

Idaho PTE Business Education Course with Essential Learning Outcomes and Learning Indicators

Course Title	BUSINESS OWNERSHIP/ENTREPRENEURSHIP		
SDPTE Course ID	BE 0600 (ME 0600)	IBED	IBED 12053

A course designed for students to expand their knowledge of business/marketing principles related to ownership and management of a business, traits and characteristics of successful entrepreneurs, and strategies of business management and marketing. The development of a business plan related to the students' area of entrepreneurial interest is a course objective. (Must be taught by a Marketing endorsed instructor to be part of the Marketing Program sequence.)

Term	Semester/Trimester	Prereq	Mrkt Econ or Bus Mgmt
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Notes:

Career Development CDev_1: Demonstrate Knowledge of Self-Awareness

CDev_1.1 Assess personal skills, abilities, and aptitudes as they relate to career exploration and development.

- Learning Indicator: CDev_1.1.1 List positive characteristics about yourself
- Learning Indicator: CDev_1.1.2 Identify personal likes and dislikes
- Learning Indicator: CDev_1.1.3 Identify individual talents and interests
- Learning Indicator: CDev_1.1.4 Identify personal, physical, and mental characteristics
- Learning Indicator: CDev_1.1.5 Complete a series of standardized interest and career identification tests
- Learning Indicator: CDev_1.1.6 Compare personal skills and aptitudes with various career options
- Learning Indicator: CDev_1.1.7 Assess and analyze personal talents and interests as they may relate to a future career
- Learning Indicator: CDev_1.1.8 Correlate personal, physical, and mental characteristics with the requirements of various career opportunities
- Learning Indicator: CDev_1.1.9 Demonstrate a realistic understanding of self
- Learning Indicator: CDev_1.1.10 Determine attitudes needed for career success
- Learning Indicator: CDev_1.1.11 Model the concepts of honesty and dependability
- Learning Indicator: CDev_1.1.12 Provide examples of how feelings and actions of oneself are influenced by other's behaviors
- Learning Indicator: CDev_1.1.13 Demonstrate and practice the steps involved in resolving a conflict/stress situation
- Learning Indicator: CDev_1.1.14 Demonstrate the ability to use mediation techniques based on peer feedback
- Learning Indicator: CDev_1.1.15 Demonstrate ability to adapt to change

CDev_1.2 Assess personal strengths and weaknesses as they relate to career exploration and development.

- Learning Indicator: CDev_1.2.1 Identify personal strengths and weaknesses
- Learning Indicator: CDev_1.2.2 Assess and analyze strengths and weaknesses relative to a variety of career options
- Learning Indicator: CDev_1.2.3 Formulate and implement a plan to address identified weaknesses
- Learning Indicator: CDev_1.2.4 Enhance identified strengths related to selected career options
- Learning Indicator: CDev_1.2.5 Monitor progress and restructure the plan as needed to manage identified weaknesses
- Learning Indicator: CDev_1.2.6 Reassess personal strengths and weaknesses in relationship to career development

Career Development CDev_2: Demonstrate Knowledge of Career Research

CDev_2.1 Utilize career resources to develop a knowledge base of career information.

- Learning Indicator: CDev_2.1.1 Identify and learn about careers of family members and/or friends
- Learning Indicator: CDev_2.1.2 Define and give examples of career clusters
- Learning Indicator: CDev_2.1.3 List and describe various types of occupations in the community (e.g., banker, realtor, etc.)

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Learning Indicator: CDev_2.1.4	Identify community business people and learn about career opportunities
Learning Indicator: CDev_2.1.5	Use a variety of research tools in the career exploration process (e.g., computer assisted programs, newspapers, books)
Learning Indicator: CDev_2.1.6	Research several occupational interests
Learning Indicator: CDev_2.1.7	Explain advantages of early career planning
Learning Indicator: CDev_2.1.8	Select and use resources available for projecting career opportunities and trends
Learning Indicator: CDev_2.1.9	Investigate educational opportunities (e.g., resources for training/retraining, career transition)
Learning Indicator: CDev_2.1.10	Design a questionnaire to be used for career exploration interview (e.g., educational requirements, starting salaries, career ladder opportunities)

CDev_2.3 Demonstrate an understanding of career opportunities at an international level.

Learning Indicator: CDev_2.3.1	List products from other countries and the occupations related to them
Learning Indicator: CDev_2.3.2	Describe the impact of the global economy on job availability
Learning Indicator: CDev_2.3.3	Relate career interests to opportunities in the global economy
Learning Indicator: CDev_2.3.4	Explore entrepreneurship opportunities in international trade

Career Development CDev_3: Demonstrate Knowledge of Workplace Expectations

CDev_3.1 Relate work ethic to career development.

Learning Indicator: CDev_3.1.1	Demonstrate personal qualities related to employability (e.g., promptness, getting along with others, dependability)
Learning Indicator: CDev_3.1.2	Demonstrate responsible behavior related to personal property (e.g. homework, portfolio, school/home communications)
Learning Indicator: CDev_3.1.3	Discuss the importance of a job well done to an individual and a business
Learning Indicator: CDev_3.1.4	Describe how the following groups depend on one another, work together, and share responsibilities: family members, peers at school, co-workers
Learning Indicator: CDev_3.1.5	State ways in which honesty and integrity affect relationships with others
Learning Indicator: CDev_3.1.6	Describe how honesty and integrity of co-workers affect work performance
Learning Indicator: CDev_3.1.7	Illustrate how personal qualities transfer from school to the workplace
Learning Indicator: CDev_3.1.8	Discuss and/or role-play the effects of a well-developed work ethic on worker and workplace productivity
Learning Indicator: CDev_3.1.9	Model positive workplace behaviors

Entrepreneurship Entr_1: Demonstrate Knowledge of Entrepreneurship Characteristics

Entr_1.1 Identify unique characteristics of an entrepreneur and evaluate the degree to which one possesses those characteristics.

Learning Indicator: Entr_1.1.1	Identify the characteristics of a successful entrepreneur
Learning Indicator: Entr_1.1.2	Describe the characteristics of a successful entrepreneur
Learning Indicator: Entr_1.1.3	Identify one's own personal traits that are typical characteristics of an entrepreneur
Learning Indicator: Entr_1.1.4	Identify the costs and benefits of choosing to become an entrepreneur
Learning Indicator: Entr_1.1.5	Explain and evaluate the primary characteristics of a successful entrepreneur
Learning Indicator: Entr_1.1.6	Analyze the degree to which one possesses the characteristics of an entrepreneur

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Learning Indicator: Entr_1.1.7 Analyze the personal advantages and risks of owning your own business

Entr_1.2 Characterize the role of an entrepreneur in business.

Learning Indicator: Entr_1.2.1 Describe the differences between an employer and an employee

Learning Indicator: Entr_1.2.2 Differentiate between a manager and an entrepreneur

Learning Indicator: Entr_1.2.3 Analyze the tradeoffs between the roles of a manager and an entrepreneur

Learning Indicator: Entr_1.2.4 Describe the unique contributions of entrepreneurs in the American economy

Entr_1.3 Analyze potential business opportunities in relation to personal preferences, financial worthiness, and perceived risk.

Learning Indicator: Entr_1.3.1 Recognize opportunities from other people's wants and perceived needs

Learning Indicator: Entr_1.3.2 Describe opportunities that led to the development of successful entrepreneurial endeavors

Learning Indicator: Entr_1.3.3 Describe an entrepreneurial opportunity in a local area and explain the next steps in establishing a business oriented toward that opportunity

Learning Indicator: Entr_1.3.4 Identify and evaluate factors of perceived risk associated to a particular opportunity

Learning Indicator: Entr_1.3.5 Contrast the advantages and disadvantages of buying an existing business

Learning Indicator: Entr_1.3.6 Explain the methods used to determine the financial value of an existing business

Entr_1.4 Apply the steps in the problem-solving process to solve actual and potential business problems.

Learning Indicator: Entr_1.4.1 Apply the steps in the problem-solving process

Learning Indicator: Entr_1.4.2 Generate alternative solutions to a given problem

Learning Indicator: Entr_1.4.3 Utilize the problem-solving process to resolve a business problem

Learning Indicator: Entr_1.4.4 Given a business dilemma for a consumer, identify the problem and analyze possible solutions

Learning Indicator: Entr_1.4.5 Identify potential problems facing a planned business

Learning Indicator: Entr_1.4.6 Develop contingency plans for solving identified problems

Entrepreneurship Entr_2: Demonstrate Knowledge of Marketing

Entr_2.1 Develop a marketing plan for identifying the market.

Learning Indicator: Entr_2.1.1 Determine the wants of specific consumers

Learning Indicator: Entr_2.1.2 Determine potential buyers of specific products at various price levels

Learning Indicator: Entr_2.1.3 Define and give examples of market segmentation

Learning Indicator: Entr_2.1.4 Define and give examples of target markets for specific products

Learning Indicator: Entr_2.1.5 Define and give examples of the concept of market share

Learning Indicator: Entr_2.1.6 Estimate market share for the specific product or service

Learning Indicator: Entr_2.1.7 Identify target markets for potential new businesses

Entr_2.2 Develop a marketing plan for reaching the market.

Learning Indicator: Entr_2.2.1 Identify the components of marketing (i.e., product, place, price, promotion, people)

Learning Indicator: Entr_2.2.2 Design/select products to meet customer wants

Learning Indicator: Entr_2.2.3 Explain the importance of the location of a business

Learning Indicator: Entr_2.2.4 Price a product in order to yield a profit

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- Learning Indicator: Entr_2.2.5 Create promotional activities for a given product
- Learning Indicator: Entr_2.2.6 Discuss factors that affect pricing
- Learning Indicator: Entr_2.2.7 Select an appropriate location for a specific business
- Learning Indicator: Entr_2.2.8 Select/prepare appropriate publicity activities for a business
- Learning Indicator: Entr_2.2.9 Select/prepare appropriate advertising activities for a business
- Learning Indicator: Entr_2.2.10 Design a new product to meet unfilled consumer wants
- Learning Indicator: Entr_2.2.11 Design a marketing plan for a specific business

Entr_2.3 Develop a marketing plan for keeping and increasing your market.

- Learning Indicator: Entr_2.3.1 Discuss the importance of responding to customer concerns
- Learning Indicator: Entr_2.3.2 Identify ways to respond to customer concerns
- Learning Indicator: Entr_2.3.3 Discuss the importance of a business giving back to the community
- Learning Indicator: Entr_2.3.4 Discuss the impact of competition on keeping/increasing market share
- Learning Indicator: Entr_2.3.5 Develop strategies for obtaining customer feedback
- Learning Indicator: Entr_2.3.6 Identify ways a business can contribute to the community
- Learning Indicator: Entr_2.3.7 Discuss how networking can help maintain/increase market share
- Learning Indicator: Entr_2.3.8 Identify networking opportunities
- Learning Indicator: Entr_2.3.9 Select appropriate methods to respond to customer concerns
- Learning Indicator: Entr_2.3.10 Identify new product/service opportunities
- Learning Indicator: Entr_2.3.11 Establish strategies for maintaining customer loyalty
- Learning Indicator: Entr_2.3.12 Participate in a business-sponsored community service activity
- Learning Indicator: Entr_2.3.13 Establish quality control procedures
- Learning Indicator: Entr_2.3.14 Develop policies and procedures for serving customers

Entrepreneurship Entr_3: Demonstrate Knowledge of Economics

Entr_3.1 Apply economic concepts when making decisions for an entrepreneurial venture.

- Learning Indicator: Entr_3.1.1 Define opportunity costs and give examples
- Learning Indicator: Entr_3.1.2 Explain the importance of opportunity costs when making a decision
- Learning Indicator: Entr_3.1.3 Analyze a decision in terms of marginal costs and marginal benefits
- Learning Indicator: Entr_3.1.4 Determine the differences between marginal costs and sunk costs

Entr_3.2 Demonstrate an understanding of the characteristics of a market economy when making decisions for an entrepreneurial venture.

- Learning Indicator: Entr_3.2.1 Define scarcity
- Learning Indicator: Entr_3.2.2 Describe the relationship between private ownership and a market economy
- Learning Indicator: Entr_3.2.3 Define how a market economy resolves the problems of what, how, for whom, and how much to produce
- Learning Indicator: Entr_3.2.4 Explain the determinants of supply and demand
- Learning Indicator: Entr_3.2.5 Explain how supply and demand markets interact to determine price
- Learning Indicator: Entr_3.2.6 Define the different types of market structures (e.g., competition and monopoly)
- Learning Indicator: Entr_3.2.7 Explain the effect of different market structures on market price

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Entr_3.3 Apply price considerations when making decisions for an entrepreneurial venture.

Learning Indicator: Entr_3.3.1	Define what is meant by the "cost" of a good or service
Learning Indicator: Entr_3.3.2	Define what is meant by the "price" of a good or service
Learning Indicator: Entr_3.3.3	Describe the interrelationship between cost and price
Learning Indicator: Entr_3.3.4	Describe the difference between fixed costs and variable costs
Learning Indicator: Entr_3.3.5	Describe the role of variable costs on pricing
Learning Indicator: Entr_3.3.6	Explain how market prices ration goods and services among those who want them
Learning Indicator: Entr_3.3.7	Explain how market prices provide an incentive to produce goods and services

Entr_3.4 Evaluate the profit and risk for an entrepreneurial venture and determine how those play a role in decision making.

Learning Indicator: Entr_3.4.1	Compute the difference between total revenue and expenses
Learning Indicator: Entr_3.4.2	Determine if there is a business profit or loss in a specific business situation
Learning Indicator: Entr_3.4.3	Make a decision based on opportunity cost to go into a specific business (or stay in a specific business)
Learning Indicator: Entr_3.4.4	Evaluate several alternative "short-term profit" scenarios to determine the best option
Learning Indicator: Entr_3.4.5	Evaluate several alternative "long-term profit" scenarios to determine the best option
Learning Indicator: Entr_3.4.6	Establish a profit goal for a planned business

Entr_3.5 Explain the role of the government when making decisions for an entrepreneurial venture.

Learning Indicator: Entr_3.5.1	Define and give examples of public goods and services
Learning Indicator: Entr_3.5.2	Explain why government plays a role in the market economy
Learning Indicator: Entr_3.5.3	Explain how government plays a role in determining what is and what is not provided in a market
Learning Indicator: Entr_3.5.4	Explain how government plays a role in modifying the way in which a market economy distributes income
Learning Indicator: Entr_3.5.5	Identify the role of government assistance in the growth and development of small business

Entrepreneurship Entr_4: Demonstrate Knowledge of Finance

Entr_4.1 Determine the resources needed to produce a given product.

Learning Indicator: Entr_4.1.1	Determine the resources needed to produce a given product
Learning Indicator: Entr_4.1.2	Determine the costs of producing a given product
Learning Indicator: Entr_4.1.3	Determine what is needed (e.g., materials, labor, etc.) to start a given business
Learning Indicator: Entr_4.1.4	Determine the costs of what is needed to start the given business
Learning Indicator: Entr_4.1.5	Identify ongoing operational expenses
Learning Indicator: Entr_4.1.6	Project the total cash needed to start a business (including start-up, ongoing operational expenses, and cash reserves)

Entr_4.2 Identify and differentiate between different sources and types of funding available for a business.

Learning Indicator: Entr_4.2.1	List common sources for borrowing money for a business
Learning Indicator: Entr_4.2.2	Explain the advantages and disadvantages of the most common sources of borrowing
Learning Indicator: Entr_4.2.3	Define the differences between debt and equity

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Learning Indicator: Entr_4.2.4	Identify the major sources of funding for a business
Learning Indicator: Entr_4.2.5	Describe the tradeoffs between debt and equity financing
Learning Indicator: Entr_4.2.6	Discuss types of funding within each source (e.g., mortgage, short-term, long-term, credit lines)
Learning Indicator: Entr_4.2.7	Prepare a loan application
Entr_4.3	Interpret financial statements to make appropriate decisions.
Learning Indicator: Entr_4.3.1	Examine a profit/loss statement to determine whether a business is profitable
Learning Indicator: Entr_4.3.2	Describe why the analysis of financial statements is important for the business
Learning Indicator: Entr_4.3.3	Analyze for decision-making purposes the financial health of a business
Learning Indicator: Entr_4.3.4	Analyze for decision-making purposes the cash flow of a business
Learning Indicator: Entr_4.3.5	Analyze for decision-making purposes the worth of a business
Learning Indicator: Entr_4.3.6	Determine when financial experts should be consulted for the interpretation of financial data
Learning Indicator: Entr_4.3.7	Determine the number of products to be sold to make a profit (break-even analysis)
Learning Indicator: Entr_4.3.8	Identify factors which cause changes in the financial picture of a business

Entrepreneurship Entr_5: Demonstrate Knowledge of Accounting

Entr_5.1	Explain why it is important to keep appropriate records to make business decisions.
Learning Indicator: Entr_5.1.1	Identify the reasons for keeping business records
Learning Indicator: Entr_5.1.2	Describe problems that might occur as a result of not keeping business records
Learning Indicator: Entr_5.1.3	Describe the resulting consequences to a business of specific problems relating to keeping poor quality business records
Entr_5.2	Identify, describe, and compare various types of business records.
Learning Indicator: Entr_5.2.1	Identify types of financial records
Learning Indicator: Entr_5.2.2	Describe the type of data that is kept in each business record
Learning Indicator: Entr_5.2.3	Compare and contrast the various types of records
Learning Indicator: Entr_5.2.4	Describe the interrelationships of various records
Learning Indicator: Entr_5.2.5	Describe the effect that an inaccurate or missing record has on other records
Learning Indicator: Entr_5.2.6	Identify essential records needed for the day-to-day operation of a planned business
Learning Indicator: Entr_5.2.7	Identify the relationship of recordkeeping and tax reporting
Entr_5.3	Demonstrate and understanding of how to establish and use appropriate records based on the needs of a business.
Learning Indicator: Entr_5.3.1	Identify and complete basic records for a business (e.g., cash sales, credit card, checkbook, promissory notes)
Learning Indicator: Entr_5.3.2	Select and complete appropriate records for a business based on the needs of a given business
Learning Indicator: Entr_5.3.3	Identify the advantages and disadvantages of keeping records manually or electronically
Learning Indicator: Entr_5.3.4	Identify and use appropriate software to fulfill record keeping needs
Learning Indicator: Entr_5.3.5	Prepare an opening-day balance sheet for a planned business

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Entr_5.4 Analyze appropriate records to make business decisions.

Learning Indicator: Entr_5.4.1	Make personnel and purchasing decisions based on current sales data
Learning Indicator: Entr_5.4.2	Forecast personnel and purchase decisions based on sales data
Learning Indicator: Entr_5.4.3	Forecast sales in order to plan purchases
Learning Indicator: Entr_5.4.4	Plan purchases based on sales forecasts
Learning Indicator: Entr_5.4.5	Evaluate a firm's financial condition based on given business records

Entrepreneurship Entr_6: Demonstrate Knowledge of Management

Entr_6.1 Develop a vision for yourself or a specific business.

Learning Indicator: Entr_6.1.1	Establish personal short-term goals
Learning Indicator: Entr_6.1.2	Create a personal vision for self for long-term goals
Learning Indicator: Entr_6.1.3	Develop strategies for reaching the personal vision
Learning Indicator: Entr_6.1.4	Based on a business opportunity, develop a vision for a specific business
Learning Indicator: Entr_6.1.5	Develop the strategies for reaching the vision for a specific business
Learning Indicator: Entr_6.1.6	Establish goals and objectives for a planned business

Entr_6.2 Identify the characteristics of a good employee and implement a plan to recruit individuals with those characteristics.

Learning Indicator: Entr_6.2.1	Identify characteristics of a good employee
Learning Indicator: Entr_6.2.2	Explain why friends and family may not be your best employees
Learning Indicator: Entr_6.2.3	Define skills and qualities needed for certain jobs and careers
Learning Indicator: Entr_6.2.4	Develop and design a hiring procedure for a specific job (ranging from the initial advertisement to the final interview)
Learning Indicator: Entr_6.2.5	Describe the role of price vs. output in hiring individuals
Learning Indicator: Entr_6.2.6	Plan personnel needs and determine the types of employees needed
Learning Indicator: Entr_6.2.7	Identify sources of personnel for a small business
Learning Indicator: Entr_6.2.8	Write job descriptions for positions in a planned business

Entr_6.3 Demonstrate an understanding of building and motivating a team to accomplish a shared vision.

Learning Indicator: Entr_6.3.1	Describe the advantages in a given activity/sport of working together as a team
Learning Indicator: Entr_6.3.2	Describe the characteristics of successful teams and give examples
Learning Indicator: Entr_6.3.3	Explain why motivation, leadership, and trust are important to a team
Learning Indicator: Entr_6.3.4	Explain why clear communication among members of the team is very important
Learning Indicator: Entr_6.3.5	Describe ways to motivate others
Learning Indicator: Entr_6.3.6	Name and explain several practices of an entrepreneurial leader
Learning Indicator: Entr_6.3.7	Explain the importance of delegation
Learning Indicator: Entr_6.3.8	Explain the importance of linking the goals of the individual to the goals of the team
Learning Indicator: Entr_6.3.9	Develop a training program outline for new employees
Learning Indicator: Entr_6.3.10	Appraise employee performance
Learning Indicator: Entr_6.3.11	Outline procedures for handling employee suggestions and complaints
Learning Indicator: Entr_6.3.12	Demonstrate effective leadership and motivation techniques in small group situations

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Entr_6.4 Develop a plan for measuring the achievement of a vision.

Learning Indicator: Entr_6.4.1	Determine whether one's personal short-term goals are met
Learning Indicator: Entr_6.4.2	Establish criteria to use for monitoring achievement of personal vision
Learning Indicator: Entr_6.4.3	Implement monitoring procedures for the achievement of personal vision
Learning Indicator: Entr_6.4.4	Establish criteria to monitor the achievement of the vision for a specific business
Learning Indicator: Entr_6.4.5	Analyze vision statements from various businesses in terms of future trends

Entrepreneurship Entr_7: Demonstrate Knowledge of Business Plans

Entr_7.1 Develop a business plan.

Learning Indicator: Entr_7.1.1	Describe the importance of planning
Learning Indicator: Entr_7.1.2	Develop a plan for a specific event
Learning Indicator: Entr_7.1.3	Describe why businesses must plan
Learning Indicator: Entr_7.1.4	Define long-term and short-term planning
Learning Indicator: Entr_7.1.5	Select a specific event and identify long-term and short-term planning activities
Learning Indicator: Entr_7.1.6	Identify the major components of a business plan
Learning Indicator: Entr_7.1.7	Describe the use of a business plan
Learning Indicator: Entr_7.1.8	Identify the information to be included in each of the components of a business plan
Learning Indicator: Entr_7.1.9	Identify sources of information to be included in the plan
Learning Indicator: Entr_7.1.10	Identify sources of technical assistance to be used in preparing a business plan
Learning Indicator: Entr_7.1.11	Develop a plan for a specific business

Entrepreneurship Entr_8: Demonstrate Knowledge of Global Markets

Entr_8.1 Describe how cultural differences can affect an entrepreneurial venture.

Learning Indicator: Entr_8.1.1	Define culture
Learning Indicator: Entr_8.1.2	Develop an understanding of cultural differences
Learning Indicator: Entr_8.1.3	Describe influences of other cultures on American business
Learning Indicator: Entr_8.1.4	Compare and contrast business practices in different cultures
Learning Indicator: Entr_8.1.5	Analyze necessary modifications to American business practices to facilitate interaction in the global marketplace

Entr_8.2 Describe how export/import opportunities can affect an entrepreneurial venture.

Learning Indicator: Entr_8.2.1	Identify products that have been imported into the United States and their country of origin as well as products that have been exported by the United States and their receiving countries
Learning Indicator: Entr_8.2.2	Describe the concepts of export and import
Learning Indicator: Entr_8.2.3	Discuss the influence of domestic businesses on foreign markets
Learning Indicator: Entr_8.2.4	Describe the benefits/risks of international trade
Learning Indicator: Entr_8.2.5	Explain ways of investigating international trade opportunities
Learning Indicator: Entr_8.2.6	Explain the effect government regulations have on international trade
Learning Indicator: Entr_8.2.7	Identify forms of financial export assistance programs offered by U.S. government agencies and investment corporations

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Learning Indicator: Entr_8.2.8 Analyze the impact on a business where the scope was increased from domestic to international

Learning Indicator: Entr_8.2.9 Identify requirements facing small businesses considering exporting

Entr_8.3 Describe current trends in a global marketplace can affect an entrepreneurial venture.

Learning Indicator: Entr_8.3.1 Discuss how a former trend led to an opportunity in the global marketplace

Learning Indicator: Entr_8.3.2 Describe current trends in opportunities in the global marketplace for entrepreneurs

Learning Indicator: Entr_8.3.3 Discuss current trends in the global marketplace and predict their future impact on American businesses

Learning Indicator: Entr_8.3.4 Identify opportunities for small business development based on trends in the global marketplace

Entrepreneurship Entr_9: Demonstrate Knowledge of Management

Entr_9.1 Describe how different forms of business ownership affect the entrepreneurial venture.

Learning Indicator: Entr_9.1.1 Identify the difference between a sole proprietorship and a partnership

Learning Indicator: Entr_9.1.2 Define a corporation and explain how it differs from a sole proprietorship and a partnership

Learning Indicator: Entr_9.1.3 Define and give examples of a franchise

Learning Indicator: Entr_9.1.4 Describe special types of business ownership (e.g., Type S and cooperatives)

Learning Indicator: Entr_9.1.5 Describe the pros and cons of owning a franchise

Learning Indicator: Entr_9.1.6 Describe the relationship between franchising and other forms of business organization

Learning Indicator: Entr_9.1.7 Chart five forms of business organization, illustrating an advantage and disadvantage of each

Learning Indicator: Entr_9.1.8 Given facts about a possible new business, indicate the form of business organization that could be used

Learning Indicator: Entr_9.1.9 Describe how to evaluate franchise opportunities

Entr_9.2 Describe how government regulations affect the entrepreneurial venture.

Learning Indicator: Entr_9.2.1 Describe how government can affect businesses

Learning Indicator: Entr_9.2.2 Explain a rationale that could be given for government regulation of businesses

Learning Indicator: Entr_9.2.3 Give examples of tax policies which affect business

Learning Indicator: Entr_9.2.4 Explain how tax policy affects business

Learning Indicator: Entr_9.2.5 Give examples of licenses that a small business must obtain

Learning Indicator: Entr_9.2.6 Explain how licensure affects business

Learning Indicator: Entr_9.2.7 Give examples of government regulations that affect a small business

Learning Indicator: Entr_9.2.8 Explain how government regulations affect a business

Learning Indicator: Entr_9.2.9 Given a specific business situation, identify and evaluate the various ways in which government affects the business

Learning Indicator: Entr_9.2.10 Analyze the effect of government intervention on entrepreneurial incentives

Learning Indicator: Entr_9.2.11 Determine the need for legal assistance

Learning Indicator: Entr_9.2.12 Determine needs for protecting ideas and inventions

Learning Indicator: Entr_9.2.13 Analyze the impact of governmental regulations on a planned business

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Entr_9.3 Describe how ethics affect the entrepreneurial venture.

Learning Indicator: Entr_9.3.1	Discuss examples of honest and dishonest business practices
Learning Indicator: Entr_9.3.2	Define ethics and identify common ethical issues that are encountered by an entrepreneur
Learning Indicator: Entr_9.3.3	Describe a personal code of ethical behavior
Learning Indicator: Entr_9.3.4	Given a problem situation, analyze the effect on a business of unethical behavior
Learning Indicator: Entr_9.3.5	Identify strategies that address and improve ethical behavior in a small business
Learning Indicator: Entr_9.3.6	Demonstrate ethical behavior in small group situations

Management Mgmt_1: Demonstrate Knowledge of Functions of Management

Mgmt_1.1 Illustrate how the planning function is implemented and explain why it is important.

Learning Indicator: Mgmt_1.1.1	Explain what planning is and why it is done
Learning Indicator: Mgmt_1.1.2	Demonstrate the ability to set priorities
Learning Indicator: Mgmt_1.1.3	Apply the decision-making process to a business application
Learning Indicator: Mgmt_1.1.4	List the steps in problem solving
Learning Indicator: Mgmt_1.1.5	Define the role of strategic planning in a business
Learning Indicator: Mgmt_1.1.6	Identify factors involved with a strategic plan
Learning Indicator: Mgmt_1.1.7	Describe the process involved in developing a budget
Learning Indicator: Mgmt_1.1.8	Identify tools used in project planning (e.g., PERT, GANTT)

Mgmt_1.2 Illustrate how the organizing function is implemented and explain why it is important.

Learning Indicator: Mgmt_1.2.1	Explain the importance of organizing for the business
Learning Indicator: Mgmt_1.2.2	Explain how the organizing function relates to using various resources to accomplish strategic goals
Learning Indicator: Mgmt_1.2.3	Explain the advantages and disadvantages of centralization and decentralization
Learning Indicator: Mgmt_1.2.4	Describe how the organization provides for accountability through authority and responsibility
Learning Indicator: Mgmt_1.2.5	Demonstrate ability to delegate responsibilities
Learning Indicator: Mgmt_1.2.6	Develop procedures for efficient workflow
Learning Indicator: Mgmt_1.2.7	Prepare an agenda and conduct an orderly meeting

Mgmt_1.3 Illustrate how the directing function is implemented and explain why it is important.

Learning Indicator: Mgmt_1.3.1	Identify the need for leadership
Learning Indicator: Mgmt_1.3.2	Identify leaders
Learning Indicator: Mgmt_1.3.3	Describe leadership qualities (e.g., personality traits) of effective leaders
Learning Indicator: Mgmt_1.3.4	Compare and contrast alternative leadership styles and the appropriate style for a given situation
Learning Indicator: Mgmt_1.3.5	Compare and contrast the leading/directing function to other management functions
Learning Indicator: Mgmt_1.3.6	Describe management's role in stimulating innovation and creativity

Mgmt_1.4 Illustrate how the controlling and evaluating functions are implemented and explain why they are important.

Learning Indicator: Mgmt_1.4.1	Define the control function and discuss how to apply it to one's life
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Learning Indicator: Mgmt_1.4.2	Discuss why the control function is used in business
Learning Indicator: Mgmt_1.4.3	Determine the controlling strategy to be used for a given business situation
Learning Indicator: Mgmt_1.4.4	Determine alternative actions when goals are not being met in a specific situation (e.g., changing goals, changing strategies)
Learning Indicator: Mgmt_1.4.5	Prepare managerial reports about production, personnel, equipment, and operational costs
Learning Indicator: Mgmt_1.4.6	Evaluate job applicants based upon interviews
Learning Indicator: Mgmt_1.4.7	Choose appropriate action in situations requiring following a chain of command

Management Mgmt_2: Demonstrate Knowledge of Theories of Management

Mgmt_2.1 Compare and contrast the basic tenets of management theories and explain why they are important.

Learning Indicator: Mgmt_2.1.1	Explain the differences between Theories X, Y, and Z
Learning Indicator: Mgmt_2.1.2	Define Total Quality Management and its evolution (Deming)
Learning Indicator: Mgmt_2.1.3	Identify motivational theories which impact management theory (Maslow, Herzberg, etc.)
Learning Indicator: Mgmt_2.1.4	Illustrate why current quality theories are a necessity to compete in the global marketplace
Learning Indicator: Mgmt_2.1.5	Explain how various theories of management evolved and are interrelated
Learning Indicator: Mgmt_2.1.6	Explain the synthesis of leadership approaches and theories

Management Mgmt_3: Demonstrate Knowledge of Financial Decision Making

Mgmt_3.1 Describe the importance of internal and external financial statements and analyze the data to make decisions.

Learning Indicator: Mgmt_3.1.1	Describe why financial statements are important
Learning Indicator: Mgmt_3.1.2	Analyze and interpret data on financial statements

Management Mgmt_4: Demonstrate Knowledge of Competitive Analysis and Marketing Strategies

Mgmt_4.1 Identify and describe factors related to business competition.

Learning Indicator: Mgmt_4.1.1	Identify ways businesses compete with one another (e.g., quality, service, status, price)
Learning Indicator: Mgmt_4.1.2	Define market share
Learning Indicator: Mgmt_4.1.3	Compare and contrast various forms of competition (e.g., pure competition, oligopoly, monopolistic competition, and monopoly)
Learning Indicator: Mgmt_4.1.4	Describe how various laws impact competition (e.g., Sherman Act, Robinson-Patman)

Mgmt_4.2 Demonstrate an understanding of techniques used to gain and maintain competitive advantage.

Learning Indicator: Mgmt_4.2.1	Calculate the return on investment when given a set of financial data
Learning Indicator: Mgmt_4.2.2	Describe ways to increase market share
Learning Indicator: Mgmt_4.2.3	Analyze relative competitive strengths and weaknesses using appropriate tools [e.g., strengths, weaknesses, opportunities, threats (SWOT)]

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Mgmt_4.3 Justify the need to gain and maintain competitive advantage through the use of internal comparisons and external research services.

Learning Indicator: Mgmt_4.3.1 Explain the purposes of external research services and explain why businesses use them for competitive purposes

Learning Indicator: Mgmt_4.3.2 Explain the purposes of internal research services and why businesses use them (e.g., consumer affairs, consumer panels, and marketing research)

Learning Indicator: Mgmt_4.3.3 Describe why an ongoing analysis of customer satisfaction is necessary for attaining competitive advantage

Management Mgmt_6: Demonstrate Knowledge of Organizational Structure

Mgmt_6.1 Identify and differentiate between the basic organizational structures.

Learning Indicator: Mgmt_6.1.1 Identify the levels of management

Learning Indicator: Mgmt_6.1.2 Describe line vs. staff departments and the authority relationship between them

Learning Indicator: Mgmt_6.1.3 Differentiate between tall and flat organizational structures

Mgmt_6.2 Identify basic forms of business ownership and discuss the advantages and disadvantages of each.

Learning Indicator: Mgmt_6.2.1 Identify and provide examples of basic ownership forms

Learning Indicator: Mgmt_6.2.2 Compare and contrast the forms of business ownership

Learning Indicator: Mgmt_6.2.3 Identify variations of basic ownership forms (e.g., franchises, employee stock ownership programs)

Mgmt_6.3 Identify and discuss the advantages and disadvantages of different organizational models.

Learning Indicator: Mgmt_6.3.1 State the advantages and disadvantages of the team concept to the organization

Learning Indicator: Mgmt_6.3.2 Discuss the interrelationships of a variety of organizational models (e.g., line, line and staff, functional)

Learning Indicator: Mgmt_6.3.3 Analyze organizational charts and determine how they need to be modified

Learning Indicator: Mgmt_6.3.4 Design an organizational chart

Learning Indicator: Mgmt_6.3.5 Describe the effects of group dynamics on group decision making and consensus building

Learning Indicator: Mgmt_6.3.6 Identify situations where alternative organizational structures should be used by multinational firms (e.g., holding companies, divisions, joint ventures)

Management Mgmt_7: Demonstrate Knowledge of General Management skills

Mgmt_7.1 Develop and use time management skills.

Learning Indicator: Mgmt_7.1.1 Discuss the importance of time management, both professionally and personally, including the consequences of poor time management skills

Learning Indicator: Mgmt_7.1.2 Perform a personal time management analysis for a given period of time

Learning Indicator: Mgmt_7.1.3 Develop a time management plan using cases and simulations