 Explain relationship to competitors.	The opportunity to address this objective is available. See the following: SE: 11, 152–155, 163–164 TWE: 11, 152–155, 163–164	M
38.03 Evaluate importance of determining a price line.	The opportunity to address this objective is available. See the following: SE: 24–25, 200 TWE: 24–25, 200	M
38.04 Describe profit margin.	The opportunity to address this objective is available. See the following: SE: 10–11, 25, 72 TWE: 10–11, 25, 72	M
38.05 Determine how to compute profit margin.	The opportunity to address this objective is available. See the following: SE: 10, 72, 457, 261 TWE: 10, 72, 457, 261	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
38.06 Identify pricing incentive options.	The opportunity to address this objective is available. See the following: SE: 200, 361–362 TWE: 200, 361–362	M
38.07 Describe pricing strategy choices..	The opportunity to address this objective is available. See the following: SE: 24–25, 149, 359–360 TWE: 24–25, 149, 359–360	M
39.0 <u>PREPARE A MARKETING STRATEGY</u>--The student will be able to:		
39.01 Determine and describe appropriate store image.	SE: 212–217, 224–225, 361 TWE: 212–217, 224–225, 361	I
39.02 Select a promotional mix for the business.	SE: 213–219, 222 TWE: 213–219, 222	I
39.03 Establish promotional objectives for the business.	The opportunity to address this objective is available. See the following: SE: 200, 361–362 TWE: 200, 361–362	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
39.04 Identify methods of promotion to be used by comparing and contrasting costs versus benefits.	SE: 212–221, 228–229 TWE: 212–221, 228–229	I
39.05 Develop an advertising plan identifying types and costs of media to be used.	SE: 218–219, 225 TWE: 218–219, 225	I
39.06 Develop a promotional plan including sales promotion.	The opportunity to address this objective is available. See the following: SE: 200, 361–362 TWE: 200, 361–362	M
39.07 Develop ideas for obtaining publicity for the business.	The opportunity to address this objective is available. See the following: SE: 201, 208, 213 TWE: 201, 208, 213	M
39.08 Write a press release.	The opportunity to address this objective is available. See the following: SE: 208–209, 213–214, 224, 234, 338 TWE: 208–209, 213–214, 224, 234, 338	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
39.09 Plan a web site for the business.	SE: 43, 132, 205, 214, 217, 289, 307 TWE: 43, 132, 205, 214, 217, 289, 307	I
39.10 Identify the role of customer service.	SE: 392–393, 396 TWE: 392–393, 396	I
40.0 <u>DEVELOP A FINANCIAL PLAN FOR A SMALL BUSINESS</u>--The student will be able to:		
40.01 Estimate dollar amount needed to open a business.	SE: 274–275, 456–461, 463 TWE: 274–275, 456–461, 463	I
40.02 Compare available funding sources, identifying amount of personal financial commitment.	SE: 179, 181, 411, 457, 461 TWE: 179, 181, 411, 457, 461	I
40.03 Complete a loan application.	The opportunity to address this objective is available. See the following: SE: 181, 411, 423, 442–443, 519 TWE: 181, 411, 423, 442–443, 519	M
40.04 Prepare plan to repay borrowed funds or provide return on investment to equity funds.	SE: 178, 456–463, 489–490 TWE: 178, 456–463, 489–490	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
40.05 Project monthly and annual business income for the first year of operation.	SE: 277, 457–458, 461 TWE: 277, 457–458, 461	I
40.06 Estimate monthly and annual cash flow for the first year of operation.	SE: 39–41, 273–274, 461–463 TWE: 39–41, 273–274, 461–463	I
40.07 Calculate sales volume required for first year of operation to be profitable.	SE: 10, 25, 72, 281 TWE: 10, 25, 72, 281	I
40.08 Prepare a statement of opening assets, liabilities, and net worth (balance sheet).	SE: 87, 89, 271–272, 277, 373, 457 TWE: 87, 89, 271–272, 277, 373, 457	I
40.09 Prepare a cash flow projection for simulated business.	SE: 39, 41, 273, 457–463 TWE: 39, 41, 273, 457–463	I
40.10 Prepare a five-year financial plan.	SE: 103, 270–272, 275–277, 457, 461 TWE: 103, 270–272, 275–277, 457, 461	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
40.11 Develop summary of key points for supporting financial requests.	The opportunity to address this objective is available. See the following: SE: 181, 411, 413, 423, 442, 519 TWE: 181, 411, 413, 423, 442, 519	M
41.0 <u>DEMONSTRATE USES OF MARKETING REALTED SOFTWARE</u>--The student will be able to:		
41.01 Perform data entry procedures.	SE: 17, 304–306, 311, 397, 463, 469 TWE: 17, 304–306, 311, 397, 463, 469	I
41.02 Perform merchandising math data entry procedures (e.g., stock turnover, markup, markdown, open to buy, pricing, invoicing).	SE: 25, 200, 359–360, 500–502, 505, 507, 528–529 TWE: 25, 200, 359–360, 500–502, 505, 507, 528–529	I
41.03 Perform marketing spreadsheet data entry and output procedures.	The opportunity to address this objective is available. See the following: SE: 284, 302, 305–306 TWE: 284, 302, 305–306	M

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
41.04 Analyze a marketing spreadsheet in a decision-making situation	The opportunity to address this objective is available. See the following: SE: 199–201, 208–209, 305–306 TWE: 199–201, 208–209, 305–306	M
41.05 Design and prepare an advertising brochure.	SE: 208, 212–214, 218–219, 224 TWE: 208, 212–214, 218–219, 224	M
41.06 Discuss the importance of e-mail, fax, and an on-line service to a small business.	SE: 128–130, 214, 284–291, 302, 336 TWE: 128–130, 214, 284–291, 302, 336	I
42.0 <u>APPLY A CAREER PLAN TO ENTREPRENEURSHIP</u>--The student will be able to:		
42.01 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.	SE: 321–322, 324–327, 334–336 TWE: 321–322, 324–327, 334–336	I
42.02 Demonstrate specific technology applications related to career plan.	SE: 285–286, 324, 336 TWE: 285–286, 324, 336	I

INTENDED OUTCOMES & SSS/BENCHMARKS (Number and outcome)	PAGE(S) OR LOCATION(S) WHERE TAUGHT	I/M*
42.03 Develop forms of documentation for inclusion in a career portfolio, i.e., Entrepreneurship Written Event (see DECA Guide).	The opportunity to address this objective is available. See the following: SE: 75–77, 320–321, 323, 327, 337–338 TWE: 75–77, 320–321, 323, 327, 337–338	M

I = Taught Indepth

M = Mentioned only