

**Florida Department of Education
Student Performance Standards**

Course Title: Business and Entrepreneurial Principles
Course Number: 8215120
Course Credit: 1

Course Description:

This course is designed to provide an introduction to business organization, management, and entrepreneurial principles. Topics include communication skills, various forms of business ownership and organizational structures, supervisory/management skills, leadership skills, human resources management activities, business ethics, and cultural diversity. Emphasis is placed on job readiness and career development. The use of computers is an integral part of this program.

CTE Standards and Benchmarks	
16.0	Demonstrate language arts knowledge and skills. The student will be able to:
16.01	Locate, comprehend and evaluate key elements of oral and written information.
16.02	Draft, revise, and edit written documents using correct grammar, punctuation and vocabulary.
16.03	Present information formally and informally for specific purposes and audiences.
17.0	Demonstrate and apply oral and written communication skills in creating, expressing and interpreting information and ideas on a personal and professional manner. The student will be able to:
17.01	Deliver impromptu and planned speeches.
17.02	Communicate in a multicultural setting (e.g., with people from varying international, cultural, ethnic, and racial backgrounds).
17.03	Perform communication activities (e.g., receive calls, place calls, text, IM, gather and record information).
17.04	Project a positive impression in person and acknowledging the importance of making eye contact.
17.05	Function as a team member and participate in group discussions to identify and resolve problems.
17.06	Identify how team’s effectiveness impacts company’s profitability.
17.07	Organize and lead discussions.
17.08	Participate as a team leader and team member at meetings.
17.09	Answer questions in formal and information situations.

CTE Standards and Benchmarks	
17.10	Use corporate business vocabulary appropriate for entry-level jobs and discuss appropriate use of slang communication and demonstrate understanding that slang is never appropriate in the business environment.
17.11	Locate, organize and interpret information obtained from various sources (e.g., business correspondence, professional articles, supporting graphic materials, manuals, computer printouts, electronic sources).
17.12	Describe methods used by management to communicate with employees (e.g., formal and informal).
17.13	Differentiate among various electronic and non-electronic telecommunication methods used to communicate with employees.
17.14	Demonstrate and apply active listening techniques to obtain and clarify information.
17.15	Identify and overcome major barriers to listening.
17.16	Identify relevant information in oral communications.
17.17	Determine when more information is needed and ask appropriate questions.
17.18	Distinguish fact from opinion (e.g., media, Internet).
17.19	Obtain key facts through courteous attention to multiple speakers within a group.
17.20	Interpret verbal and nonverbal cues/behaviors that enhance communication.
17.21	Give examples of how nonverbal messages have different meanings in various cultures.
17.22	Demonstrate an understanding of the importance of establishing and maintaining a work-related network through social contacts and discuss how to use business-oriented social networking.
17.23	Use appropriate etiquette and manners when communicating with people of varying cultures.
17.24	Develop and interpret tables and charts to support written and oral communications.
17.25	Exhibit public relations skills that aid in achieving customer service satisfaction.
17.26	Design, develop and deliver formal and informal presentations using appropriate media to engage and inform diverse audiences.
18.0	Use technology to enhance the effectiveness of communications in order to accomplish job objectives and enhance workplace performance. The student will be able to:
18.01	Gather and compile data using a wide variety of references and research resources Communicate using electronic messaging technologies and applications.
18.02	Apply the rules of electronic messaging etiquette.
18.03	Revise and edit business documents and e-mails to ensure they are clear, correct, concise, complete, consistent, and courteous.

CTE Standards and Benchmarks	
18.04	Compose and create business communications appropriate for specific audiences.
18.05	Present findings of projects in a formal presentation using appropriate graphics, media, and support materials.
18.06	Analyze and synthesize information obtained from print and electronic resources for group discussions and team building activities.
19.0	Use information technology tools. The student will be able to:
19.01	Use personal information management (PIM) applications to increase workplace efficiency.
19.02	Employ technological tools to expedite workflow including word processing, databases, reports, spreadsheets, multimedia presentations, electronic calendar, contacts, e-mail and internet applications.
19.03	Employ computer operations applications to access, create, manage, integrate, and store information.
19.04	Employ collaborative/groupware applications to facilitate group work.
19.05	Employ real time work with the cloud technologies.
20.0	Analyze current and emerging workplace trends and issues and determine potential impact on career and job objectives and workplace performance. The student will be able to:
20.01	Identify changing trends in the workplace.
21.0	Demonstrate an awareness of management functions and organizational structures as they relate to today's workplace and employer/employee roles. The student will be able to:
21.01	Define management.
21.02	Identify the different levels of management.
21.03	Compare and contrast the various forms of business ownership (e.g., sole proprietorships, partnerships, corporations) and other organizational structures (e.g., nonprofit organizations, governmental agencies).
21.04	Identify variations of basic forms of business ownership (e.g., franchises, employer stock ownership programs).
21.05	List the advantages and disadvantages of each form of business ownership.
21.06	Describe the advantages and disadvantages of the team concept to an organization.
21.07	Analyze organizational charts and discuss how various supervisory/management positions fit into the organizational structure.
21.08	Describe the role of technology in the overall management process.
21.09	Define the entrepreneurial way of thinking (e.g., opportunity, recognition, risk and reward) and discuss its importance to the American economy.

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21.10	Apply the entrepreneurial way of thinking in one’s own life.
21.11	Compare and contrast the legal procedures and processes for forming various forms of business ownership (e.g., sole proprietorship, partnership, limited partnership, joint ventures, limited partnership associations, registered partnerships having limited liability, limited liability company, corporation, franchise).
21.12	Distinguish a limited partnership from a general partnership.
21.13	Discuss partnership rights (e.g., tenancy in partnership, sharing of profits, right to manage, right to reimbursement, right to inspect the books, right to an account).
21.14	Describe the powers and duties of partners (limited partners, general partners in a limited partnership, silent, dormant, secret).
21.15	Describe how partnerships may be dissolved (e.g., acts of the partners, operation of the law, order of the court).
21.16	Explain the winding up of partnership affairs and the distribution of assets after the dissolution of a partnership.
21.17	Define a limited liability corporation.
21.18	Describe the nature of management responsibilities in a limited liability corporation.
21.19	Describe the effects of failing to maintain the proper structure of a limited liability corporation.
21.20	Define a corporation and explain why a corporation is a legal entity.
21.21	Identify characteristics of a franchise and describe where franchises fit in the economic and legal framework.
21.22	Describe the pros and cons of owning a franchise.
22.0	Practice quality performance in the learning environment and the workplace. The student will be able to:
22.01	Discuss the importance of time management, both professional and personally, including the consequences of poor time management skills.
22.02	Perform a personal time management analysis.
23.0	Incorporate appropriate leadership and supervision techniques, customer service strategies, and standards of personal ethics to accomplish job objectives and enhance workplace performance. The student will be able to:
23.01	Project a professional image through appropriate business attire, ethical behavior, personal responsibility, flexibility, and respect for confidentiality.
23.02	Apply decision-making processes to business applications.
23.03	Describe the characteristics (e.g., leadership qualities, leadership styles, personality traits) of effective business supervisors, managers, or entrepreneurs.

CTE Standards and Benchmarks	
23.04	Develop a personal and business code of ethical behavior.
23.05	Explain the importance of trust for the successful conduct of business.
23.06	Identify examples of unethical behaviors that result in higher prices for consumers (e.g., insurance fraud).
23.07	Identify ethical issues resulting from technological advances (e.g., computer snooping, hacking).
23.08	Identify ethical issues involving employer/employee relationships (e.g., poor working conditions, hours wasted on the job, employee theft).
23.09	Identify ethical issues affecting consumers (e.g., false advertising, shoplifting).
23.10	Apply principles of group dynamics in structured activities.
23.11	Exhibit positive attitude and professional behavior.
23.12	Participate in school, community, and/or volunteer activities.
24.0	Solve problems using critical thinking skills, creativity and innovation. The student will be able to:
24.01	Employ critical thinking skills independently and in teams to solve problems and make decisions.
24.02	Employ critical thinking and interpersonal skills to resolve conflicts.
24.03	Identify and document workplace performance goals and monitor progress toward those goals.
24.04	Conduct technical research to gather information necessary for decision-making.
25.0	Demonstrate mathematics knowledge and financial planning strategies and skills. The student will be able to:
25.01	Demonstrate knowledge of arithmetic operations.
25.02	Analyze and apply data and measurements to solve problems and interpret documents.
25.03	Construct charts/tables/graphs using functions and data.
25.04	Describe the importance of financial statements.
26.0	Assess personal strengths and weaknesses as they relate to job objectives, career exploration, personal development, and life goals. The student will be able to:
26.01	Identify career paths in supervisory, management, and small business environments.

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26.02	Participate in work-based learning experiences in a supervisory, management, or small business environment.
26.03	Demonstrate the use of technology in a supervisory, management, or small business environment.
26.04	Compare and contrast software applications used in a supervisory, management, or small business environment.
26.05	Develop an understanding of the integral value of a customer and practice the skills required to provide excellent customer service.
27.0	Justify the need to gain and maintain competitive advantage. The student will be able to:
27.01	Identify ways in which businesses compete with each other (e.g., quality, service, status, price).
27.02	Define market share.
27.03	Identify various forms of competition (e.g., pure competition, oligopoly, monopolistic competition, monopoly).
28.0	Perform human resources management activities. The student will be able to:
28.01	Identify the benefits of professional staff development (e.g., workshops, conferences, course work, membership in professional associations).
28.02	Explain, create and perform employee evaluations, describe the procedures used in the evaluation process, and identify the consequences of positive or negative performance appraisals.
28.03	Describe and research current legislation affecting the workplace and discuss the impact on businesses (e.g., affirmative action, right to privacy, drug testing, sexual harassment, safety).
28.04	Identify the kinds of benefits offered to employees (e.g., insurance plans; retirement plans; payroll deductions for savings bonds, cafeteria plans, 401K plans) and describe the proposal process of acquiring and negotiating benefits.
28.05	Describe methods used to compensate employees (e.g., minimum wage, wages, salary, commission). Describe the methods to negotiate employee compensation and the role of benchmark surveys.
28.06	Define “downsizing” and explain why it occurs and the impact of reducing workforce size.
29.0	Analyze the impact and relationship of government regulations and community involvement on business management decisions. The student will be able to:
29.01	Explain how tax policies, licensure requirements, and governmental regulations affect a business.
29.02	Identify ways companies can help their communities (e.g., jobs, taxes, contributions to community projects).
30.0	Perform supervisory/management functions. The student will be able to:
30.01	Describe the functions of management (e.g., planning, organizing, staffing, directing, controlling) and discuss how the functions are interrelated.
30.02	Identify factors of strategic planning and define the role of strategic planning in a business environment.

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30.03 Define the purpose of a business plan and describe the major components included in a business plan.

30.04 Define the marketing concept and explain its impact on consumers.

30.05 Identify and describe examples of diverse marketing activities.

30.06 Define long-term and short-term planning.

30.07 Perform long-term and short-term planning activities for a specific event.

30.08 Develop a basic business plan.