

Florida Department of Education  
Curriculum Framework

**Program Title:** Business Development and Entrepreneurship  
**Career Cluster:** Business Management and Administration

CCC	
CIP Number	0552070306
Program Type	College Credit Certificate (CCC)
Program Length	25 credit hours
CTSO	Phi Beta Lambda, BPA
SOC Codes	11-1021 – General and Operations Managers
CTE Program Resources	<a href="http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.stml">http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.stml</a>

**Purpose**

This certificate program is part of the Business Administration AS degree program (1552020102).

A College Credit Certificate consists of a program of instruction of less than sixty (60) credits of college-level courses, which is part of an AS or AAS degree program and prepares students for entry into employment (Rule 6A-14.030, F.A.C.).

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Business Management and Administration career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Business Management and Administration career cluster.

The content includes but is not limited to business communications, business development, accounting, management, marketing, business law, and global business practices.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

### **Professional Skills:**

- 01.0 Prepare and use financial information about business organizations to support decision making.
- 02.0 Manage business information using appropriate software.
- 03.0 Demonstrate effective business communication skills.
- 04.0 Demonstrate employability skills.
- 05.0 Prepare or develop strategic or organizational skills.

### **Program Level Skills:**

- 06.0 Demonstrate knowledge of basic marketing principles.
- 07.0 Demonstrate knowledge of small business management functions.
- 08.0 Plan the marketing strategy and promote the business.
- 09.0 Utilize effective selling techniques and procedures.
- 10.0 Demonstrate knowledge of effective business communication strategies.
- 11.0 Demonstrate an understanding of the foundational principles associated with business development.
- 12.0 Demonstrate knowledge of international/global business practices.

Florida Department of Education  
Student Performance Standards

Program Title: Business Development and Entrepreneurship  
 CIP Number: 0552070306  
 Program Length: 25 credit hours  
 SOC Code(s): 11-1021

<b>This certificate program is part of the Business Administration AS degree program 1552020102. At the completion of this program, the student will be able to:</b>	
<b>Professional Skills:</b>	
01.0	Prepare and use financial information about business organizations to support decision making – the student will be able to:
01.01	Demonstrate knowledge of the accounting cycle (including chart of accounts, use of t accounts, journalizing business transactions, preparation of trial balance, adjusting entries, closing entries, and financial statement preparation (i.e., income statement, statement of retained earnings, cash flow statement, and balance sheet).
01.02	Demonstrate proficiency in cash control procedures (including bank deposits, electronic fund transfers, all credit and debit transactions, bank reconciliations, petty cash, and journal entries related to all relating banking activities).
01.03	Use source documents to prepare and analyze transactions (including invoices, cash receipts, sales slips, credit memos, vendor statements, purchase orders, and packing slips).
01.04	Describe internal control methods and fraud controls.
01.05	Apply judgment in the application of accounting principles in a global marketplace.
01.06	Analyze financial information to make informed business decisions.
01.07	Maintain knowledge of ever-evolving accounting regulations and standards.
02.0	Manage business information using appropriate software – the student will be able to:
02.01	Identify and use the appropriate software in a business environment.
02.02	Demonstrate proficiency in the use of word processing, spreadsheet, and other office software commonly used in business.
02.03	Utilize technology to access, research, analyze, and interpret business information.
03.0	Demonstrate effective business communication skills – the student will be able to:
03.01	Select and employ appropriate communication concepts and strategies to enhance oral and written communication in the workplace. Give, follow and interpret oral and written communications.
03.02	Use interpersonal communication skills to facilitate effective interactions to work collaboratively.

03.03	Exhibit public relations skills that aid in achieving customer satisfaction.
03.04	Demonstrate effective teamwork skills. Participate in a group discussion as a member and leader.
03.05	Develop the ability to withstand conflict and resolve it when dealing with difficult people.
03.06	Discuss the need to use appropriate tone and professional demeanor in business communications, including e-mails, correspondence, conference calls, and conversation. Demonstrate effective listening skills.
03.07	Compose business correspondence and related documents and demonstrate correct spelling, grammar, punctuation and word choice.
03.08	Prepare, outline and deliver an effective oral presentation. Prepare and use visual material, including slide presentation software.
03.09	Research and interpret information retrieved from print and electronic resources.
03.10	Research and compose a document containing statistical information.
03.11	Demonstrate ability to communicate effectively with diverse populations.
04.0	Demonstrate employability skills – the student will be able to:
04.01	Identify sources of employment opportunities.
04.02	Describe the job search process.
04.03	Complete a résumé and a cover letter.
04.04	Complete an electronic job application form correctly.
04.05	Prepare a résumé for electronic distribution.
04.06	Demonstrate effective job interview techniques and identify different types of interviews.
04.07	Prepare a thank you note for an interview.
04.08	Identify and demonstrate appropriate responses to feedback from supervisors.
04.09	Identify and demonstrate acceptable work habits.
04.10	Describe the importance of an employee's ability to be flexible in the workplace.
04.11	Demonstrate effective time management skills.
04.12	Identify methods for securing an employment reference.
05.0	Prepare or develop strategic or organizational skills – the student will be able to:

05.01	Define effective leadership and identify key leadership behaviors.
05.02	Compare different styles of leadership.
05.03	Examine ways effective leaders develop, coach, and motivate.
05.04	Define organization vision and mission.
05.05	Identify characteristics of effective goals.
05.06	Describe personal leadership style.
05.07	Explain how effective leaders identify problems and make decisions.
05.08	Compare different styles of managing conflict.
05.09	Choose appropriate action in situations requiring application of business ethics.
05.10	Identify ways to assign work to others.
05.11	Apply steps in effective decision making process to a business situation.
<b><u>Program Level Skills:</u></b>	
06.0	Demonstrate knowledge of basic marketing principles – the student will be able to:
06.01	Explain the role of marketing in the free enterprise system.
06.02	List and compare the three major types of economic systems.
06.03	Describe the channels of distribution and storage.
06.04	Identify and discuss economic resources.
06.05	Discuss the role of the consumer in the free enterprise system.
06.06	Define the concept "supply and demand."
06.07	Identify and define the functions of marketing.
06.08	Identify and define the four types of product utility.
06.09	Identify and explain the elements in the marketing mix (price, product, promotion, and place).
06.10	Differentiate between the basic categories of consumer goods (i.e. convenience goods, shopping goods, and specialty goods).

06.11	Name current trends that have developed in retailing and merchandising.
07.0	Demonstrate knowledge of small business management functions – the student will be able to:
07.01	Demonstrate an understanding of principles of small business management concerning business entities, planning, and ethics.
07.02	Demonstrate an understanding of the principles and systems of accounting in a small business.
07.03	Demonstrate an understanding of the principles of budgeting and break-even analysis as they apply to the financial management of the small business.
07.04	Demonstrate an understanding of principles of financing and cash management in the small business.
07.05	Demonstrate an understanding of the fundamentals of advertising and marketing products and services in the small business.
07.06	Demonstrate an understanding of the purchasing and management of needed inventories, materials, supplies, services, and equipment of the right quality, in the proper quantity, for reasonable prices, at the appropriate time, from the right vendor or supplier.
07.07	Demonstrate an understanding of basic management functions of leadership, organizing, staffing, and motivating the small business work team.
07.08	Conduct basic market research and develop a marketing plan for a small business.
07.09	Demonstrate an understanding of the components of monitoring costs, job order cost cycle, purchasing materials, inventory, and payroll in job order cost accounting.
07.10	Demonstrate an understanding of fundamental legal and government regulation issues facing small business owners.
07.11	Identify issues and sources of assistance regarding risk management, insurance, taxation, and business law.
07.12	Demonstrate an understanding of the process of creating and managing a labor relations program in a small business.
07.13	Demonstrate an understanding of e-Business.
07.14	Evaluate the advantages and disadvantages of the three major forms of business ownership (sole proprietorship, partnership, and corporation).
08.0	Plan the marketing strategy and promote the business – the student will be able to:
08.01	Create a promotional plan.
08.02	Describe the techniques for sales and promotion.
08.03	Analyze competitive promotional activities.
08.04	Evaluate promotional effectiveness.
08.05	Develop and modify marketing mixes for a business.

08.06	Identify target markets.
08.07	Evaluate marketing activities.
08.08	Demonstrate knowledge of push/pull strategies.
08.09	Demonstrate knowledge of direct marketing, including e-Business.
08.10	Demonstrate knowledge of advertising media and the advantages and disadvantages of each.
09.0	Utilize effective selling techniques and procedures – the student will be able to:
09.01	Understand your product and market.
09.02	Identify the steps of the selling process.
09.03	Recognize consumer buying motives and buying criteria.
09.04	Identify various types of customers: consumer and industrial.
09.05	Demonstrate an effective sales presentation.
09.06	Observe, evaluate, and critique a sales demonstration.
09.07	Create and maintain a client database.
09.08	Demonstrate an understanding of various types of prospecting tools.
09.09	Develop a written features/benefits analysis sheet for a product.
09.10	Demonstrate an understanding of closing techniques, including trial closes
10.0	Demonstrate knowledge of effective business communication strategies – the student will be able to:
10.01	Define communication and describe the main purposes of communications in business.
10.02	Discover and describe the various communications theories.
10.03	Distinguish between internal and external communications with an awareness of the importance and consequences for each audience.
10.04	Identify the organizational needs for each of the forms of communication.
10.05	Plan and prepare an oral presentation using technological enhancements.
10.06	Draft various written documents with an emphasis on spelling, organization, grammar, content, style, format, layout, and meaning.

10.07	Use successful career building skills such as collaborative teamwork, ethical conduct, business etiquette, and resolution of conflict in the work environment.
10.08	Effectively communicate by phone in different situations and under different stress factors.
10.09	Participate in a simulated employment interview using a prepared resume, cover letter, and the follow-up written documentation.
11.0	Demonstrate an understanding of the foundational principles associated with business development – the student will be able to:
11.01	Define entrepreneurship.
11.02	Describe the importance of entrepreneurship to the American economy.
11.03	Analyze the advantages and disadvantages of business ownership.
11.04	Identify the necessary personal characteristics of a successful entrepreneur.
11.05	Explain the nature of entrepreneurship as a method of business ownership.
11.06	Recognize the management, financial, marketing and legal skills necessary to successfully operate and grow an entrepreneurial venture.
11.07	Discuss the global aspects of an entrepreneurial business.
11.08	Explain the concept of, and applications for, social entrepreneurship.
11.09	Identify the forms of business ownership.
11.10	Identify and evaluate the methods of entering into an entrepreneurial venture to include starting a new business, buying an existing business, and operating a franchise.
11.11	Discuss the key elements of a business plan.
11.12	Explore the creative process and describe the protection of intellectual property.
11.13	Differentiate between a “good idea” and a viable business opportunity.
11.14	Analyze the current environment for potential business opportunities.
11.15	Conduct a preliminary market analysis of a business opportunity.
11.16	Discuss the challenges of strategic management and develop a strategic plan for a small business.
12.0	Demonstrate knowledge of international/global business practices – the student will be able to:
12.01	Understand U.S. and International Business practice theory in an interdisciplinary environment.
12.02	Evaluate and revise an existing business plan for adherence to international business practices.



12.03	Conduct business using state-of-the-art technology including business equipment, computers, and telecommunication devices.
12.04	Conduct business in a global environment including importing and exporting issues as well as foreign issues.
12.05	Develop the concept of teamwork in completing daily business tasks as well as team discussions relating to the overall operation and growth of the business.
12.06	Demonstrate critical thinking and problem solving skills within an international business environment.
12.07	Develop the skills necessary to effectively participate in four functions of business, including Marketing/Sales, Purchasing, Human Resources, and Accounting.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Career and Technical Student Organization (CTSO)**

Phi Beta Lambda and Business Professionals of America (BPA) are the intercurricular career and technical student organizations providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

### **Additional Resources**

For additional information regarding articulation agreements, Bright Futures Scholarships, Fine Arts/Practical Arts Credit and Equivalent Mathematics and Equally Rigorous Science Courses please refer to:

<http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.stml>.