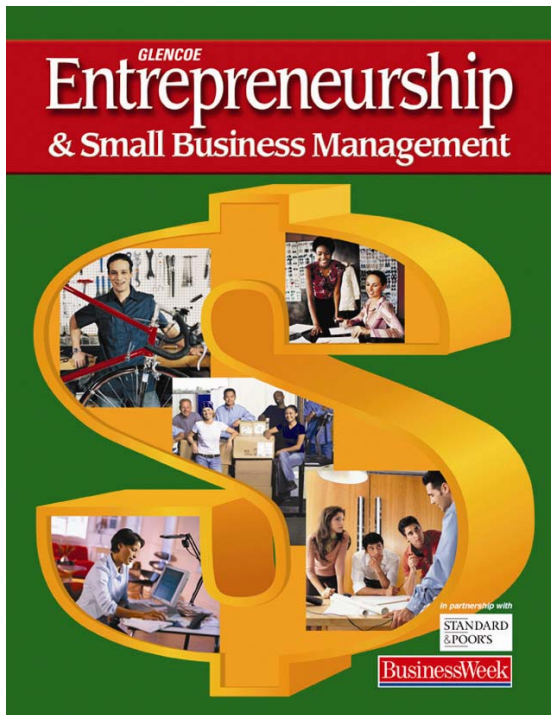




Entrepreneurship



Entrepreneurship & Small Business Management

© 2006

CORRELATION TO ALABAMA COURSE OF STUDY

STANDARDS	PAGE REFERENCES
Entrepreneurship	
<p>1. Evaluate social and civil responsibilities of business ownership.</p> <p>Examples: environmental issues, ethical issues, employment issues</p>	<p>Student Edition:</p> <p>76-78, 514-519, 520-525</p> <p>Fig. 24.1 518</p> <p><i>After You Read</i> 519, 525</p> <p><i>Business Week Case Study</i> 521</p> <p><i>Ethical Practices</i> 24, 42, 66, 86, 132, 174, 250, 320, 340, 358, 378, 424, 492</p> <p><i>Get Ready to Read</i> 76, 514, 520</p> <p><i>Issues in Entrepreneurship</i> 77, 220</p> <p><i>Review and Activities</i> 526-528</p> <p><i>While You Read</i> 519, 521, 523</p> <p>Teacher Wraparound Edition:</p> <p>B 515, 520; CL 525; DS 516, 522</p>

STANDARDS	PAGE REFERENCES
<p>2. Describe typical behavioral characteristics of an effective entrepreneur.</p> <ul style="list-style-type: none"> Identifying personal strengths and weaknesses to determine the need for additional information 	<p>Student Edition: 19, 34-37, 50-51 Fig. 2.1 36, 2.2 38 <i>After You Read</i> 39 <i>Getting Ready to Read</i> 94 <i>Issues in Entrepreneurship</i> 20 <i>Review and Activities</i> 40-42 <i>Success Stories</i> 19 <i>While You Read</i> 34</p> <p>Teacher Wraparound Edition: CT 35; E 34; RO 32</p>
<p>3. Critique a variety of business classifications, including retailers, wholesalers, services, and manufacturers, to determine potential business ventures.</p>	<p>Student Edition: 181-183, 188-193, 210-211 Fig. 9.2 189, 9.3 192, 9.4 194, 10.1 210-211 <i>Entrepreneurship in Your Community</i> 26 <i>Internet Connection</i> 226 <i>Review and Activities</i> 196-198 <i>Success Stories</i> 188, 208, 231, 270, 285, 310, 325, 363, 407, 515 <i>While You Read</i> 189, 191, 477</p> <p>Teacher Wraparound Edition: CA 212; CL 190; CT 191; R 182; VB 191</p>
<p>4. Compare types of business ownership.</p> <p>Examples: sole proprietorship, franchise, partnership, limited liability corporation (LLC), corporation</p>	<p>Student Edition: 30-31, 136-141, 142-147 Fig. 7.1 143, 7.2 146 <i>After You Read</i> 141, 147 <i>Business Week Case Study</i> 137 <i>Get Ready to Read</i> 136, 142 <i>Issues in Entrepreneurship</i> 138 <i>Review and Activities</i> 148-150 <i>While You Read</i> 139, 141</p> <p>Teacher Wraparound Edition: CT 138; E 147</p>

STANDARDS	PAGE REFERENCES
<p>5. Determine technological needs of a small business, including hardware, software, networking, and telecommunications.</p>	<p>Student Edition: 443, 480 <i>Business Week Case Study</i> 268 <i>The Electronic Entrepreneur</i> 151 <i>Internet Connection</i> 446, 468 <i>Technology Today</i> 101, 155, 463</p>
<p>6. Explain risk factors that affect entrepreneurs, including financial, psychological, and physiological aspects.</p>	<p>Student Edition: 30-31, 408, 476-482, 503-505 <i>After You Read</i> 482 <i>Business Week Case Study</i> 414, 451, 481 <i>Entrepreneurship in Your Community</i> 492 <i>Ethical Practices</i> 24, 112, 198, 226, 298, 468 <i>Get Ready to Read</i> 476 <i>Internet Connection</i> 492 <i>Issues in Entrepreneurship</i> 20, 104, 190, 220, 506 <i>Success Stories</i> 407 <i>While You Read</i> 31, 477, 480 Teacher Wraparound Edition: CT 478; VB 478</p>

STANDARDS	PAGE REFERENCES
Finance	
<p>7. Analyze national and international economic fluctuations to determine their effect on business markets of interest.</p>	<p>Student Edition: 46-49, 68-75, 76-83, 121 <i>After You Read</i> 75, 83 <i>Business Week Case Study</i> 14, 438 <i>Get Ready to Read</i> 70, 76 <i>Internet Connection</i> 66 <i>Issues in Entrepreneurship</i> 76, 125 <i>Review and Activities</i> 84-86 <i>Success Stories</i> 96, 117, 145, 188, 270, 285, 325, 351, 407, 515 <i>Technology Today</i> 72 <i>While You Read</i> 47, 48, 74 <i>Write About It</i> 73</p> <p>Teacher Wraparound Edition: B 70, 76, 124; CT 121</p>
<p>8. Develop a business plan, including identifying an executive summary; conducting a marketing and competitive analysis report; and developing a marketing, management, and financial plan.</p>	<p>Student Edition: 94-99, 100-109, 116-123, 124-129 Fig. 5.1, 96, 5.2 98, 5.3 106, 6.2 127 <i>After You Read</i> 99, 109, 123, 129 <i>Business Plan Project</i> 88-89, 200-201, 300-301, 400-401, 470-471, 530-543 <i>Business Week Case Study</i> 103 <i>The Electronic Entrepreneur</i> 113 <i>Get Ready to Read</i> 94, 100, 116, 124 <i>Review and Activities</i> 110-112, 130-132 <i>Technology Today</i> 101 <i>While You Read</i> 99, 100, 107, 128 <i>Write About It</i> 109, 123</p> <p>Teacher Wraparound Edition: B 95, 101; CA 108; CL 120, 141; E 128; VB 118, 120</p>

STANDARDS	PAGE REFERENCES
9. Analyze credit and collection policies to determine consumer credit plans.	<p>Student Edition: 364-366, 463-465 Fig. 17.1, 365, 21.5 464 <i>While You Read</i> 465</p>
10. Explain taxes associated with business ownership and employment, including local, state, and federal taxes.	<p>Student Edition: 137, 142, 144, 145, 169-170, 287, 441 Fig. 7.1 143 <i>After You Read</i> 171 <i>Get Ready to Read</i> 162 <i>While You Read</i> 463</p> <p>Teacher Wraparound Edition: E 171</p>
11. Use mathematics skills to analyze profit and loss margins for a business.	<p>Student Edition: 241-245, 437, 439, 451, 454-455, 457-459 <i>Academic Skills</i> 398 <i>Internet Connection</i> 250 <i>Quick Math</i> 222 <i>Standard & Poor's Money Talk</i> 343, 381</p> <p>Teacher Wraparound Edition: B 458</p>
Legal Implications	
12. Analyze government regulations to identify their impact on business ownership.	<p>Student Edition: 56, 81, 139, 144, 154-161, 165-171, 232-233, 374 Fig. 7.1 143, 8.1 157, 8.2 163, 8.3 166 <i>After you Read</i> 161, 171 <i>The Electronic Entrepreneur</i> 87 <i>Get Ready to Read</i> 154 <i>Review and Activities</i> 172-174 <i>While You Read</i> 83, 144, 145, 159, 167, 168, 516 <i>Write About It</i> 161</p> <p>Teacher Wraparound Edition: CA 158; CL 166; CT 140; DS 160; R 156</p>

STANDARDS	PAGE REFERENCES
<p>13. Explain laws and regulations related to hiring and retaining employees.</p>	<p>Student Edition: 162-164, 374, 387 Fig. 8.2 163 <i>After You Read</i> 171 <i>Issues in Entrepreneurship</i> 170</p> <p>Teacher Wraparound Edition: DS 163</p>
Marketing	
<p>14. Determine marketing functions needed for effective business ownership.</p>	<p>Student Edition: 206-215, 216-223, 230-240, 241-247, 254-264, 265-271 Fig. 10.3 217, 12.3 262-263 <i>After You Read</i> 215, 223, 240, 247, 264, 271 <i>Business Week Case Study</i> 214, 233 <i>Get Ready to Read</i> 206, 216, 230, 241, 254, 265 <i>Review and Activities</i> 224-226, 248-250, 272-274 <i>Technology Today</i> 218 <i>While You Read</i> 213, 240, 246, 257, 259, 270 <i>Write About It</i> 212, 238</p> <p>Teacher Wraparound Edition: B 208, 218, 230, 265; CA 246; CL 235, 258; CT 237, 256, 271; DS 209, 232, 258, 260; R 261; VB 235, 257, 267</p>
<p>15. Interpret research data to determine market-driven problems faced by entrepreneurs.</p> <p>Examples: research data—business journals, stock market reports, newspapers, international trends</p>	<p>Student Edition: 14-15 <i>Business Week Case Study</i> 14</p> <p>Teacher Wraparound Edition: R 247</p>

STANDARDS	PAGE REFERENCES
Career Opportunities	
<p>16. Determine career opportunities, responsibilities, and educational and credentialing requirements related to various entrepreneurship ventures.</p>	<p>Student Edition: 46-56 Fig. 3.2 53 <i>Career Skills</i> 544-545 <i>Get Ready to Read</i> 46 <i>Internet Connection</i> 340</p> <p>Teacher Wraparound Edition: DS 56</p>
E-Business	
<p>17. Identify advantages and disadvantages of Internet entrepreneurial opportunities.</p> <ul style="list-style-type: none"> • Creating an effective e-business site • Designing a customer survey for an e-business <p>Examples: customer needs and satisfaction survey, demographics survey, products survey</p>	<p>Student Edition: 183 <i>The Electronic Entrepreneur</i> 113, 151, 175, 199, 227, 251, 379, 469, 493, 529 <i>Internet Connection</i> 112 <i>Success Stories</i> 145</p> <p>Teacher Wraparound Edition: SSA 145</p>