

# Standards Correlations

## Entrepreneurship (9093)

Task	SOL Correlations	National MBA Research Standards
<b>Demonstrating Personal Qualities and Abilities</b>		
Demonstrate creativity and innovation.	English: 6.1, 6.3, 6.4, 6.6, 6.7, 6.9, 7.1, 7.3, 7.4, 7.6, 7.7, 7.9, 8.1, 8.3, 8.4, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WG.4, WHI.1, WHII.1 Mathematics: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.7, 6.10, 6.11, 6.12, 7.2, 7.3, 7.8, 7.9, 8.2, 8.4, 8.6, 8.7, 8.11, 8.12, 8.17, 8.18, A.9, AFDA.3, AFDA.4, AFDA.5, AFDA.6, AFDA.7, AFDA.8, AII.9, COM.1, COM.3, COM.4, COM.5, COM.8, DM.7, DM.1*, DM.10, DM.2*, DM.3*, PS.3*, PS.4*, PS.7*, PS.9*, PS.10* Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PS.1	
Demonstrate critical thinking and problem solving.	English: 6.1, 6.3, 6.4, 6.5, 6.6, 6.7, 6.9, 7.1, 7.3, 7.4, 7.5, 7.6, 7.7, 7.9, 8.1, 8.3, 8.4, 8.5, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1,	

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	WG.1, WG.4, WHI.1, WHII.1 Mathematics: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.10, 6.11, 7.2, 7.3, 7.8, 7.12, 7.13, 8.2, 8.4, 8.8, 8.9, 8.10, 8.11, A.8, A.9, G.1, G.13, G.14, AFDA.3, AFDA.5, AFDA.8, AII.9, AII.10, AII.11, COM.1, COM.3, COM.4, COM.5, COM.8, DM.4, DM.7, DM.1*, DM.2*, DM.3*, DM.9*, PS.9*, PS.10* Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PS.1	
Demonstrate initiative and self-direction.	English: 6.1, 6.4, 6.6, 6.7, 6.9, 7.1, 7.4, 7.6, 7.7, 7.9, 8.1, 8.4, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate integrity.	English: 6.1, 7.1, 8.1, 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate work ethic.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: CH.1	
<b>Demonstrating Interpersonal Skills</b>		
Demonstrate conflict-resolution skills.	English: 6.1, 6.2, 6.4, 6.6, 6.7, 6.9, 7.1, 7.2, 7.4, 7.6, 7.7, 7.9, 8.1, 8.2, 8.4, 8.6, 8.7, 8.9,	

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	9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, VUS.1	
Demonstrate listening and speaking skills.	English: 6.1, 6.2, 6.4, 6.6, 7.1, 7.2, 7.4, 7.6, 8.1, 8.2, 8.4, 8.6, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate respect for diversity.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, USII.9, VUS.1, VUS.13, WG.1, WHI.1, WHII.1	
Demonstrate customer service skills.	English: 6.1, 6.4, 6.7, 7.1, 7.4, 7.7, 8.1, 8.4, 8.7, 9.1, 9.5, 9.6, 10.1, 10.5, 10.6, 11.1, 11.5, 11.6, 12.1, 12.5, 12.6 History and Social Science: CE.1, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Collaborate with team members	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
<b>Demonstrating Professional Competencies</b>		
Demonstrate big-picture thinking.	English: 6.1, 6.4, 7.1, 7.4, 8.1, 8.4, 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5 History and Social Science: CE.1, CE.4, CE.12, GOVT.1, GOVT.15, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	

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Demonstrate career- and life-management skills.	English: 6.1, 6.7, 7.1, 7.7, 8.1, 8.7, 9.1, 9.6, 10.1, 10.6, 11.1, 11.6, 12.1, 12.6 History and Social Science: CE.1, CE.4, CE.12, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 8.4	
Demonstrate continuous learning and adaptability.	English: 6.1, 6.4, 6.7, 6.9, 7.1, 7.4, 7.7, 7.9, 8.1, 8.4, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.3, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: BIO.1, CH.1, LS.1, PH.1, PH.4, PS.1	
Manage time and resources.	English: 6.1, 6.2, 6.4, 6.7, 6.9, 7.1, 7.2, 7.4, 7.7, 7.9, 8.1, 8.2, 8.4, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.2, 11.5, 11.6, 11.8, 12.2, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 6.12, 7.2, 7.3, 7.8, 7.9, 7.10, 7.11, 7.12, 7.13, 8.4, 8.11, 8.12, 8.13, 8.14, 8.17, 8.18, A.4, A.5, A.8, A.9, AFDA.3, AFDA.4, AFDA.5, AFDA.6, AFDA.7, AFDA.8, COM.1, COM.3, COM.5, COM.8	
Demonstrate information-literacy skills.	English: 6.1, 6.2, 6.4, 6.6, 6.7, 6.9, 7.1, 7.2, 7.3, 7.4, 7.6, 7.7, 7.9, 8.1, 8.2, 8.3, 8.4, 8.6,	

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	8.7, 8.9, 9.2, 9.5, 9.6, 9.8, 10.2, 10.5, 10.6, 10.8, 11.2, 11.5, 11.6, 11.8, 12.2, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 7.8, 7.9, 8.11, 8.12, A.8, A.9, AFDA.3, AFDA.4, AFDA.6, AFDA.7, AFDA.8, DM.8, PS.1*, PS.2*, PS.3*, PS.4*, PS.7*, PS.8*, PS.9*, PS.10* Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PH.1, PS.1	
Demonstrate an understanding of information security.	English: 6.1, 6.2, 6.3, 6.4, 6.6, 6.7, 6.8, 6.9, 7.1, 7.2, 7.3, 7.4, 7.6, 7.7, 7.8, 7.9, 8.1, 8.2, 8.3, 8.4, 8.6, 8.7, 8.8, 8.9, 9.1, 9.2, 9.5, 9.6, 9.8, 10.1, 10.2, 10.5, 10.6, 10.8, 11.1, 11.2, 11.5, 11.6, 11.8, 12.1, 12.2, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: COM.10	
Maintain working knowledge of current information-technology (IT) systems.	English: 6.1, 6.3, 6.4, 6.6, 6.9, 7.1, 7.3, 7.4, 7.6, 7.9, 8.1, 8.3, 8.4, 8.6, 8.9 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 7.8, COM.1, COM.2, COM.7, COM.9, COM.10, COM.11, COM.16, COM.18, PS.17 Science: BIO.1, CH.1, ES.1, PH.1	

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Demonstrate proficiency with technologies, tools, and machines common to a specific occupation.	History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 7.9, 8.4, A.7, A.8, A.9, AFDA.1, AFDA.3, AFDA.5, AII.4, AII.7, AII.9, COM.1, COM.7, COM.10, COM.11, COM.12, COM.16 Science: CH.1, ES.1, LS.1, PH.1, PS.1	
Apply mathematical skills to job-specific tasks.	English: 6.4, 6.6, 6.7, 7.4, 7.6, 7.7, 8.4, 8.6, 8.7, 9.5, 9.6, 10.5, 10.6, 11.5, 11.6, 12.5, 12.6 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.1, 6.2, 6.5, 6.6, 6.12, 6.13, 6.14, 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.8, 7.9, 7.11, 7.12, 7.13, 8.4, 8.5, 8.6, 8.8, 8.9, 8.10, 8.11, 8.12, 8.13, 8.14, 8.15, 8.16, 8.17, 8.18, A.1, A.3, A.4, A.5, A.7, A.8, A.9, AFDA.1, AFDA.3, AFDA.5, AFDA.8, AII.3, AII.7, AII.9, AII.10, COM.1, COM.7 Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PH.1, PS.1	
Demonstrate professionalism.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate reading and writing skills.	English: 6.1, 6.6, 6.7, 7.1, 7.6, 7.7, 8.1, 8.6, 8.7, 9.1, 9.5, 9.6, 9.7, 10.1, 10.5, 10.6, 10.7, 11.1, 11.5, 11.6, 11.7, 12.1, 12.5, 12.6, 12.7	

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	History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: 6.1, PH.1, PS.1	
Demonstrate workplace safety.	English: 6.4, 7.4, 8.4, 9.5, 10.5, 11.5, 12.5 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: CH.1	
<b>Examining All Aspects of an Industry</b>		
Examine aspects of planning within an industry/organization.	History and Social Science: GOVT.16	
Examine aspects of management within an industry/organization.		
Examine aspects of financial responsibility within an industry/organization.		
Examine technical and production skills required of workers within an industry/organization.		
Examine principles of technology that underlie an industry/organization.		
Examine labor issues related to an industry/organization.	History and Social Science: GOVT.16	
Examine community issues related to an	History and Social Science: GOVT.16	

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industry/organization.		
Examine health, safety, and environmental issues related to an industry/organization.	History and Social Science: GOVT.16	
<b>Addressing Elements of Student Life</b>		
Identify the purposes and goals of the student organization.		
Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.		
Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects.		
Identify Internet safety issues and procedures for complying with acceptable use standards.		
<b>Exploring Work-Based Learning</b>		
Identify the types of work-based learning (WBL) opportunities.		
Reflect on lessons learned during the WBL experience.		
Explore career opportunities related to the WBL experience.		

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Participate in a WBL experience, when appropriate.		
<b>Understanding Entrepreneurship</b>		
Explain the concept of entrepreneurship.	English: 9.5, 10.5, 11.5, 12.5  History and Social Science: GOVT.14	Business Administration-  Acquire information to guide business decision-making.  Understand fundamental economic concepts to obtain a foundation for employment in business.  Understand fundamental factors about entrepreneurship to recognize its role and importance in the economy.
Explain the concept of intrapreneurship.	English: 9.5, 10.5, 11.5, 12.5	Business Administration-  Acquire information to guide business decision-making.  Understand fundamental economic concepts to obtain a foundation for employment in business.  Understand fundamental factors about entrepreneurship to recognize its role and importance in the economy.
Explain the importance of social entrepreneurship.	English: 9.5, 10.5, 11.5, 12.5  History and Social Science: GOVT.1,	Business Administration-  Understand fundamental factors about

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	GOVT.16  Science: ES.6	entrepreneurship to recognize its role and importance in the economy.  Understand the nature of business to show its contributions to society.
Describe goals of being an entrepreneur.	English: 9.5, 10.5, 11.5, 12.5	Business Administration-  Acquire information to guide business decision-making.  Understand fundamental economic concepts to obtain a foundation for employment in business.  Understand fundamental factors about entrepreneurship to recognize its role and importance in the economy.
Describe the entrepreneurial mindset.	English: 9.5, 10.5, 11.5, 12.5  History and Social Science: GOVT.11, GOVT.16	Business Administration-  Acquire self-development skills to enhance relationships and improve efficiency in the work environment.  Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures.  Understand fundamental factors about entrepreneurship to recognize its role and importance in the economy.

<b>Task</b>	<b>SOL Correlations</b>	<b>National MBA Research Standards</b>
Research entrepreneurs.	English: 9.8, 10.8, 11.8, 12.8 History and Social Science: VUS.14	Business Administration- Acquire information to guide business decision-making.
Describe the role of innovation in entrepreneurship.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5 History and Social Science: VUS.14	Business Administration- Acquire information to guide business decision-making.  Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures.  Understand the nature of business to show its contributions to society.
Explain entrepreneurial roots of opportunity.	English: 9.5, 10.5, 11.5, 12.5 History and Social Science: VUS.14	Business Administration- Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures.  Understand economic indicators to recognize economic trends and conditions.  Understand the nature of business to show its contributions to society.
Examine career opportunities in entrepreneurship.	English: 9.5, 10.5, 11.5, 12.5	Business Administration- Participate in career planning to enhance job-success potential.

<b>Task</b>	<b>SOL Correlations</b>	<b>National MBA Research Standards</b>
Describe the purposes and types of business communication.	English: 9.5, 10.5, 11.5, 12.5	Business Administration-  Write internal and external business correspondence to convey and obtain information effectively.
Identify types and components of an oral presentation.		Business Administration-  Apply verbal skills to obtain and convey information.
Describe trends in entrepreneurship.	English: 9.5, 10.5, 11.5, 12.5  History and Social Science: VUS.14	Business Administration-  Acquire information to guide business decision-making.  Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures.  Understand fundamental economic concepts to obtain a foundation for employment in business.  Understand the nature of business to show its contributions to society.
<b>Understanding Design Thinking and Business Model Development</b>		
Demonstrate the design thinking process.		Business Administration-  Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures.

<b>Task</b>	<b>SOL Correlations</b>	<b>National MBA Research Standards</b>
Define <i>lean start-up</i> .		Business Administration-  Develop concept for new business venture to evaluate its success potential.
Identify lean start-up concepts.		Business Administration-  Develop concept for new business venture to evaluate its success potential.
Identify the components of the business model canvas.		Business Administration-  Develop concept for new business venture to evaluate its success potential.
Demonstrate value proposition design.		Marketing-  Acquire a foundational knowledge of promotion to understand its nature and scope.  Understand promotional channels used to communicate with targeted audiences.
<b>Understanding Business Ownership</b>		
Describe common types of business ownership.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.5  History and Social Science: GOVT.14	Business Administration-  Apply knowledge of business ownership to establish and continue business operations.  Understand the nature of business to show its contributions to society.
Describe the four types of businesses.	English: 9.5, 10.5, 11.5, 12.5	Business Administration-

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		<p>Apply knowledge of business ownership to establish and continue business operations.</p> <p>Understand the nature of business to show its contributions to society.</p>
<p>Analyze strategies that can be used to manage the risks of a new business.</p>	<p>English: 9.1, 9.5, 9.8, 10.1, 10.5, 10.8, 11.1, 11.5, 11.8, 12.1, 12.5, 12.8</p> <p>History and Social Science: GOVT.14</p>	<p>Business Administration-</p> <p>Understand economic systems to be able to recognize the environments in which businesses function.</p> <p>Understand the nature of business to show its contributions to society.</p>
<p>Describe types of entrepreneurial businesses.</p>	<p>English: 9.5, 10.5, 11.5, 12.5</p> <p>History and Social Science: GOVT.14</p>	<p>Business Administration-</p> <p>Apply knowledge of business ownership to establish and continue business operations.</p> <p>Understand the nature of business to show its contributions to society.</p>
<p>Explain the concept of organizational structures.</p>	<p>English: 9.5, 10.5, 11.5, 12.5</p>	<p>Business Administration-</p> <p>Implement organizational skills to facilitate others' work efforts.</p> <p>Understand the role and function of human resources management to obtain a foundational knowledge of its nature and scope.</p>
<p>Identify resources for entrepreneurs.</p>		<p>Business Administration-</p>

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		Acquire information to guide business decision-making.
<b>Understanding Financial Statements</b>		
Explain the purpose of income/profit and loss statements, cash-flow statements, balance sheets, and start-up costs.	English: 9.5, 10.5, 11.5, 12.5	Business Administration-  Analyze cost/profit relationships to guide business decision-making.  Implement accounting procedures to track money flow and to determine financial status.  Manage financial resources to ensure solvency.
Describe the purpose of a financial model (pro forma).	English: 9.5, 9.6, 9.7, 10.5, 10.6, 10.7, 11.5, 11.6, 11.7, 12.5, 12.6, 12.7	Business Administration-  Analyze cost/profit relationships to guide business decision-making.  Implement accounting procedures to track money flow and to determine financial status.  Manage financial resources to ensure solvency.
Explain the economics of one unit (EOU).	English: 9.5, 10.5, 11.5, 12.5  Mathematics: A.4, PS.1*, PS.2*, PS.3*	
Identify tax-related responsibilities.	English: 9.5, 9.6, 9.7, 10.5, 10.6, 10.7, 11.5, 11.6, 11.7, 12.5, 12.6, 12.7	Business Administration-

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		<p>Analyze cost/profit relationships to guide business decision-making.</p> <p>Manage financial resources to ensure solvency.</p> <p>Understand tax laws and regulations to adhere to government requirements.</p>
<b>Understanding Marketing Principles</b>		
Explain the components of the marketing mix.	English: 9.5, 10.5, 11.5, 12.5	<p>Business Administration-</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p>
Describe outbound and inbound marketing.	English: 9.5, 10.5, 11.5, 12.5	<p>Business Administration-</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p>
Explain the concept of target market.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5	<p>Business Administration-</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p>Marketing-</p> <p>Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).</p>

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Explain the purpose of branding.	English: 9.5, 10.5, 11.5, 12.5	Marketing-  Employ product-mix strategies to meet customer expectations.  Generate product ideas to contribute to ongoing business success.  Position products/services to acquire desired business image.
Identify the elements of the promotional mix.		Marketing-  Acquire a foundational knowledge of promotion to understand its nature and scope.
Develop a sample of each element in the promotional mix.		Marketing-  Understand the use of an advertisement's components to communicate with targeted audiences.
Describe the marketing functions and their importance.	English: 9.5, 10.5, 11.5, 12.5  History and Social Science: GOVT.14	Business Administration-  Acquire a foundational knowledge of information management to understand its nature and scope.  Understand marketing's role and function in business to facilitate economic exchanges with customers.  Marketing-

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		<p>Acquire a foundational knowledge of promotion to understand its nature and scope.</p> <p>Acquire a foundational knowledge of selling to understand its nature and scope.</p> <p>Acquire foundational knowledge of channel management to understand its role in marketing.</p> <p>Acquire foundational knowledge of marketing-information management to understand its nature and scope.</p> <p>Develop a foundational knowledge of pricing to understand its role in marketing.</p>
Identify sources for locating vendors and suppliers.	History and Social Science: GOVT.14	<p>Marketing-</p> <p>Acquire foundational knowledge of channel management to understand its role in marketing.</p> <p>Manage channel activities to minimize costs and to determine distribution strategies.</p>
<b>Understanding Basic Economic Principles</b>		
Explain the law of supply and demand.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5	<p>Business Administration-</p> <p>Understand fundamental economic concepts to obtain a foundation for employment in</p>

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		business.
Identify the major economic systems.	English: 9.5, 10.5, 11.5, 12.5  History and Social Science: GOVT.14	Business Administration-  Understand economic systems to be able to recognize the environments in which businesses function.
Explain opportunity cost.	English: 9.5, 10.5, 11.5, 12.5  History and Social Science: GOVT.14, GOVT.15	Business Administration-  Understand fundamental economic concepts to obtain a foundation for employment in business.
Explain pricing strategies.	English: 9.5, 10.5, 11.5, 12.5	Marketing-  Develop a foundational knowledge of pricing to understand its role in marketing.
Explain break-even point.	English: 9.5, 10.5, 11.5, 12.5  History and Social Science: GOVT.14	Business Administration-  Understand fundamental economic concepts to obtain a foundation for employment in business.
<b>Developing Sales and Customer Service Skills</b>		
Identify the types of selling.		Marketing-  Acquire a foundational knowledge of selling to understand its nature and scope.
Explain the importance of customer service.	English: 9.5, 10.5, 11.5, 12.5	Marketing-  Acquire a foundational knowledge of selling to understand its nature and scope.

<b>Task</b>	<b>SOL Correlations</b>	<b>National MBA Research Standards</b>
Explain key factors in building and retaining a clientele.	English: 9.5, 10.5, 11.5, 12.5	Marketing-  Acquire a foundational knowledge of selling to understand its nature and scope.
Explain the benefits of customer loyalty.	English: 9.5, 10.5, 11.5, 12.5	Marketing-  Acquire a foundational knowledge of selling to understand its nature and scope.
Demonstrate the steps of the sale.	English: 9.1, 10.1, 11.1, 12.1	Marketing-  Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.  Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.
<b>Planning an Entrepreneurial Venture</b>		
Identify venture opportunities in the school or community.	English: 9.5, 10.5, 11.5, 12.5	Business Administration-  Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures.  Understand the nature of business to show its contributions to society.
Analyze potential competitors.	English: 9.5, 10.5, 11.5, 12.5	Business Administration-  Understand economic systems to be able to recognize the environments in which

<b>Task</b>	<b>SOL Correlations</b>	<b>National MBA Research Standards</b>
		businesses function.  Understand the nature of business to show its contributions to society.
Explain the concept of SWOT analysis.	English: 9.5, 10.5, 11.5, 12.5	Business Administration-  Acquire information to guide business decision-making.  Marketing-  Employ marketing-information to plan marketing activities.
Create a business model.		Business Administration-  Develop concept for new business venture to evaluate its success potential.
Develop an elevator pitch and an investor pitch.	English: 9.6, 9.7, 10.6, 10.7, 11.6, 11.7, 12.6, 12.7	Business Administration-  Apply verbal skills to obtain and convey information.  Understand the nature of business to show its contributions to society.
Explain the importance of business ethics.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5	Business Administration-  Understand the nature of business to show its contributions to society.
Describe business costs.	English: 9.5, 10.5, 11.5, 12.5	Business Administration-

Task	SOL Correlations	National MBA Research Standards
		<p>Acquire information to guide business decision-making.</p> <p>Analyze cost/profit relationships to guide business decision-making.</p>
<p>Explain the process of projecting initial funding requirements.</p>	<p>English: 9.5, 10.5, 11.5, 12.5</p>	<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p> <p>Analyze cost/profit relationships to guide business decision-making.</p> <p>Develop concept for new business venture to evaluate its success potential.</p>
<p>Develop a mission statement.</p>	<p>English: 9.6, 9.7, 10.6, 10.7, 11.6, 11.7, 12.6, 12.7</p>	<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p> <p>Utilize planning tools to guide organization's/department's activities.</p> <p>Write internal and external business correspondence to convey and obtain information effectively.</p>
<p>Develop a vision statement.</p>	<p>English: 9.6, 9.7, 10.6, 10.7, 11.6, 11.7, 12.6, 12.7</p>	<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p>

Task	SOL Correlations	National MBA Research Standards
		<p>Utilize planning tools to guide organization's/department's activities.</p> <p>Write internal and external business correspondence to convey and obtain information effectively.</p>
Develop a business plan.	English: 9.6, 9.7, 10.6, 10.7, 11.6, 11.7, 12.6, 12.7	<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p> <p>Control an organization's/department's activities to encourage growth and development.</p> <p>Develop concept for new business venture to evaluate its success potential.</p> <p>Utilize planning tools to guide organization's/department's activities.</p> <p>Write internal and external business correspondence to convey and obtain information effectively.</p>