

6.0 ENTREPRENEURSHIP

6.1 Entrepreneurship (E): Students will understand the elements of a business plan and its effect on the success of small business. The student will demonstrate competency by preparing, describing and presenting a business plan.

Link to Content Standards for California Public Schools

Benchmarks	English Standards	Math Standards	Science Standards	Social Science/ History Standards
6.1.1 Business Image—develop public relations strategies to establish and maintain a positive image	(9-10)R2.3-2.5; (9-10)W1.3-1.8; (9-10)W2.3; (9-10)LS1.3-1.9; (9-10)LS2.6; (11-12)W1.6-1.8	(7)MR3.3		
6.1.2 Capital Budgeting—create a capital budget, including sources of funding and investment strategies	(9-10)R2.3-2.5; (9-10)W1.3-1.8; (9-10)W2.3; (9-10)W2.6; (9-10)LS1.3-1.9; (9-10)LS2.2; (9-10)LS2.6; (11-12)R2.3; (11-12)W1.3, 1.6-1.8	(6)SDP2.5; (6)SDP3.1, 3.5; (7)NS1.3; (7)NS1.6, 1.7; (7)NS2.2; (7)AF1.1, 1.2, 1.5; (7)AF3.1, 3.3, 3.4; (7)MG1.3; (7)SDP1.1-1.3; (7)MR1.1, 1.2; (7)MR2.1, 2.3, 2.4, 3.1, 3.3; AI-5.0; AI-10.0; AI-13.0; AI-15.0; AII-12.0; P&S4.0-8.0; APP&S4.0	(9-12)I&E1a	(12)ECON12.1; (12)ECON12.2; (12)ECON12.5.3
6.1.3 Collections—develop billing and collection policies	(9-10)R2.3-2.5; (9-10)W1.3-1.8; (9-10)W2.3; (9-10)W2.6; (9-10)LS1.3-1.9; (9-10)LS2.2; (9-10)LS2.6; (11-12)R2.3; (11-12)W1.3, 1.6-1.8	(6)SDP2.5; (7)NS1.3; (7)NS1.6, 1.7; (7)NS2.2; (7)AF1.1, 1.2, 1.5; (7)MG1.3; (7)SDP1.1-1.3; (7)MR1.1, 1.2; (7)MR2.1, 2.3, 2.4, 3.1, 3.3; AI-10.0; AI-13.0; AI-15.0		

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Benchmarks	English Standards	Math Standards	Science Standards	Social Science/ History Standards
6.1.4 Contracts—describe the elements of an enforceable contract and evaluate its impact on an entrepreneurial venture	(8)R2.1; (9-10)R2.1; (9-10)R2.3-2.5; (9-10)W1.3-1.8; (9-10)W2.3; (9-10)W2.6; (9-10)LS1.3-1.9; (9-10)LS2.6; (11-12)W1.6-1.8	(7)MR3.3	(9-12)I&E1 d	
6.1.5 Entrepreneurial Potential—describe and analyze the characteristics of a successful entrepreneur	(9-10)R2.3-2.5; (9-10)W1.3-1.8; (9-10)W2.3; (9-10)LS1.3-1.9; (9-10)LS2.6; (11-12)W1.6-1.8; (11-12)LS1.6	(7)MR3.3	(9-12)I&E1 d	(12)ECON12.2.8
6.1.6 Financial Planning—develop operating budgets which project income, expenses, profitability, cash flow, profit and loss	(9-10)W2.3; (9-10)LS2.6; (11-12)R2.1, 2.3; (11-12)W1.1; (11-12)W1.6-1.8	(6)SDP1.1; (6)SDP2.5; (6)SDP3.1, 3.5; (7)NS1.3; (7)NS1.6, 1.7; (7)NS2.2; (7)AF1.1, 1.2, 1.5; (7)AF3.1, 3.3, 3.4; (7)MG1.3; (7)SDP1.1-1.3; (7)MR1.1, 1.2; (7)MR2.1, 2.3, 2.4; (7)MR3.1, 3.3; AI-10.0; AI-13.0; AI-15.0; AII-12.0; P&S4.0-8.0; APP&S12.0; APP&S4.0	(9-12)I&E1 a, d	(12)ECON12.2; (12)ECON12.4; (12)ECON12.6

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Benchmarks	English Standards	Math Standards	Science Standards	Social Science/ History Standards
6.1.7 Financial Resources—research public and private sources of financial information and describe methods for raising capital	(8)R2.1; (9-10)R2.1; (9-10)W2.3; (9-10)LS2.6; (11-12)R2.1, 2.3; (11-12)W1.1, 1.6-1.8; (11-12)LS1.1	(7)MR3.3		
6.1.8 Financial Statement Analysis—prepare and analyze financial statements; demonstrate the use of financial statements in making business decisions	(8)R2.1; (9-10)R2.1; (9-10)W2.3; (9-10)LS2.6; (11-12)R2.1, 2.3; (11-12)W1.1; (11-12)W1.6-1.8	(6)SDP2.5; (7)NS1.3; (7)NS1.6, 1.7; (7)NS2.2; (7)AF1.1, 1.2, 1.5; (7)AF3.1, 3.3, 3.4; (7)MG1.3; (7)SDP1.1-1.3; (7)MR1.1, 1.2; (7)MR2.1, 2.3, 2.4; (7)MR3.1, 3.3; AI-5.0; AI-10.0; AI-13.0; AI-15.0; AI-24.0; AI-25.0; AII-12.0; P&S4.0-8.0; APP&S12.0; APP&S4.0	(9-12)I&E1 a, d	(12)ECON12.5.1; (12)ECON12.5.3; (12)ECON12.6
6.1.9 Franchising—research franchising options, including acquisition, operation and profitability	(9-10)R2.3-2.5; (9-10)W1.3-1.8; (9-10)W2.3; (9-10)W2.4; (9-10)W2.6; (9-10)LS1.3-1.7; (11-12)R2.3; (11-12)R2.6; (11-12)W1.6-1.8; (11-12)W2.4	(6)SDP2.5, 3.1; (7)NS1.3; (7)NS1.6, 1.7; (7)NS2.2; (7)AF1.1, 1.2, 1.5; (7)MR1.1, 1.2; (7)MR2.1, 2.3, 2.4; (7)MR3.1, 3.3; AI-10.0; AI-13.0; AI-15.0; P&S4.0-8.0	(9-12)I&E1 a	

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Benchmarks	English Standards	Math Standards	Science Standards	Social Science/ History Standards
6.1.10 Government Regulations—discuss federal, state and local codes; describe licensing, tax requirements, and administrative agencies used in business situations	(8)R2.1; (9-10)R2.1; (9-10)R2.3-2.5; (9-10)W1.3-1.8; (9-10)LS1.3-1.7; (9-10)LS2.6; (11-12)R2.1, 2.3; (11-12)W1.6-1.8; (11-12)LS1.1-1.3	(7)MR1.1; (7)MR3.1, 3.3		(11)USH11.6.1, 2; (11)USH11.6.4, 5; (11)USH11.9.1; (12)AD12.7.2; (12)ECON12.3.3; (12)ECON12.3.4; (12)ECON12.6
6.1.11 Human Resources Management—generate an organizational chart and structure; prepare job descriptions, and a plan for recruiting, training, and evaluating personnel	(9-10)R2.3-2.5, 2.7; (9-10)W1.3-1.8; (9-10)W2.3; (9-10)W2.6; (9-10)LS1.3-1.7; (11-12)R2.6; (11-12)W1.6-1.8	(7)NS1.3; (7)NS1.6, 1.7; (7)NS2.2; (7)MR1.1, 1.2; (7)MR2.1, 2.3, 2.4; (7)MR3.1, 3.3		
6.1.12 International Business—appraise opportunities for global trade, discuss trade concepts relating to the import/export process	(9-10)R2.3-2.5; (9-10)W1.3-1.8; (9-10)W2.3-2.4; (9-10)LS1.1, 1.3-1.9; (9-10)LS2.2; (9-10)LS2.6; (11-12)W1.6-1.8	(6)SDP2.5, 3.5; (7)NS1.3; (7)NS1.6, 1.7; (7)NS2.2; (7)AF1.1, 1.2, 1.5; (7)AF3.1, 3.3; (7)MG1.3; (7)SDP1.1-1.3; (7)MR1.1, 1.2; (7)MR2.1, 2.3, 2.4, 3.1, 3.3; AI-10.0; AI-13.0; AI-15.0	(9-12)I&E1a, d	(10)WH10.9; (11)USH11.5.7; (11)USH11.9.1; (11)USH11.9.4-7; (12)ECON12.2; (12)ECON12.4; (12)ECON12.5.3; (12)ECON12.6
6.1.13 Legal Considerations and Control—identify and analyze federal, state, and local requirements which affect business organizations	(8)R2.1; (9-10)R2.1; (9-10)R2.3-2.5; (9-10)W1.3-1.8; (9-10)LS1.3-1.7; (9-10)LS2.6; (11-12)R2.1, 2.3; (11-12)W1.6-1.8; (11-12)LS1.1-1.3	(7)MR3.3		(11)USH11.6; (11)USH11.9.1; (12)AD12.7.2; (12)ECON12.3.3, 4; (12)ECON12.6

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Benchmarks	English Standards	Math Standards	Science Standards	Social Science/ History Standards
6.1.14 Location & Property Analysis—analyze business locations, determine suitability of property, and prepare a layout design	(8)R2.1; (9-10)R2.1; (9-10)R2.3-2.5; (9-10)W1.3-1.8; (9-10)W2.3-2.4; (9-10)LS1.3-1.9; (9-10)LS2.6; (11-12)W1.6-1.8	(7)NS1.3; (7)NS1.6, 1.7; (7)NS2.2; (7)AF1.1, 1.2; (7)MG1.2; (7)MG2.1; (7)MR1.1, 1.2; (7)MR2.1, 2.3, 2.4, 3.1, 3.3	(9-12)I&E1 a	
6.1.15 Management—describe planning, organization, staffing, leading, and controlling functions; research current management practices and discuss their application	(9-10)W1-1, 1.3-1.8; (9-10)LS2.6; (11-12)R2.3; (11-12)W1.3, 1.6-1.8	(6)SDP2.5; (7)MR1.1; (7)SDP2.1, 2.4; (7)MR3.1, 3.3		(11)USH11.2.5; (11)USH11.2.6; (11)USH11.8.1; (12)AD12.9.1
6.1.16 Marketing Analysis—identify a target market and market niche; develop a segmentation strategy used to market a product or service	(9-10)R2.3-2.5; (9-10)W2.3; (9-10)W2.4; (9-10)LS1.3-1.9; (9-10)LS2.5-2.6; (11-12)W1.6-1.8; (11-12)W2.6; (11-12)LS1.1, 1.3; (11-12)LS2.4	(6)SDP2.5; (7)MR1.1; (7)MR3.1, 3.3; AI-10.0; AI-13.0; AI-15.0; P&S4.0-8.0	(9-12)I&E1 a, d	
6.1.17 Marketing Plan—develop a marketing plan based on market research and analysis to include ideas for new or improved products and/or services	(9-10)R2.3-2.5; (9-10)W2.3; (9-10)W2.4; (9-10)LS1.3-1.9; (9-10)LS2.5-2.6; (11-12)W1.6-1.8; (11-12)W2.6; (11-12)LS1.1, 1.3; (11-12)LS2.4	(6)SDP2.5; (7)MR1.1; (7)MR3.1, 3.3; AI-10.0; AI-13.0; AI-15.0; P&S4.0-8.0	(9-12)I&E1 a, d	

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6.1.18 Pricing Strategies—formulate pricing strategies for products and fee setting strategies for services	(9-10)R2.3-2.5; (9-10)W2.3; (9-10)W2.4; (9-10)LS1.3-1.9; (9-10)LS2.5-2.6; (11-12)W1.6-1.8; (11-12)W2.6; (11-12)LS1.1, 1.3; (11-12)LS2.4	(6)SDP1.1; (6)SDP2.5; (6)SDP3.1, 3.5; (7)NS1.3; (7)NS1.6, 1.7; (7)NS2.2; (7)AF1.1, 1.2, 1.5; (7)AF3.1, 3.3, 3.4; (7)MG1.3; (7)SDP1.1-1.3; (7)MR1.1, 1.2; (7)MR2.1, 2.3, 2.4; (7)MR3.1, 3.3; AI-5.0; AI-10.0; AI-13.0; AI-15.0; P&S4.0-8.0	(9-12)I&E1d	(12)ECON12.1-12.2; (12)ECON12.3
6.1.19 Production—develop a plan using quality control procedures to produce and acquire products and materials to meet market demand	(9-10)R2.3-2.5; (9-10)W1.3-1.8; (9-10)W2.3; (9-10)W2.4a, c, d; (9-10)LS1.3-1.9; (9-10)LS2.5, 2.6; (11-12)W1.6-1.8; (11-12)W2.6	(6)SDP2.5; (6)SDP3.5; (7)NS1.3; (7)NS1.6, 1.7; (7)NS2.2; (7)MR1.1, 1.2; (7)MR2.1, 2.3, 2.4, 3.1, 3.3		(12)ECON12.1-12.2; (12)ECON12.3.1, 4; (12)ECON12.4; (12)ECON12.6
6.1.20 Promotion—describe how to target the market, develop a budget, select the media, design and implement a promotional campaign	(9-10)W2.3b, c, d; (11-12)W2.6; (11-12)LS1.1-1.3	(6)SDP1.1; (6)SDP2.5; (6)SDP3.1, 3.5; (7)NS1.3; (7)NS1.6, 1.7; (7)NS2.2; (7)AF1.1, 1.2, 1.5; (7)AF3.1, 3.3; (7)SDP1.1-1.3; (7)MR1.1, 1.2; (7)MR2.1, 2.3, 2.4, 3.1, 3.3; AI-10.0; AI-13.0; AI-15.0; P&S4.0-8.0; APP&S12.0; APP&S4.0		(12)ECON12.2.5; (12)ECON12.2.6

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6.1.21 Purchasing & Inventory Management– identify buying procedures & methods for controlling inventory	(9-10)R2.3-2.5; (9-10)LS2.6	(6)SDP2.5; (7)NS1.3; (7)NS1.6, 1.7; (7)NS2.2; (7)AF1.1, 1.2, 1.5; (7)MG1.3; (7)SDP1.1-1.3; (7)MR1.1, 1.2; (7)MR2.1, 2.3, 2.4, 3.1, 3.3; AI-10.0; AI-13.0; AI-15.0		(12)ECON12.2
6.1.22 Research and Development–discuss the importance of research to business planning and development	(9-10)R2.3-2.5; (9-10)W1.3-1.8; (9-10)W2.3; (9-10)LS2.6; (11-12)W1.6-1.8	(7)MR3.3	(9-12)I&E1 a	(10)WH10.3.2; (10)WH10.11; (11)USH11.5.7; (11)USH11.8.7
6.1.23 Risk Management–demonstrate strategies to minimize loss and liability; research types of business insurance and propose appropriate solutions that provide protection from various business risks	(8)R2.1; (9-10)R2.1; (9-10)R2.3-2.5; (9-10)W1.3-1.8; (9-10)LS1.1, 1.3-1.9; (9-10)LS2.6; (11-12)R2.3; (11-12)W1.6-1.8	(6)SDP2.5; (6)SDP3.5; (7)NS1.3; (7)NS1.6, 1.7; (7)NS2.2; (7)AF1.1, 1.2, 1.5; (7)MG1.3; (7)SDP1.1-1.3; (7)MR1.1, 1.2; (7)MR2.1, 2.3, 2.4, 3.1, 3.3; AI-10.0; AI-13.0; AI-15.0; P&S4.0-8.0	(9-12)I&E1 a, d	(12)ECON12.5.3; (12)ECON12.6.3, 4
6.1.24 Sales–describe strategies to maintain and increase sales	(9-10)R2.3-2.5; (9-10)W1.3-1.8; (9-10)W2.3; (9-10)LS1.3-1.9; (9-10)LS2.6; (11-12)W1.6-1.8; (11-12)W2.6; (11-12)LS1.1-1.3	(6)SDP1.1; (6)SDP2.5; (6)SDP3.1, 3.5; (7)NS1.3; (7)NS1.6, 1.7; (7)NS2.2; (7)AF1.1, 1.2, 1.5; (7)AF3.1, 3.3, 3.4; (7)MG1.3; (7)SDP1.1-1.3; (7)MR1.1, 1.2; (7)MR2.1, 2.3, 2.4; (7)MR3.1, 3.3	(9-12)I&E1 a	(12)ECON12.2.5; (12)ECON12.2.6

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6.1.25 Technology– evaluate various applications of technology; select office equipment such as computers, telephone systems, fax machines and copiers	(8)R2.1; (9-10)R2.1; (9-10)R2.3-2.6; (11-12)W1.6-1.8; (11-12)W2.6; (11-12)LS2.4	(7)MR3.3	(9-12)I&E1 a, d	

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