

**Glencoe/McGraw-Hill**

**Entrepreneurship and  
Small Business Management ©2000  
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**correlated to**

**South Carolina  
Entrepreneurship Competencies**

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SOUTH CAROLINA  
ENTREPRENEURSHIP COMPETENCIES**

<b>OBJECTIVES</b>	<b>PAGE REFERENCES</b>
<b>A. SAFETY</b>	
<b>The student will be able to:</b>	
1. Identify methods to reduce on-site accidents.	PE: 288, 383, 391 TAE: 288, 383, 391
2. Identify methods to train employees in safety practices and procedures.	PE: 288, 383, 388, 389, 391 TAE: 288, 383, 388, 389, 391
3. Demonstrate knowledge of an emergency plan.	PE: 288, 388, 389, 391 TAE: 288, 388, 389, 391
4. Describe the threat of viruses to a computer network, methods of avoiding attacks, and options in dealing with a virus attack.	PE: 382 TAE: 382
5. Identify potential abuse and unethical uses of computers and networks.	PE: 382 TAE: 382
<b>B. STUDENT ORGANIZATIONS</b>	
<b>The student will be able to:</b>	
1. Explain how related student organizations are integral parts of career and technology courses.	The opportunity to address this objective is available. See the following: PE: 30, 31, 33, 40 TAE: TM38, 30, 31, 33, 40
2. Explain the goals and objectives of related student organizations.	The opportunity to address this objective is available. See the following: PE: 30, 31, 33, 40 TAE: TM38, 30, 31, 33, 40

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3. List opportunities available to students through participation in related student organization conferences and other activities.	The opportunity to address this objective is available. See the following:  PE: 30, 31, 33, 40  TAE: TM38, 30, 31, 33, 40
4. Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development.	The opportunity to address this objective is available. See the following:  PE: 30, 31, 33, 40  TAE: TM38, 30, 31, 33, 40
<b>C. ENTREPRENEURIAL CHARACTERISTICS</b>	
<b>The student will be able to:</b>	
1. Identify characteristics of entrepreneurs.	PE: 24, 25, 26, 28, 29, 30, 31, 32  TAE: 24, 25, 26, 28, 29, 30, 31, 32
2. List the advantages and disadvantages of different types of business ownership.	PE: 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119  TAE: 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119
3. Distinguish between four ways in which a business may be acquired (purchase an existing business, enter the family business, purchase a franchise, or start a new business).	PE: 43, 44, 45, 46, 47, 48, 49, 50, 51  TAE: 43, 44, 45, 46, 47, 48, 49, 50, 51
4. Complete a self-analysis to identify potential entrepreneurial interests.	PE: 28, 29, 30, 31, 32  TAE: 28, 29, 30, 31, 32
5. Identify and analyze the technical skills needed by entrepreneurs.	PE: 24, 25, 26, 28, 29, 30, 31, 32  TAE: 24, 25, 26, 28, 29, 30, 31, 32

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OBJECTIVES	PAGE REFERENCES
<b>D. BUSINESS PLAN</b>	
(Evaluation will include assessment of a business plan portfolio that incorporates all of the components in the competencies listed below.)	
<b>The student will be able to:</b>	
1. Name and describe the parts of a business plan.	PE: 80, 81, 82, 83, 84, 85, 86, 87, 88, 89 TAE: 80, 81, 82, 83, 84, 85, 86, 87, 88, 89
2. Discuss the purposes of creating a business plan.	PE: 80, 81, 82, 88, 89 TAE: 80, 81, 82, 88, 89
3. Select a business opportunity based on research.	PE: 75, 76, 77, 78, 79, 88, 89 TAE: 75, 76, 77, 78, 79, 88, 89
4. Identify industry trends, competition, and market segment using various research techniques.	PE: 75, 76, 77, 78, 79, 88, 89 TAE: 75, 76, 77, 78, 79, 88, 89
5. Define the industry characteristics, major competitors, and market segment.	PE: 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105 TAE: 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105
6. Determine the marketing mix (product, price, place, and promotion).	PE: 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179 TAE: 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179
7. Select an appropriate location.	PE: 141, 142, 143, 144, 145, 146, 147, 148, 149, 156, 157 TAE: 141, 142, 143, 144, 145, 146, 147, 148, 149, 156, 157
8. Design the physical layout.	PE: 150, 151, 152, 153, 154, 155, 156, 157 TAE: 150, 151, 152, 153, 154, 155, 156, 157

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9. Estimate the cost of equipment, supplies, and inventory.	PE: 256, 257, 261, 262, 332, 333, 334, 335 TAE: 256, 257, 261, 262, 332, 333, 334, 335
10. Develop an organizational chart.	PE: 84, 85, 246, 250, 251, 290, 291, 297, 298, 299 TAE: 84, 85, 246, 250, 251, 290, 291, 297, 298, 299
11. Write job descriptions for every job.	PE: 292, 297, 298 TAE: 292, 297, 298
12. Describe various recruitment techniques.	PE: 293, 294, 298, 301, 314 TAE: 293, 294, 298, 301, 314
13. Identify components of an employee manual.	PE: 246, 247, 250 TAE: 246, 247, 250
14. Prepare a management plan (incorporate legal requirements, business protection, and operations).	PE: 245, 246, 247, 248, 249, 250, 251 TAE: 245, 246, 247, 248, 249, 250, 251
15. Prepare a pro forma budget.	PE: 346, 347, 348, 349, 350, 351, 352, 353 TAE: 346, 347, 348, 349, 350, 351, 352, 353
16. Read and interpret financial statements (balance sheet, income statement, cash flow projections, and summary of sales and cash receipts).	PE: 338, 339, 340, 347, 348, 352, 353, 357, 358, 359, 360, 361, 362, 363, 366, 367, 368, 369, 370, 371 TAE: 338, 339, 340, 347, 348, 352, 353, 357, 358, 359, 360, 361, 362, 363, 366, 367, 368, 369, 370, 371
17. Complete a pro income statement and balance sheet.	PE: 338, 339, 340, 341, 342, 343, 352, 353, 368–369 TAE: 338, 339, 340, 341, 342, 343, 352, 353, 368–369

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18. Estimate start-up costs and projected living expenses for one year and determine the funding needed to begin the business using the pro forma income statement.	PE: 332, 333, 334, 335  TAE: 332, 333, 334, 335
<b>E. LEGAL RESPONSIBILITIES</b>	
<b>The student will be able to:</b>	
1. Define and interpret federal, state, and local regulations that affect small business ownership.	PE: 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139  TAE: 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139
2. Define employer/employee taxes and sales tax requirements.	PE: 135, 136, 137, 138, 139  TAE: 135, 136, 137, 138, 139
<b>F. PUBLIC RELATIONS</b>	
<b>The student will be able to:</b>	
1. Describe advertising and sales promotion techniques.	PE: 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 214, 215  TAE: 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 214, 215
2. Identify cost factors in a selection of alternative promotional methods.	PE: 210, 211, 212, 213, 214, 215  TAE: 210, 211, 212, 213, 214, 215
3. Identify the objectives of a public relations program.	PE: 207, 214, 215  TAE: 207, 214, 215

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