

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

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

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:	
<u>Professional Skills:</u>	
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 manage and resolve conflict.
03.06	Discuss the need to use appropriate tone and professional demeanor in business communications.
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	Prepare an effective resume and cover letter.
04.04	Complete an electronic job application form correctly.
04.05	Prepare a resume for electronic distribution.
04.06	Demonstrate effective job interview techniques and identify different types of interviews.
04.07	Prepare a thank you response 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 and develop strategic and 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 and describe characteristics of effective strategies, goals, and objectives.
05.06	Recognize different personality styles and how to interact effectively with them in the workplace.
05.07	Explain how to effectively identify problems and solutions.
05.08	Explain how effective leaders identify problems and make decisions.
05.09	Compare different styles of managing conflict.
05.10	Choose appropriate action in situations requiring application of business ethics.
05.11	Identify techniques to assign work to others.
05.12	Apply effective decision making processes to business situations.
05.13	Define leadership and distinguish between leadership and management.
<u>Program Level Skills:</u>	
06.0	Demonstrate knowledge of basic marketing principles. The student will be able to:
06.01	Identify and define the functions of marketing.
06.02	Identify and explain the elements in the marketing mix (price, product, promotion, and place).
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	Explain the role of marketing in the free enterprise system.

06.08	Identify and define the four types of product utility.
06.09	List and compare the three major types of economic systems.
06.10	Differentiate between the basic categories of consumer goods.
06.11	Name current trends that have developed in retailing and e-commerce.
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 and customers.
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 all 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 the various methods to acquire customers and calculate associated costs.
09.02	Understand the various revenue streams associated with business drivers.
09.03	Understand your product and market.
09.04	Identify the steps of the selling process.
09.05	Recognize consumer buying motives and buying criteria.
09.06	Identify various types of customers: consumer and industrial.
09.07	Demonstrate an effective sales presentation.
09.08	Observe, evaluate, and critique a sales demonstration.
09.09	Create and maintain a client database.
09.10	Demonstrate an understanding of various types of prospecting tools.
09.11	Develop a written features/benefits analysis sheet for a product.
09.12	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 in the entrepreneur mindset.
11.02	Describe the importance of entrepreneurship to the United States economy.
11.03	Analyze the advantages and disadvantages of business ownership.
11.04	Identify the characteristics of a successful entrepreneur.
11.05	Understand the history of entrepreneurship.
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 entrepreneurship and its applications.
11.09	Identify the forms of legal business entities and strategical alliances.
11.10	Identify and evaluate the methods of starting a new business, buying an existing business, and operating a franchise.
11.11	Discuss the key elements of a business model.
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.
11.17	Differentiate between small business enterprising and entrepreneurship.
11.18	Develop the skills necessary to effectively participate in four functions of business, including Marketing/Sales, Purchasing, Human Resources, and Accounting.
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	Understand resource constraints associated with cultural differences.
12.04	Understand importing and exporting in a global economy.
12.05	Develop an understanding of working with diverse teams.
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>.