

Dual Enrollment Small Business Management (6135)

Differentiating the Organization and Characteristics of Business DESBM.1

- 1 Compare the types of business ownerships, organizations, and industries in service-based and product-based businesses. DESBM.1.1
- 2 Explain the risks, rewards, and requirements of entrepreneurship. DESBM.1.2
- 3 Investigate resources related to entrepreneurship and small business ownership. DESBM.1.3
- 4 Identify current and emerging trends in business. DESBM.1.4
- 5 Identify the components of a SWOT (strengths, weaknesses, opportunities, threats) analysis. DESBM.1.5
- 6 Describe the effects of demographic, geographic, cultural, and psychographic issues on business. DESBM.1.6
- 7 Identify current laws and regulations affecting the establishment and operation of businesses. DESBM.1.7
- 8 Describe the effect of a global marketplace on business. DESBM.1.8

Examining Economic Factors Affecting Business DESBM.2

- 1 Describe the influence of basic microeconomic and macroeconomic concepts on business decisions. DESBM.2.1
- 3 Identify basic microeconomic and macroeconomic concepts. DESBM.2.3
- 2 Demonstrate economic reasoning skills. DESBM.2.2
- 4 Compare economic systems and political systems and how they influence businesses. DESBM.2.4
- 5 Explain how economic growth can be promoted and how data can be interpreted and measured. DESBM.2.5

Identifying the Scope of Management DESBM.3

- 1 Describe management roles, functions, skills, and values. DESBM.3.1
- 2 Analyze benefits and limitations of leadership styles. DESBM.3.2

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- 3 Compare the self-assessment of personal traits with those common to effective managers.** [DESBM.3.3](#)
 - 4 Develop a mission, vision, and/or values statement for company-wide implementation.** [DESBM.3.4](#)
 - 5 Develop an action plan for reaching goals.** [DESBM.3.5](#)
 - 6 Explore the principles of personal and business ethics and their role in business decisions.** [DESBM.3.6](#)
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Conducting Financial Activities [DESBM.4](#)

- 1 Explore the differences among sources of capital.** [DESBM.4.1](#)
 - 2 Explain the influence of the stock market on business decisions.** [DESBM.4.2](#)
 - 3 Identify the cost of operations.** [DESBM.4.3](#)
 - 4 Analyze sales/production records.** [DESBM.4.4](#)
 - 5 Interpret basic financial statements.** [DESBM.4.5](#)
 - 6 Relate financial information to business decisions.** [DESBM.4.6](#)
 - 7 Identify strategies for risk management.** [DESBM.4.7](#)
 - 8 Describe the components of a budget, to include short-term and long-term expenditures.** [DESBM.4.8](#)
 - 9 Identify the components of information management systems for various business types.** [DESBM.4.9](#)
 - 10 Describe considerations related to credit plans, credit cards, credit policies, and collection procedures.** [DESBM.4.10](#)
 - 11 Identify reasons for taxes, types of taxes, and the effects taxes have on business decisions.** [DESBM.4.11](#)
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Conducting Marketing Activities [DESBM.5](#)

- 1 Explain the role of marketing in the economy.** [DESBM.5.1](#)
 - 2 Determine various applications of marketing research.** [DESBM.5.2](#)
 - 3 Explain marketing concepts and the elements of the marketing mix.** [DESBM.5.3](#)
 - 4 Outline an effective marketing strategy based on the four stages of the product life cycle.** [DESBM.5.4](#)
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Conducting Business Operations [DESBM.6](#)

- 1 Identify the components of a feasibility study.** [DESBM.6.1](#)
- 2 Identify the components of a business plan.** [DESBM.6.2](#)

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- 3 Analyze a business plan.** DESBM.6.3

 - 4 Describe the influence of evolving technology on the business environment.** DESBM.6.4

 - 5 Explain the effect of environmental issues on business operations.** DESBM.6.5

 - 6 Identify workplace safety and security measures.** DESBM.6.6

 - 7 Analyze components included in policies and procedures manuals.** DESBM.6.7

 - 8 Interpret staff interrelationships illustrated in a variety of organizational charts.** DESBM.6.8

 - 9 Manage work teams.** DESBM.6.9

 - 10 Apply project management in scheduling and completing tasks.** DESBM.6.10

 - 11 Plan physical layout, furnishings, and equipment for a business environment.** DESBM.6.11

 - 12 Investigate quality control measures.** DESBM.6.12
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Administering Human Resources Functions DESBM.7

- 1 Identify methods of recruiting employees and publicizing job openings.** DESBM.7.1

 - 2 Develop a job description.** DESBM.7.2

 - 3 Identify the value of a diverse workforce.** DESBM.7.3

 - 4 Explain various methods of interviewing and selecting applicants for employment.** DESBM.7.4

 - 5 Identify the components of an onboarding program for new employees.** DESBM.7.5

 - 6 Outline the procedures used in employee performance documentation, promotion, retention, and termination.** DESBM.7.6

 - 7 Identify federal legislation related to employees in the workplace.** DESBM.7.7

 - 8 Review employment-related legal issues and the potential effects on the business environment.** DESBM.7.8

 - 9 Describe the elements of a total compensation package.** DESBM.7.9

 - 10 Explain the purpose and types of professional development and continuing education programs.** DESBM.7.10
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Developing Communication Skills for Business DESBM.8

- 1 Examine communication barriers and ways to eliminate them.** DESBM.8.1

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- 2 Explain how corporate culture influences formal and informal communication.** DESBM.8.2

 - 3 Examine potential communication challenges in international business.** DESBM.8.3

 - 4 Identify ways to motivate, coach, counsel, and reward individuals and teams.** DESBM.8.4

 - 5 Identify methods for resolving conflicts.** DESBM.8.5

 - 6 Plan an effective meeting.** DESBM.8.6

 - 7 Facilitate a meeting.** DESBM.8.7

 - 8 Deliver a presentation to an audience.** DESBM.8.8

 - 9 Describe the benefits of developing partnerships within the organization and with the community.** DESBM.8.9
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Preparing for Industry Certification DESBM.9

- 1 (Optional) Describe the requirements for obtaining industry certifications related to the Business Management course.** DESBM.9.1

 - 2 (Optional) Identify testing skills/strategies for a certification examination.** DESBM.9.2

 - 3 (Optional) Demonstrate the ability to successfully complete selected practice examinations (e.g., practice questions similar to those on certification exams).** DESBM.9.3

 - 4 (Optional) Successfully complete an industry certification examination representative of skills learned in this course.** DESBM.9.4
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Enhancing Career Exploration and Employability Skills DESBM.10

- 1 Develop a career plan in business management.** DESBM.10.1

- 2 Conduct a job search.** DESBM.10.2

- 3 Update a résumé including résumé format suitable for online posting.** DESBM.10.3

- 4 Create a letter of application or cover letter.** DESBM.10.4

- 5 Participate in a mock interview.** DESBM.10.5

- 6 Compose an interview follow-up letter.** DESBM.10.6

- 7 Create a business card.** DESBM.10.7

- 8 Describe proper etiquette for a business dinner.** DESBM.10.8

- 9 Identify the steps to follow in resigning from a position.** DESBM.10.9

10 Update a portfolio containing representative samples of student work. DESBM.10.10