

Georgia Performance Standards Small Business Development Career Pathway (Business Essentials, Legal Environment of Business, and Entrepreneurial Ventures) Alignment to *The National Content Standards for Entrepreneurship Education*

**Entrepreneurial Processes**

**BE LEB EV**

	BE	LEB	EV
Understands concepts and processes associated with successful entrepreneurial performance:			
Discovery	10		
Concept Development	10, 33		33, 38
Resourcing			39, 41
Actualization			36, 40
Harvesting			43

**Entrepreneurial Traits/Behaviors**

**BE LEB EV**

	BE	LEB	EV
Understands the personal traits/behaviors associated with successful entrepreneurial performance:			
Leadership	4, 5, 10		
Personal Assessment	10		
Personal Management	11, 12		

**Business Foundations**

**BE LEB EV**

	BE	LEB	EV
Understands fundamental business concepts that affect business decision-making:			
Business Concepts	6-8		
Business Activities	6, 7, 9, 21, 34	14, 18	3, 32, 33

**Communications and Interpersonal Skills**

**BE LEB EV**

	BE	LEB	EV
Understands concepts, strategies, and systems needed to interact effectively with others:			
Fundamentals of Communication	1-3		
Staff Communications			2
Ethics in Communication	1, 13	1	
Group Working Relationships	5, 14		2, 3, 28
Dealing with Conflict	4		

**Digital Skills**

**BE LEB EV**

	BE	LEB	EV
Understands concepts and procedures needed for basic computer operations:			
Computer Basics	7, 15		
Computer Applications	7		

<b>Economics</b>	<b>BE</b>	<b>LEB</b>	<b>EV</b>
Understands the economic principles and concepts fundamental to entrepreneurship/small business ownership:			
Basic Concepts	SSEF1		
Cost-Profit Relationships			SSEMI3
Economic Indicators/Trends			
Economic Systems	SSEF4		SSEMI4
International Concepts			5, SSEIN1

<b>Financial Literacy</b>	<b>BE</b>	<b>LEB</b>	<b>EV</b>
Understands personal money-management concepts, procedures, and strategies:			
Money Basics	26, 29, SSEF4		
Financial Services	26, 29		14
Personal Money Management	26, 27, 29		15

<b>Professional Development</b>	<b>BE</b>	<b>LEB</b>	<b>EV</b>
Understands concepts and strategies needed for career exploration, development, and growth:			
Career Planning	10		
Job-Seeking Skills	38		

<b>Financial Management</b>	<b>BE</b>	<b>LEB</b>	<b>EV</b>
Understands the financial concepts and tools used in making business decisions:			
Accounting	26, 29		15
Finance	27, 28	9	14
Money Management			12, 13, 22, 39

<b>Human Resource Management</b>	<b>BE</b>	<b>LEB</b>	<b>EV</b>
Understands the concepts, systems, and strategies needed to acquire, motivate, develop, and terminate staff:			
Organizing	23		7, 10, 24, 40
Staffing			25, 29, 41
Training/Development	12, 13		26, 41
Morale/Motivation	5, 14		4, 8, 28, 30
Assessment	25		9, 27, 29, 41, 43

<b>Information Management</b>	<b>BE</b>	<b>LEB</b>	<b>EV</b>
Understands the concepts, systems, and tools needed to access, process, maintain, evaluate, and disseminate information for business decision-making:			
Record keeping	29		16-20, 42
Technology	15	11	
Information Acquisition	36, 37		

<b>Marketing Management</b>	<b>BE</b>	<b>LEB</b>	<b>EV</b>
Understands the concepts, processes, and systems needed to determine and satisfy customer needs/wants/expectations, meet business goals/objectives, and create new product/service ideas:			
Product/Service Creation			23, 34, 36
Marketing-Information Management	36		5, 32, 33, 35, 36, 42
Promotion	37		33, 34, 37, 43
Pricing	36		34
Selling	36, 37		33

<b>Operations Management</b>	<b>BE</b>	<b>LEB</b>	<b>EV</b>
Understands the processes and systems implemented to facilitate daily business operations:			
Business Systems			21, 22, 40, 43
Channel Management			37
Purchasing/Procurement			23
Daily Operations			23, 40, 42

<b>Risk Management</b>	<b>BE</b>	<b>LEB</b>	<b>EV</b>
Understands the concepts, strategies, and systems that businesses implement and enforce to minimize loss:			
Business Risks	34	14, 16-21	
Legal Considerations	30-33, 35	3-8, 10, 15, 21	24, 29-31

<b>Strategic Management</b>	<b>BE</b>	<b>LEB</b>	<b>EV</b>
Understands the processes, strategies, and systems needed to guide the overall business organization:			
Planning	22		6, 7, 31
Controlling	25		9