

**Marketing, Sales and Service
National Management and Entrepreneurship Pathway Standards
Aligned to “Entrepreneurship: Building Your Business” Course**

National Standard	Correlation to Course Standard
1. Assess entrepreneurship/small-business management-career information to enhance opportunities for career success.	1 2
2. Use staffing, organizing, leading, controlling, and planning to manage business activities.	3 7 8 9
3. Implement business ethics, regulations, and safeguards to protect the business and to create trust.	1 5 6 10
4. Implement communication and interpersonal skills to manage a business operation.	1 6
5. Manage marketing activities to facilitate business development and growth.	3 4 5 6 8 9 10