

NBEA CORRELATION

The National Business Education Association (NBEA) has developed Curriculum Standards based on a developmental approach. The NBEA's high-school level competencies have been integrated into Glencoe's Entrepreneurship program. They are listed in the Planning Guide for each chapter in the Teacher's Manual and in the chart below.

NBEA Competencies	Entrepreneurship Chapters/Sections
Characteristics	1, 2, 3, 4, 5, 9, 10, 11, 14, 15, 16, 17, 18, 20, 21, 22, 23, 24
Students will identify unique characteristics of an entrepreneur and evaluate the degree to which they possess those characteristics.	2.1, 2.2
Characteristics of an entrepreneur and you.	1.1, 2.1, 2.2, 3.1, 3.2, 4.2, 24.1
The role of the entrepreneur in business.	1.1, 1.2, 2.1, 3.1, 14.1, 15.2, 16.2, 17.2, 18.2, 20.2, 21.1, 22.1, 22.2, 23.2, 24.1, 24.2
Opportunity recognition and pursuit.	1.2, 3.1, 3.2, 4.1, 5.1, 9.1, 16.1, 16.2, 23.1, 23.2
Problem identification and solutions.	1.2, 2.2, 4.2, 9.2, 10.2, 11.2, 14.1, 16.1, 16.2, 18.1, 22.1, 22.2, 23.2, 24.2
Marketing	3, 4, 5, 6, 10, 11, 12, 17, 23
Students will develop a marketing plan for an entrepreneurial venture.	6.1, 10.1, 10.2, 11.1, 11.2, 12.1, 12.2
Identifying the market.	3.1, 4.1, 4.2, 5.1, 6.1
Reaching the market.	4.1, 4.2, 6.2, 12.1, 12.2, 17.1
Keeping/increasing your market.	3.1, 4.2, 10.2, 12.1, 23.1
Economics	1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12, 15, 22
Students will apply economic concepts when making decisions for an entrepreneurial venture.	4.1, 5.1, 9.1, 10.1, 11.1, 12.2, 15.1, 15.2
The economic way of thinking.	4.1, 6.2, 9.1, 10.1, 11.1, 12.2, 15.1, 15.2
Characteristics of a market economy.	1.1, 4.1, 7.1, 7.2, 10.1, 11.2
The function of price.	11.1, 11.2
The role of profit/risk.	1.1, 2.1, 5.1, 15.1, 22.1, 22.2
The role of government.	8.2
Finance	5, 19, 20, 21, 23
Students will identify and use the necessary financial competencies needed by an entrepreneur.	19.1, 19.2, 20.1, 21.1, 21.2, 23.2
Determining your cash wants.	5.1, 19.2
Sources and types of funding.	19.1, 19.2, 23.2
Interpreting financial statements.	20.1, 21.1
Accounting	21, 23
Students will identify, establish, maintain, and analyze appropriate records to make business decisions.	21.1, 21.2, 23.1
Importance of keeping records.	21.1, 21.2
Types of business records.	21.1, 21.2
Establishing and using business records.	21.1, 21.2, 23.1
Interpreting business records.	21.1, 21.2
Management	5, 13, 14, 17, 18, 23, 24

Students will develop a management plan for an entrepreneurial venture.	14.2
Establishing a vision.	5.2
Hiring people who share the vision.	13.1, 18.1
Building teams to fulfill the vision.	13.1, 13.2, 14.1, 17.2, 18.1, 18.2
Monitoring the achievement of the vision.	13.2, 14.1, 18.1, 23.2, 24.2
Global Markets	4, 23
Students will describe how cultural differences, export/import opportunities, and current trends in a global marketplace can affect an entrepreneurial venture.	4.1, 4.2
Cultural differences and their effect on business.	4.1, 4.2
Export/import opportunities.	4.2, 23.1
Trends in global marketplace.	4.1, 4.2, 23.1
Legal	1, 3, 4, 7, 8, 24
Students will describe how ethics, government, and different forms of business ownership affect the entrepreneurial venture.	7.1, 7.2, 8.1, 8.2
Forms of business organizations.	3.2, 7.1, 7.2
Government regulations that impact the opening and operating of a business.	4.1, 7.1, 7.2, 8.1, 8.2
Business ethics.	1.1, 24.1, 24.2
Business Plans	5
Students will develop a business plan.	5.2