

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

| Business Law | BE | LEB | EV |
|--|----------------|------------|-----------|
| Analyze the relationship between ethics and the law and describe sources of the law, the structure of the court system, different classifications of procedural law, and different classifications of substantive law. | 13, 30 | 3 | |
| Analyze the relationships between contract law, law of sales, and consumer law. | 31 | 4-6 | |
| Analyze the role and importance of agency law and employment law as they relate to the conduct of business in the national and international marketplaces. | 32, 33 | 7 | |
| Describe the major types of business organizations operating within the socioeconomic arena of the national and international marketplace. | 17-20 | | |
| Explain the legal rules that apply to personal property and real property. | 33 | 8 | |
| Analyze the functions of commercial paper, insurance, secured transactions, and bankruptcy. | 34 | 9,10 | |
| Explain how advances in computer technology impact such areas as property law, contract law, criminal law, and international law. | 15, 33, 33, 37 | 11 | |
| Explain the legal rules that apply to the environment and energy regulation. | 33 | 12 | |
| Explain the legal rules that apply to marriage, divorce, and child custody. | | | |
| Determine the appropriateness of wills and trusts in estate planning. | | | |

| Career Development | BE | LEB | EV |
|--|------------|------------|------------|
| Assess personal skills, abilities, and aptitudes and personal strengths and weaknesses as they relate to career exploration and development. | 4, 10, 12 | | 26, 27 |
| Utilize career resources to develop a career information database that includes international career opportunities. | 38 | | 25, 26 |
| Relate the importance of workplace expectations to career development. | 14 | | 25, 27, 28 |
| Apply knowledge gained from individual assessment to a comprehensive set of goals and an individual career plan. | 10 | | 26, 27 |
| Develop strategies to make an effective transition from school to career. | 4, 8, 38 | | |
| Relate the importance of lifelong learning to career success. | 10, 22, 38 | | 26 |

| Communication | BE | LEB | EV |
|--|-----------------|------------|-----------|
| Communicate in a clear, courteous, concise, and correct manner on personal and professional levels. | 1-3 | | 2-4 |
| Apply basic social communication skills in personal and professional situations. | 1 | | 2-4 |
| Use technology to enhance the effectiveness of communication. | 2, 3, 7 | | 21 |
| Integrate all forms of communication in the successful pursuit of employment. | 2, 3, 38 | | 1-4 |
| Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituents. | 4-5, 10, 12, 14 | | 8, 27-29 |

| Economics | BE | LEB | EV |
|---|--------------|-------------------------|-------------------------|
| Assess opportunity costs and trade-offs involved in making choices about how to use scarce economic resources. | SSEF1 | | SSEMI2 |
| Explain why societies develop economic systems, identify the basic features of different economic systems, and analyze the major features of the U.S. economic system. | SSEF4 | | SSEMI4 |
| Analyze the role of core economic institutions and incentives in the U.S. economy. | SSEF4 | | SSEMI2, SSEMI4 |
| Analyze the role of markets and prices in the U.S. economy. | | | SSEF6 |
| Analyze the different types of market structures and the effect they have on the price and the quality of the goods and services produced. | | | SSEMI4 |
| Explain the importance of productivity and analyze how specialization, division of labor, investment in physical and human capital, and technological change affect productivity. | SSEF1 | | SSEF6 |
| Analyze the role of government in economic systems, especially the role of government in the U.S. economy. | 32, 33 | 3, 6-8, 11- 13 | |
| Examine the role of trade, protectionism, and monetary markets in the global economy. | SSEF1, 33 | | SSEIN1, SSEIN2, 5 |
| Analyze how the U.S. economy functions as a whole and describe selected macroeconomic measures of economic activity. | 33 | | SSEMI2, SSEMI4 |

| Entrepreneurship | BE | LEB | EV |
|--|-----------|---------------------------|---|
| Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics. | 10 | | 1-4, 21 |
| Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market. | 36 | | 31-34, 37 |
| Apply economic concepts when making decisions for an entrepreneurial venture. | SEF1 | | SEMI1, SSEF6, SSMI4, SSEIN1, 2, 6 |
| Use the financial competencies needed by an entrepreneur. | 28 | | 12- 15,22, 39 |
| Recognize that entrepreneurs must establish, maintain, and analyze appropriate records to make business decisions. | 27, 29 | | 16-20, 29, 30 |
| Develop a management plan for an entrepreneurial venture. | 5, 34 | | 23-28, 38 |
| Analyze the effect of cultural differences, export/import opportunities, and trends on an entrepreneurial venture in the global marketplace. | | | 5, SSEIN2 |
| Analyze how forms of business ownership, government regulations, and business ethics affect entrepreneurial ventures. | 16- 19 | 1-3, 5-7, 12, 13 | 10, 11 |
| Develop a business plan. | 9 | | 35-40 |

| International Business | BE | LEB | EV |
|---|-----------|------------|-----------|
| Explain the role of international business; analyze how it impacts business at all levels. | 8 | 2 | |
| Describe the interrelatedness of the social, cultural, political, legal, and economic factors that shape and impact the international business environment. | SSEF4 | 2 | 3 |
| Apply communication strategies necessary and appropriate for effective and profitable international business relations. | | | 3 |
| Describe the environmental factors that define what is considered ethical business behavior in a global business environment. | | | 3 |
| Identify forms of business ownership and entrepreneurial opportunities available in international business. | | | 6-10 |
| Relate balance of trade concepts to the import/export process. | | | 5, SSEIN2 |
| Analyze special challenges in operations and human resource management in international business. | | | 8, 24 |
| Apply marketing concepts to international business situations. | | | 31-34 |
| Explain the concepts, role, and importance of international finance and risk management. | | | 5, 13 |

| Management | BE | LEB | EV |
|---|-----------|------------|-----------|
| Analyze the management functions and their implementation and integration within the business environment. | 4, 22, 23 | | 6-9 |
| Analyze management theories and their application within the business environment. | | | 8 |
| Analyze the organization of a business. | 16-20 | | 10, 11 |
| Develop personal management skills to function effectively and efficiently in a business environment. | 22 | | |
| Examine the role of ethics and social responsibility in decision making. | 12 | 1, 2 | |
| Describe human resource functions and their importance to an organization's successful operation. | 32 | | 24-30 |
| Describe the role of organized labor and its influence on government and business. | | 7 | 30 |
| Utilize information and technology tools to conduct business effectively and efficiently. | 7 | | 16-20 |
| Analyze a business organization's competitive position within the industry. | 36 | | SSEMI3 |
| Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions. | 28,34 | | 6, 12-15 |
| Apply operations management principles and procedures to the design of an operations plan. | | | 21-23 |
| Examine the issues of managing in the global environment. | | 2 | 6-9 |

| Marketing | BE | LEB | EV |
|--|-----------|------------|-----------|
| Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society. | 36, 37 | | 33, 34 |
| Analyze the characteristics, motivations, and behaviors of consumers. | 37 | | 31 |
| Analyze the influence of external factors on marketing. | 13 | | 31 |
| Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process. | 36, 37 | | 34 |
| Analyze the role of marketing research in decision making. | 37 | | 32 |
| Describe the elements, design, and purposes of a marketing plan. | | | 37 |