

# **Curriculum Crosswalk**

**Small Business Entrepreneurship 2003**

**Course to:**

**Business Management and Administration Career Cluster**

**Finance Career Cluster**

**2008 National Marketing Education Standards**

**Marketing Career Cluster**

**LAP Instructional Support Materials**

**Produced by:**

**MBA** *Research*  

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**and Curriculum Center**

## Curriculum-Planning Levels

Each performance indicator was assigned to one of six curriculum-planning levels: prerequisite, career-sustaining, specialist, supervisor, manager, and owner. These levels represented a continuum of instruction ranging from simple to complex and can serve as building blocks for curriculum development in that students should know and be able to perform the skills and knowledge at one level before tackling more complex ones at the next level. These levels can also be used as the basis for developing an unduplicated sequence of instruction for articulation between high school and postsecondary marketing courses. The six curriculum-planning levels are defined as:

1. **Prerequisite (PQ)** Content develops employability and job-survival skills and concepts, including work ethics, personal appearance, and general business behavior.
2. **Career-Sustaining (CS)** Content develops skills and knowledge needed for continued employment in or study of marketing based on the application of basic academics and marketing skills.
3. **Specialist (SP)** Content provides in-depth, solid understanding and skill development in all marketing functions.
4. **Supervisor (SU)** Content provides the same in-depth, solid understanding and skill development in all marketing functions as in the marketing-specialist curriculum, and in addition, incorporates content that addresses the supervision of people.
5. **Manager (MN)** Content develops strategic decision- making skills in all marketing functions needed to manage a business or department within an organization.
6. **Owner (ON)** Content develops strategic decision- making skills in all aspects of marketing that are needed to own and operate a business.

<b>Comp # Obj #</b>	<b>Unit Titles/Competency and Objective Statements (The Learner will be able to:)</b>	<b>MBA Research LAPs</b>	<b>Career Cluster Performance Indicators</b>
<b>A.</b>	<b>COURSE ORIENTATION</b>		
<b>SB01.00</b>	<b>Explain the components of Business, Marketing, and Information Technology Education.</b>		
SB01.01	Describe the basic content of the Small Business Entrepreneurship course as part of Business, Marketing, and Information Technology Education.		
SB01.02	Explain the value of DECA as an integral part of the Small Business Entrepreneurship course.		
SB01.03	Explain the value of FBLA as an integral part of the Small Business Entrepreneurship course.		
SB01.04	Exhibit effective leadership skills and a cooperative attitude.	EI LAP 3: Opt for Optimism (Positive Attitude) EI LAP 5: Can You Relate? (Positive Working Relationships) QS LAP 27: Follow Me! (Concept of Leadership) (update 2009)	Exhibit a positive attitude (PQ) Foster positive working relationships (CS) Explain the concept of leadership (CS) Conduct a staff meeting (SU)
<b>B.</b>	<b>OVERVIEW OF SMALL BUSINESS</b>		
<b>SB02.00</b>	<b>Explain the basic concepts leading to success in small business entrepreneurship.</b>		
SB02.01	Explain the factors and personality traits that contribute to the success of a small business entrepreneur.	PD LAP 4: Own Your Own	
SB02.02	Explain the purposes and components of a business plan.	SM LAP 1: Plan Now, Succeed Later (Business Plan, Concept) SM LAP 2: Plan for Success (Create a Business Plan)	Explain the nature of business plans (MN) Develop business plan (ON)

SB02.03	Discuss the importance of ethical behavior in business.	EC LAP 20: Business Connections (Role of Business in Society) EI LAP 4: Work Right (Ethical Work Habits) QS LAP 8: Do the Right Thing (Ethical Work Habits) Business Ethics (new 2009)	Explain the role of business in society (CS)  Demonstrate ethical work habits (PQ)  Explain the nature of business ethics (SP)
<b>SB03.00</b>	<b>Explain the legal environment of small business.</b>		
SB03.01	Compare forms of business ownership.	BA LAP 7: Own It Your Way (Types of Business Ownership) BA LAP 9: Taking Care of Business (Business Ownership Selection)	Explain types of business ownership (CS)  Select form of business ownership (ON)
SB03.02	Describe sources of assistance available to entrepreneurs.		Describe external resources useful to entrepreneurs during concept development (ON) Use external resources to supplement entrepreneur's expertise (ON)
SB03.03	Discuss the roles of government in small business.	EC LAP 16: Government and Business (Regulate and Protect)	Determine the relationship between government and business (CS)
<b>C.</b>	<b>FINANCING A SMALL BUSINESS</b>		
<b>SB04.00</b>	<b>Explain the fundamentals of financing a small business.</b>		
SB04.01	Identify the costs associated with owning and operating a small business.		Assess start-up requirements (ON) Determine financing needed for business operations (ON) Explain the nature of overhead/operating costs (SP) Describe the financial needs of a business at different stages of its development (MN)
SB04.02	Discuss sources used in financing a small business.		Describe processes used to acquire adequate financial resources for venture creation/start-up (ON) Explain the purposes and importance of obtaining business credit (ON) Identify risks associated with obtaining business credit (ON) Explain sources of financial assistance (ON) Explain loan evaluation criteria used by lending institutions (ON) Describe the financial needs of a business at different stages of its development (MN) Discuss factors to consider in choosing between debt and equity capital (MN) Discuss ways to determine the best financing option for a company (SP)

<b>SB05.00</b>	<b>Explain the financial statements maintained in a small business.</b>		
SB05.01	Develop the financial records used in a small business.	FI LAP 4: Watch Your Bottom Line (Income Statements) FI LAP 6: Count the Cash (Cash Flow)	Describe the nature of income statements (SP) Describe the nature of cash flow statements (SP) Explain the nature of balance sheets (SP) Prepare balance sheets (MN) Prepare income statements (MN) Prepare cash flow statements (MN)
SB05.02	Explain the use of sales projections.	IM LAP 3: Nature of Sales Forecasts IM LAP 4: Forecasting Sales PI LAP 4: Tipping Point (Calculating Break-Even)	Explain the nature of sales forecasts (SP) Forecast sales (MN) Calculate break-even point (MN) Calculate financial ratios (MN)
<b>D.</b>	<b>MARKETING A SMALL BUSINESS</b>		
<b>SB06.00</b>	<b>Explain the fundamentals of marketing in a small business.</b>		
SB06.01	Explain marketing and its importance.	BA LAP 11: Have It Your Way! (Marketing) IM LAP 7: Pick the Mix (Marketing Strategies)	Explain marketing and its importance in a global economy (CS) Explain the concept of marketing strategies (CS) Identify considerations in implementing global marketing strategies (MN)
SB06.02	Explain market identification.	IM LAP 9: Have We Met? (Market Identification)	Explain the concept of market and market identification (CS) Identify market segments (MN) Select target market (MN) Conduct competitive analysis (MN) Estimate market share (MN)
<b>SB07.00</b>	<b>Identify product decisions necessary for a small business.</b>		
SB07.01	Explain products/services that make up the product mix.	EC LAP 10: Goods and Services (update fall, 2008) PM LAP 11: Unleash Your Oh! Zone PP LAP 3: Product Mix (update fall, 2008) PP LAP 5: Product/Service Planning	Distinguish between economic goods and services (CS) Identify methods/techniques to generate a product idea (SP) Explain the concept of product mix (SP) Explain the nature and scope of the product/service management function (SP) Explain new product-development processes (SP)

SB07.02	Identify factors that contribute to the selection of products/services in small business.	PP LAP 5: Product/Service Planning  PM LAP 6: It's a Brand, Brand, Brand World! (update fall, 2008)	Explain the nature and scope of the product/service management function (SP)  Explain the nature of product/service branding (SP) Identify the impact of product life cycles on marketing decisions (SP) Plan product mix (MN) Describe factors used by marketers to position products/services (SP)
<b>SB08.00</b>	<b>Identify place decisions faced by small business owners.</b>		
SB08.01	Recognize the importance of business image.	PM LAP 1: Customer Service Supersized (update 2008) PM LAP 10: Building Your Business's Brand (update 2009)	Explain the role of customer service in positioning/image (MN) Build product/service brand (MN)
SB08.02	Explain the factors affecting selection of the business location.		Negotiate lease or purchase of facility (MN)
SB08.03	Describe the components of a business layout including equipment, furnishings, and supplies.		
<b>SB09.00</b>	<b>Explain pricing strategies for making effective pricing decisions.</b>		
SB09.01	Explain factors that affect pricing.	EC LAP 8: Ready, Set, Compete! (Competition) (update fall, 2008) EC LAP 11: It's the Law (Supply and Demand) EC LAP 12: Price (update 2009) PI LAP 2: The Price Is Right (Nature of Pricing) PI LAP 3: Factors Affecting Selling Price	Explain the concept of competition (CS)  Explain the principles of supply and demand (CS)  Describe the functions of prices in markets (CS) Explain the nature and scope of the pricing function (SP)  Explain factors affecting pricing decisions (SP)
SB09.02	Explain pricing policies and strategies that help businesses meet pricing objectives.	PI LAP 2: The Price Is Right (Nature of Pricing) PI LAP 1: Psychological Pricing	Explain the nature and scope of the pricing function (SP)  Describe pricing strategies (PI:045) (MN)
SB09.03	Calculate the selling price of merchandise and services.	EC LAP 2: Risk Rewarded (Profit)	Identify factors affecting a business's profit (CS) Determine cost of product (breakeven, ROI, markup) (MN) Set prices (MN)
<b>SB10.00</b>	<b>Identify the function of promotion in small business.</b>		
SB10.01	Explain promotional strategies.	PR LAP 2: Promotion (update 2009)	Explain the role of promotion as a marketing function (CS)

SB10.02	Describe the elements that make up the promotional mix.	PR LAP 1: Promotional Mix (update 2009) PR LAP 3: Ad-quipping Your Business (update 2009) PR LAP 4: Know Your Options (Types of Promotion) SE LAP 117: Sell Away (Nature and Scope of Selling)	Identify the elements of the promotional mix (SP) Explains types of advertising media (SP)  Explain the types of promotion (CS)  Explain the nature and scope of the selling function (CS)  Identify communications channels used in sales promotion (SP) Explain communications channels used in public-relations activities (SP)
SB10.03	Identify promotional media activities used by small businesses.	PR LAP 4: Know Your Options (Types of Promotion) PR LAP 5: Selecting Advertising Media PR LAP 6: Calculating Media Costs	Explain the types of promotion (CS)  Select advertising media (MN) Calculate media costs (SP)
<b>E.</b>	<b>PLANNING AND PREPARING TO MANAGE A SMALL BUSINESS</b>		
<b>SB11.00</b>	<b>Identify the concepts of management for a small business.</b>		
SB11.01	Identify the functions of management.	BA LAP 6: Manage This! (update 2009)	Explain the concept of management (CS)
SB11.02	Identify different leadership styles.	MN LAP 41: Take the Lead! (update 2009) QS LAP 27: Follow Me! (Concept of Leadership) (update 2009)	Explain the concept of leadership (CS)
<b>SB12.00</b>	<b>Explain human resources management in a small business.</b>		
SB12.01	Explain staffing procedures.	MN LAP 42: Training and Human Resource Development	Explain the role of training and human resources development (SU) Determine hiring needs (SU) Screen job applications/resumes (SU) Interview job applicants (SU) Discuss employee compensation (SU) Select and hire new employees (SU) Explain the components of a compensation system (SP) Explain the nature of benefit plans (e.g., health insurance, life insurance, retirement plans, educational assistance, health club, etc.) (SP)
SB12.02	Identify regulations that protect employees.	MN LAP 45: Handling Employee Complaints	Handle employee complaints and grievances (SU) Explain the nature of human resources regulations (SU) Explain the nature of workplace regulations (including OSHA, ADA) (SU) Dismiss/Fire employees (SU)

SB12.03	Identify ways to maximize employee performance.	EI LAP 5: Can You Relate? (Positive Working Relationships) HR LAP 24: Treating Others Fairly (at Work) MN LAP 40: Building Employee Morale MN LAP 47: Staff Motivation	Foster positive working relationship (CS)  Treat others fairly at work (PQ) Recognize/Reward employees (SU) Assess employee performance (SU)
<b>SB13.00</b>	<b>Explain business risk.</b>		
SB13.01	Identify business risks.	BA LAP 2: Risk Management  EC LAP 3: Lose, Win, or Draw (Business Risk)	Explain the nature of risk management (MN) Determine factors affecting business risk (CS)  Identify speculative business risks (MN)
SB13.02	Explain methods of dealing with business risk.	BA LAP 2: Risk Management  EC LAP 3: Lose, Win, or Draw (Business Risk) RM LAP 4: Security Precautions	Explain the nature of risk management (MN) Determine factors affecting business risk (CS) Explain routine security precautions (CS)  Obtain insurance coverage (ON) Follow instructions for use of equipment, tools, and machinery (PQ) Maintain a safe work environment (CS) Identify potential safety issues (MN) Establish policies and procedures to maintain physical security of the work environment (MN) Explain policies/procedures for handling shoplifters (CS)
<b>SB14.00</b>	<b>Prepare a business plan.</b>		
SB14.01	Develop a written business plan.	SM LAP 2: Plan for Success (Create a Business Plan)	Develop business plan (ON)
SB14.02	Defend the business plan in an oral presentation.	QS LAP 9: Well Said! (Oral Presentations)	Make oral presentations (SP)