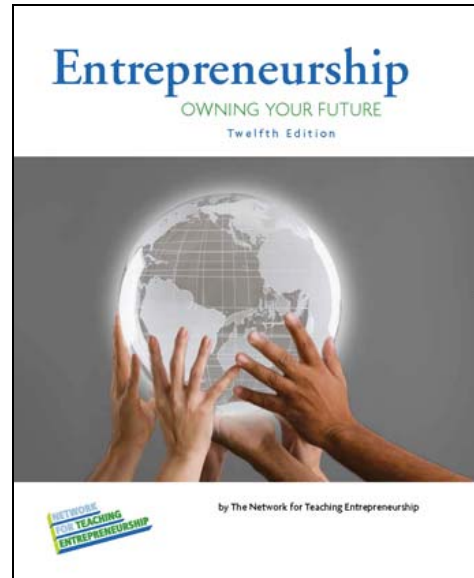


A Correlation of

Entrepreneurship

Owning Your Future

Digital eText, ©2017



To the

Essential Knowledge and Skills for Entrepreneurship



Correlations to the Texas Essential Knowledge and Skills (TEKS): Student/Teacher Material							
Subject	Chapter 130. Texas Essential Knowledge and Skills for Career & Technical Education						
Subchapter	Subchapter N. Marketing						
Course	§130.384. Entrepreneurship (One Credit), Adopted 2015						
Publisher	Pearson Education, Inc., publishing as Prentice Hall						
Program Title	Entrepreneurship: Owning Your Future - Digital eText						
Program ISBN	9780134571058						
TEKS Coverage (%)	100.00%						
(a) General Requirements. This course is recommended for students in Grades 10-12. Recommended prerequisite: Principles of Business, Marketing, and Finance. Students shall be awarded one credit for successful completion of this course.							
(b) Introduction.							
<p>(1) Career and technical education instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions.</p> <p>(2) The Marketing Career Cluster focuses on planning, managing, and performing marketing activities to reach organizational objectives.</p> <p>(3) In Entrepreneurship, students will gain the knowledge and skills needed to become an entrepreneur. Students will learn the principles necessary to begin and operate a business. The primary focus of the course is to help students understand the process of analyzing a business opportunity, preparing a business plan, determining feasibility of an idea using research, and developing a plan to organize and promote the business and its products and services. In addition, students will understand the capital required, the return on investment desired, and the potential for profit.</p> <p>(4) Students are encouraged to participate in extended learning experiences such as career and technical student organizations and other leadership or extracurricular organizations.</p> <p>(5) Statements that contain the word "including" reference content that must be mastered, while those containing the phrase "such as" are intended as possible illustrative examples.</p>							
(c) Knowledge and Skills.							
(1) The student demonstrates professional standards/employability skills as required by business industry. The student is expected to:	(A) communicate effectively with others using speaking, listening, and writing skills	(i) communicate effectively with others using speaking skills	Student/Teacher	Narrative	9780134571058	24	2nd bullet
			Student/Teacher	Narrative	9780134571058	601	paragraph 1
			Student/Teacher	Activity	9780134571058	160	Career Skills in Action
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
			Teacher Only				
(1) The student demonstrates professional standards/employability skills as required by business industry. The student is expected to:	(A) communicate effectively with others using speaking, listening, and writing skills	(ii) communicate effectively with others using listening skills	Student/Teacher	Narrative	9780134571058	24	2nd bullet
			Student/Teacher	Narrative	9780134571058	35	#2
			Student/Teacher	Narrative	9780134571058	307	Career Competencies
			Student/Teacher	Narrative	9780134571058	601	paragraph 1
			Student/Teacher	Activity	9780134571058	308	Career Skills in Action

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(1) The student demonstrates professional standards/employability skills as required by business industry. The student is expected to:	(A) communicate effectively with others using speaking, listening, and writing skills	(iii) communicate effectively with others using writing skills	Student/Teacher	Narrative	9780134571058	24	2nd bullet
			Student/Teacher	Narrative	9780134571058	267	Career Competencies
			Student/Teacher	Narrative	9780134571058	601	paragraph 1
			Student/Teacher	Activity	9780134571058	267	Career Skills in Action
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(1) The student demonstrates professional standards/employability skills as required by business industry. The student is expected to:	(B) demonstrate collaboration skills through teamwork	(i) demonstrate collaboration skills through teamwork	Student/Teacher	Narrative	9780134571058	28	Table 2.1
			Student/Teacher	Narrative	9780134571058	386-387	Career Competencies
			Student/Teacher	Narrative	9780134571058	601	paragraph 2
			Student/Teacher	Activity	9780134571058	31	Extension Activities #3
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(1) The student demonstrates professional standards/employability skills as required by business industry. The student is expected to:	(C) demonstrate professionalism by conducting oneself in a manner appropriate for the profession and work place	(i) demonstrate professionalism by conducting oneself in a manner appropriate for the profession	Student/Teacher	Narrative	9780134571058	22	Professionalism paragraph
			Student/Teacher	Activity	9780134571058	30	Critical Thinking 1
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(1) The student demonstrates professional standards/employability skills as required by business industry. The student is expected to:	(C) demonstrate professionalism by conducting oneself in a manner appropriate for the profession and work place	(ii) demonstrate professionalism by conducting oneself in a manner appropriate for the work place	Student/Teacher	Narrative	9780134571058	22	Professionalism paragraph
			Student/Teacher	Activity	9780134571058	30	Critical Thinking 1
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(1) The student demonstrates professional standards/employability skills as required by business industry. The student is expected to:	(D) demonstrate a positive, productive work ethic by performing assigned tasks as directed	(i) demonstrate a positive, productive work ethic by performing assigned tasks as directed	Student/Teacher	Narrative	9780134571058	22-23	Attitude paragraphs 1-3
			Student/Teacher	Activity	9780134571058	26	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(1) The student demonstrates professional standards/employability skills as required by business industry. The student is expected to:	(E) demonstrate integrity by choosing the ethical course of action and complying with all applicable rules, laws, and regulations	(j) demonstrate integrity by choosing the ethical course of action	Student/Teacher	Narrative	9780134571058	85	Business Ethics paragraph 1
			Student/Teacher	Narrative	9780134571058	86	Why Practice Business Ethics? paragraph 1
			Student/Teacher	Narrative	9780134571058	92	Navigating Ethical Scenarios paragraph 1
			Student/Teacher	Activity	9780134571058	90	Apply Your Knowledge
			Student/Teacher	Activity	9780134571058	96	Apply Your Knowledge

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(1) The student demonstrates professional standards/employability skills as required by business industry. The student is expected to:	(E) demonstrate integrity by choosing the ethical course of action and complying with all applicable rules, laws, and regulations	(ii) demonstrate integrity by complying with all applicable rules	Student/Teacher	Narrative	9780134571058	92	Navigating Ethical Scenarios paragraph 1
			Student/Teacher	Activity	9780134571058	96	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(1) The student demonstrates professional standards/employability skills as required by business industry. The student is expected to:	(E) demonstrate integrity by choosing the ethical course of action and complying with all applicable rules, laws, and regulations	(iii) demonstrate integrity by complying with all applicable laws	Student/Teacher	Narrative	9780134571058	85	Business Ethics
			Student/Teacher	Activity	9780134571058	96	Apply Your Knowledge
			Student/Teacher	Activity	9780134571058	108	Questions 9 and 11
			Student/Teacher	Activity	9780134571058	110	Business Ethics questions 1 and 2
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(1) The student demonstrates professional standards/employability skills as required by business industry. The student is expected to:	(E) demonstrate integrity by choosing the ethical course of action and complying with all applicable rules, laws, and regulations	(iv) demonstrate integrity by complying with all applicable regulations	Student/Teacher	Narrative	9780134571058	92	Navigating Ethical Scenarios paragraph 1
			Student/Teacher	Activity	9780134571058	96	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(1) The student demonstrates professional standards/employability skills as required by business industry. The student is expected to:	(F) demonstrate time-management skills such as prioritizing tasks, following schedules, and tending to goal-relevant activities in ways that use time wisely and optimize efficiency and results	(i) demonstrate time management skills	Student/Teacher	Narrative	9780134571058	404-405	Career Competencies
			Student/Teacher	Activity	9780134571058	30	Critical Thinking 3
			Student/Teacher	Activity	9780134571058	405	Career Skills in Action
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(1) The student demonstrates professional standards/employability skills as required by business industry. The student is expected to:	(G) demonstrate leadership skills by participating in career and technical education student organizations	(j) demonstrate leadership skills by participating in career and technical education student organizations	Student/Teacher	Narrative	9780134571058	55	Career Competencies
			Student/Teacher	Activity	9780134571058	56	Career Skills in Action
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(2) The student demonstrates an understanding of entrepreneurship and the entrepreneurial way of life. The student is expected to:	(A) clarify the terms entrepreneurship and entrepreneur	(i) clarify the term entrepreneurship	Student/Teacher	Narrative	9780134571058	11	Entrepreneurship Through the Years paragraph 1
			Student/Teacher	Activity	9780134571058	15	Critical Thinking 1
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(2) The student demonstrates an understanding of entrepreneurship and the entrepreneurial way of life. The student is expected to:	(A) clarify the terms entrepreneurship and entrepreneur	(ii) clarify the term entrepreneur	Student/Teacher	Narrative	9780134571058	4	Entrepre-What? paragraph 1
			Student/Teacher	Activity	9780134571058	15	Critical Thinking 1
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(2) The student demonstrates an understanding of entrepreneurship and the entrepreneurial way of life. The student is expected to:	(B) define small business	(i) define small business	Student/Teacher	Narrative	9780134571058	6	Big Business versus Small Business paragraph 1
			Student/Teacher	Activity	9780134571058	107	Check Your Understanding 5
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(2) The student demonstrates an understanding of entrepreneurship and the entrepreneurial way of life. The student is expected to:	(C) analyze the advantages and disadvantages of entrepreneurship	(i) analyze the advantages of entrepreneurship	Student/Teacher	Narrative	9780134571058	8-9	Rewards of Being an Entrepreneur paragraphs 1-5
			Student/Teacher	Activity	9780134571058	9	Applying Concepts
			Student/Teacher	Activity	9780134571058	10	Apply Your Knowledge
			Student/Teacher	Activity	9780134571058	15	Reviewing Objectives #2
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(2) The student demonstrates an understanding of entrepreneurship and the entrepreneurial way of life. The student is expected to:	(C) analyze the advantages and disadvantages of entrepreneurship	(ii) analyze the disadvantages of entrepreneurship	Student/Teacher	Narrative	9780134571058	9-10	Risk of Being an Entrepreneur paragraphs 1-5
			Student/Teacher	Activity	9780134571058	9	Applying Concepts
			Student/Teacher	Activity	9780134571058	10	Apply Your Knowledge
			Student/Teacher	Activity	9780134571058	15	Reviewing Objectives #2
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(3) The student visits local businesses and franchises to investigate business opportunities. The student is expected to:	(A) identify and analyze the four functions of a small business	(i) identify the four functions of a small business	Student/Teacher	Narrative	9780134571058	314	What Is a Marketing Plan? paragraph 1
			Student/Teacher	Activity	9780134571058	365	Check Your Understanding 8
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(3) The student visits local businesses and franchises to investigate business opportunities. The student is expected to:	(A) identify and analyze the four functions of a small business	(ii) analyze the four functions of a small business	Student/Teacher	Narrative	9780134571058	314-315	What Is a Marketing Plan? paragraphs 1-3
			Student/Teacher	Narrative	9780134571058	406	Is It Time to Hire? paragraphs 2-4
			Student/Teacher	Narrative	9780134571058	414-415	What Are Operating Activities? paragraphs 1-2
			Student/Teacher	Activity	9780134571058	326	Reviewing Objectives 1-3
			Student/Teacher	Activity	9780134571058	409	Application to Business Planning

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(3) The student visits local businesses and franchises to investigate business opportunities. The student is expected to:	(B) evaluate the issues involved with starting a business, taking over a business, or expanding an existing business	(i) evaluate the issues involved with starting a business, taking over a business, or expanding an existing business	Student/Teacher	Narrative	9780134571058	142	Starting a New Business paragraphs 1-2
			Student/Teacher	Narrative	9780134571058	142-143	Buying an Independent Business paragraphs 1-4
			Student/Teacher	Narrative	9780134571058	143	Buying a Franchise paragraphs 1-3
			Student/Teacher	Activity	9780134571058	146	Application to Business Planning
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(4) The student identifies the importance of a well-written business plan. The student is expected to:	(A) identify the need for and the characteristics of a well-orchestrated business plan	(i) identify the need for a well-orchestrated business plan	Student/Teacher	Narrative	9780134571058	97-102	Purpose of a Business Plans
			Student/Teacher	Activity	9780134571058	99	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(4) The student identifies the importance of a well-written business plan. The student is expected to:	(A) identify the need for and the characteristics of a well-orchestrated business plan	(ii) identify the characteristics of a well-orchestrated business plan	Student/Teacher	Narrative	9780134571058	98	Types of Business Plans
			Student/Teacher	Activity	9780134571058	191	Application to Business Planning
			Student/Teacher	Activity	9780134571058	109	Question #16
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(4) The student identifies the importance of a well-written business plan. The student is expected to:	(B) research business plan outlines, resources, and templates	(i) research business plan outlines	Student/Teacher	Narrative	9780134571058	98-99	Types of Business Plans
			Student/Teacher	Activity	9780134571058	99	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(4) The student identifies the importance of a well-written business plan. The student is expected to:	(B) research business plan outlines, resources, and templates	(ii) research business plan resources	Student/Teacher	Narrative	9780134571058	98-99	Types of Business Plans
			Student/Teacher	Activity	9780134571058	99	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(4) The student identifies the importance of a well-written business plan. The student is expected to:	(B) research business plan outlines, resources, and templates	(iii) research business plan templates	Student/Teacher	Narrative	9780134571058	98-99	Types of Business Plans
			Student/Teacher	Activity	9780134571058	99	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(4) The student identifies the importance of a well-written business plan. The student is expected to:	(C) create and present a well-orchestrated business plan and critically explain the contents	(i) create a well-orchestrated business plan	Student/Teacher	Narrative	9780134571058	97-102	Here's the Plan: Managing Predictable Risks
			Student/Teacher	Activity	9780134571058	806	Business Communication, #8
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(4) The student identifies the importance of a well-written business plan. The student is expected to:	(C) create and present a well-orchestrated business plan and critically explain the contents	(ii) present a well-orchestrated business plan	Student/Teacher	Narrative	9780134571058	98	Types of Business Plans
			Student/Teacher	Activity	9780134571058	806	Business Communication, #8
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(4) The student identifies the importance of a well-written business plan. The student is expected to:	(C) create and present a well-orchestrated business plan and critically explain the contents	(iii) critically explain the contents [of a well-orchestrated business plan]	Student/Teacher	Narrative	9780134571058	98	Types of Business Plans
			Student/Teacher	Activity	9780134571058	806	Business Communication, #8
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(5) The student explains the goal of a business and its unique proposition. The student is expected to:	(A) describe the nature of a business and list the marketplace needs that it satisfies	(i) describe the nature of a business	Student/Teacher	Narrative	9780134571058	134-137	Recognizing Business Opportunities: Ideas vs Opportunities
			Student/Teacher	Activity	9780134571058	146	Application to Business Planning
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(5) The student explains the goal of a business and its unique proposition. The student is expected to:	(A) describe the nature of a business and list the marketplace needs that it satisfies	(ii) list the marketplace needs that [a business] satisfies	Student/Teacher	Narrative	9780134571058	134-137	Recognizing Business Opportunities: Ideas vs Opportunities
			Student/Teacher	Activity	9780134571058	146	Application to Business Planning
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(5) The student explains the goal of a business and its unique proposition. The student is expected to:	(B) explain how a business's products and services meet the needs of the market	(i) explain how a business's products meet the needs of the market	Student/Teacher	Narrative	9780134571058	134-137	Recognizing Business Opportunities:
			Student/Teacher	Activity	9780134571058	146	Application to Business Planning
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(5) The student explains the goal of a business and its unique proposition. The student is expected to:	(B) explain how a business's products and services meet the needs of the market	(ii) explain how a business's services meet the needs of the market	Student/Teacher	Narrative	9780134571058	134-137	Recognizing Business Opportunities
			Student/Teacher	Activity	9780134571058	146	Application to Business Planning
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(5) The student explains the goal of a business and its unique proposition. The student is expected to:	(C) list the specific consumers, organizations or businesses that a company targets or will target	(i) list the specific consumers, organizations or businesses that a company targets or will target	Student/Teacher	Narrative	9780134571058	288-297	Identifying a Target Market
			Student/Teacher	Activity	9780134571058	297	Application to Business Planning
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(5) The student explains the goal of a business and its unique proposition. The student is expected to:	(D) explain the competitive advantages that will make a business successful	(j) explain the competitive advantages that will make a business successful	Student/Teacher	Narrative	9780134571058	265-269	Identify Your Differentiators
			Student/Teacher	Activity	9780134571058	269	Application to Business Planning
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(5) The student explains the goal of a business and its unique proposition. The student is expected to:	(E) create a well-orchestrated company description	(i) create a well-orchestrated company description	Student/Teacher	Narrative	9780134571058	97	Purposes of a Business Plan
			Student/Teacher	Activity	9780134571058	103	Critical Thinking, #2
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(6) The student explains and demonstrates how to meet the needs of a growing organization. The student is expected to:	(A) describe the role of operations and organization in the growing business	(i) describe the role of operations in the growing business	Student/Teacher	Narrative	9780134571058	414-416	General Business Policies
			Student/Teacher	Activity	9780134571058	429	Reviewing Objectives, No. 1
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(6) The student explains and demonstrates how to meet the needs of a growing organization. The student is expected to:	(A) describe the role of operations and organization in the growing business	(ii) describe the role of organization in the growing business	Student/Teacher	Narrative	9780134571058	605-607	Organizational Structures
			Student/Teacher	Activity	9780134571058	607	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(6) The student explains and demonstrates how to meet the needs of a growing organization. The student is expected to:	(B) create an organizational chart that defines the structure of a company	(i) create an organizational chart that defines the structure of a company	Student/Teacher	Narrative	9780134571058	605-607	Organizational Structures
			Student/Teacher	Activity	9780134571058	607	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(7) The student explains investment and financial resources to achieve business goals and objectives. The student is expected to:	(A) determine the financial plan, including financial requirements and sources of financing	(i) determine the financial plan, including financial requirements	Student/Teacher	Narrative	9780134571058	540-543	Start-Up Investment
			Student/Teacher	Activity	9780134571058	556	Application to Business Planning
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(7) The student explains investment and financial resources to achieve business goals and objectives. The student is expected to:	(A) determine the financial plan, including financial requirements and sources of financing	(ii) determine the financial plan, including sources of financing	Student/Teacher	Narrative	9780134571058	546-551	Sources of Debt Financing
			Student/Teacher	Activity	9780134571058	556	Application to Business Planning
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(7) The student explains investment and financial resources to achieve business goals and objectives. The student is expected to:	(B) explain the idea of a growth strategy, including horizontal and vertical growth strategies	(i) explain the idea of a growth strategy, including horizontal growth strategies	Student/Teacher	Narrative	9780134571058	714-717	Growth Strategies
			Student/Teacher	Activity	9780134571058	721	Application to Business Planning
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(7) The student explains investment and financial resources to achieve business goals and objectives. The student is expected to:	(B) explain the idea of a growth strategy, including horizontal and vertical growth strategies	(ii) explain the idea of a growth strategy, including vertical growth strategies	Student/Teacher	Narrative	9780134571058	714-717	Growth Strategies
			Student/Teacher	Activity	9780134571058	722	Reviewing Objectives, No. 1
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(7) The student explains investment and financial resources to achieve business goals and objectives. The student is expected to:	(C) explain the idea of an exit strategy, including selling the business, going public, and liquidating the business	(i) explain the idea of an exit strategy, including selling the business	Student/Teacher	Narrative	9780134571058	788-790	Harvesting Value from a Business
			Student/Teacher	Activity	9780134571058	787	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(7) The student explains investment and financial resources to achieve business goals and objectives. The student is expected to:	(C) explain the idea of an exit strategy, including selling the business, going public, and liquidating the business	(ii) explain the idea of an exit strategy, including going public	Student/Teacher	Narrative	9780134571058	788-790	Harvesting Value from a Business
			Student/Teacher	Activity	9780134571058	790	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(7) The student explains investment and financial resources to achieve business goals and objectives. The student is expected to:	(C) explain the idea of an exit strategy, including selling the business, going public, and liquidating the business	(iii) explain the idea of an exit strategy, including liquidating the business	Student/Teacher	Narrative	9780134571058	788-790	Strategies for Leaving the Business
			Student/Teacher	Activity	9780134571058	787	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(A) explain and define basic accounting functions and terms, including assets and types of assets, cash, accounts receivable, fixed, liquid, illiquid, and inventory goods on hand	(i) explain basic accounting functions	Student/Teacher	Narrative	9780134571058	566-578	What is a Balance Sheet
			Student/Teacher	Activity	9780134571058	578	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(A) explain and define basic accounting functions and terms, including assets and types of assets, cash, accounts receivable, fixed, liquid, illiquid, and inventory goods on hand	(ii) define basic accounting functions	Student/Teacher	Narrative	9780134571058	566-578	What is a Balance Sheet
			Student/Teacher	Activity	9780134571058	578	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(A) explain and define basic accounting functions and terms, including assets and types of assets, cash, accounts receivable, fixed, liquid, illiquid, and inventory goods on hand	(iii) explain basic accounting terms, including assets	Student/Teacher	Narrative	9780134571058	566-573	What is a Balance Sheet
			Student/Teacher	Activity	9780134571058	573	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(A) explain and define basic accounting functions and terms, including assets and types of assets, cash, accounts receivable, fixed, liquid, illiquid, and inventory goods on hand	(iv) explain basic accounting terms, including types of assets	Student/Teacher	Narrative	9780134571058	566-570	What is a Balance Sheet
			Student/Teacher	Activity	9780134571058	573	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(A) explain and define basic accounting functions and terms, including assets and types of assets, cash, accounts receivable, fixed, liquid, illiquid, and inventory goods on hand	(v) explain basic accounting terms, including cash	Student/Teacher	Narrative	9780134571058	567	What is a Balance Sheet
			Student/Teacher	Activity	9780134571058	573	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(A) explain and define basic accounting functions and terms, including assets and types of assets, cash, accounts receivable, fixed, liquid, illiquid, and inventory goods on hand	(vi) explain basic accounting terms, including accounts receivable	Student/Teacher	Narrative	9780134571058	567	Assets are Owned
			Student/Teacher	Activity	9780134571058	573	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(A) explain and define basic accounting functions and terms, including assets and types of assets, cash, accounts receivable, fixed, liquid, illiquid, and inventory goods on hand	(vii) explain basic accounting terms, including fixed	Student/Teacher	Narrative	9780134571058	567	Assets are Owned
			Student/Teacher	Activity	9780134571058	573	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(A) explain and define basic accounting functions and terms, including assets and types of assets, cash, accounts receivable, fixed, liquid, illiquid, and inventory goods on hand	(viii) explain basic accounting terms, including liquid	Student/Teacher	Narrative	9780134571058	577	Quick Ratio and Current Ratio
			Student/Teacher	Activity	9780134571058	579	Critical Thinking, No. 2
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(A) explain and define basic accounting functions and terms, including assets and types of assets, cash, accounts receivable, fixed, liquid, illiquid, and inventory goods on hand	(ix) explain basic accounting terms, including illiquid	Student/Teacher	Narrative	9780134571058	577	Quick Ratio and Current Ratio
			Student/Teacher	Activity	9780134571058	579	Critical Thinking, No. 2
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(A) explain and define basic accounting functions and terms, including assets and types of assets, cash, accounts receivable, fixed, liquid, illiquid, and inventory goods on hand	(x) explain basic accounting terms, including inventory goods on hand	Student/Teacher	Narrative	9780134571058	423	Inventory Management
			Student/Teacher	Activity	9780134571058	573	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(A) explain and define basic accounting functions and terms, including assets and types of assets, cash, accounts receivable, fixed, liquid, illiquid, and inventory goods on hand	(xi) define basic accounting terms, including assets	Student/Teacher	Narrative	9780134571058	566-568	What is a Balance Sheet?
			Student/Teacher	Activity	9780134571058	573	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(A) explain and define basic accounting functions and terms, including assets and types of assets, cash, accounts receivable, fixed, liquid, illiquid, and inventory goods on hand	(xii) define basic accounting terms, including types of assets	Student/Teacher	Narrative	9780134571058	566-568	What is a Balance Sheet?
			Student/Teacher	Activity	9780134571058	573	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(A) explain and define basic accounting functions and terms, including assets and types of assets, cash, accounts receivable, fixed, liquid, illiquid, and inventory goods on hand	(xiii) define basic accounting terms, including cash	Student/Teacher	Narrative	9780134571058	567	Assets are Owned
			Student/Teacher	Activity	9780134571058	573	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(A) explain and define basic accounting functions and terms, including assets and types of assets, cash, accounts receivable, fixed, liquid, illiquid, and inventory goods on hand	(xiv) define basic accounting terms, including accounts receivable	Student/Teacher	Narrative	9780134571058	567	Assets are Owned
			Student/Teacher	Activity	9780134571058	573	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(A) explain and define basic accounting functions and terms, including assets and types of assets, cash, accounts receivable, fixed, liquid, illiquid, and inventory goods on hand	(xv) define basic accounting terms, including fixed	Student/Teacher	Narrative	9780134571058	567	Assets are Owned
			Student/Teacher	Activity	9780134571058	573	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(A) explain and define basic accounting functions and terms, including assets and types of assets, cash, accounts receivable, fixed, liquid, illiquid, and inventory goods on hand	(xvi) define basic accounting terms, including liquid	Student/Teacher	Narrative	9780134571058	577	Quick Ratio and Current Ratio
			Student/Teacher	Activity	9780134571058	579	Critical Thinking, No. 2
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(A) explain and define basic accounting functions and terms, including assets and types of assets, cash, accounts receivable, fixed, liquid, illiquid, and inventory goods on hand	(xvii) define basic accounting terms, including illiquid	Student/Teacher	Narrative	9780134571058	577	Quick Ratio and Current Ratio
			Student/Teacher	Activity	9780134571058	579	Critical Thinking, No. 2
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(A) explain and define basic accounting functions and terms, including assets and types of assets, cash, accounts receivable, fixed, liquid, illiquid, and inventory goods on hand	(xviii) define basic accounting terms, including inventory goods on hand	Student/Teacher	Narrative	9780134571058	423	Inventory Management
			Student/Teacher	Activity	9780134571058	586	Question #17
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(B) identify liabilities and types of liabilities such as accounts payable, long-term debt, and short-term debt	(j) identify liabilities	Student/Teacher	Narrative	9780134571058	566-573	What is a Balance Sheet?
			Student/Teacher	Activity	9780134571058	586	Business Communication #1
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(B) identify liabilities and types of liabilities such as accounts payable, long-term debt, and short-term debt	(ii) identify types of liabilities	Student/Teacher	Narrative	9780134571058	567-573	Liabilities are Owed
			Student/Teacher	Activity	9780134571058	586	Business Communication #2
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(C) calculate owner's equity or net worth	(i) calculate owner's equity or net worth	Student/Teacher	Narrative	9780134571058	566	What is a Balance Sheet?
			Student/Teacher	Activity	9780134571058	579	Reviewing Objectives, No. 2
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(D) evaluate a balance sheet understanding the balance sheet equation (A = L + OE)	(j) evaluate a balance sheet understanding the balance sheet equation (A = L + OE)	Student/Teacher	Narrative	9780134571058	566-578	What is a Balance Sheet?
			Student/Teacher	Activity	9780134571058	578	Application to Business Planning
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(E) analyze profit and loss statement	(i) analyze profit and loss statement	Student/Teacher	Narrative	9780134571058	529-535	Parts of a Typical Income Statement
			Student/Teacher	Activity	9780134571058	578	Application to Business Planning
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(F) evaluate revenues and types of revenues	(i) evaluate revenues	Student/Teacher	Narrative	9780134571058	520-522	Identifying Revenue Streams
			Student/Teacher	Activity	9780134571058	522	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(F) evaluate revenues and types of revenues	(ii) evaluate types of revenues	Student/Teacher	Narrative	9780134571058	520-522	Identifying Revenue Streams
			Student/Teacher	Activity	9780134571058	522	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(G) determine expenses and types of expenses	(i) determine expenses	Student/Teacher	Narrative	9780134571058	484-487	What is a Variable Expense
			Student/Teacher	Activity	9780134571058	487	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(G) determine expenses and types of expenses	(ii) determine types of expenses	Student/Teacher	Narrative	9780134571058	484-487	What is aVariable Expense
			Student/Teacher	Activity	9780134571058	487	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(H) analyze alternative accounting and internal accounting controls	(i) analyze alternative accounting	Student/Teacher	Narrative	9780134571058	646	Using Accounting and Bookkeepers
			Student/Teacher	Activity	9780134571058	647	Apply Your Knowledge
			Student/Teacher	Activity	9780134571058	647	Application to Business Planning
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(H) analyze alternative accounting and internal accounting controls	(ii) analyze internal accounting controls	Student/Teacher	Narrative	9780134571058	646	Using Accounting and Bookkeepers
			Student/Teacher	Activity	9780134571058	647	Apply Your Knowledge
			Student/Teacher	Activity	9780134571058	647	Application to Business Planning
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(I) discuss the importance of budgeting and cash flow	(i) discuss the importance of budgeting	Student/Teacher	Narrative	9780134571058	511-513	Develop Spending Plan; Develop Personal Budget
			Student/Teacher	Activity	9780134571058	513	Career Skills in Action
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(I) discuss the importance of budgeting and cash flow	(ii) discuss the importance of cash flow	Student/Teacher	Narrative	9780134571058	512-516	Using a Budge to Manage Cash Flow
			Student/Teacher	Activity	9780134571058	516	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(J) use common accounting forms to demonstrate an understanding of their functions and results	(i) use common accounting forms to demonstrate an understanding of their functions	Student/Teacher	Narrative	9780134571058	635-637	Bank Reconciliation
			Student/Teacher	Activity	9780134571058	637	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(J) use common accounting forms to demonstrate an understanding of their functions and results	(ii) use common accounting forms to demonstrate an understanding of their results	Student/Teacher	Narrative	9780134571058	635-637	Bank Reconciliation
			Student/Teacher	Activity	9780134571058	637	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(K) analyze impact of specialization and division of labor on productivity	(i) analyze impact of specialization on productivity	Student/Teacher	Narrative	9780134571058	732-733	Last paragraph on 732 continuing on to 733
			Student/Teacher	Activity	9780134571058	740	Application to Business Planning
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(K) analyze impact of specialization and division of labor on productivity	(ii) analyze impact of division of labor on productivity	Student/Teacher	Narrative	9780134571058	732-733	Productivity
			Student/Teacher	Activity	9780134571058	740	Application to Business Planning
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(L) explain the impact of the law of diminishing returns	(i) explain the impact of the law of diminishing returns	Student/Teacher	Narrative	9780134571058	733	Productivity
			Student/Teacher	Activity	9780134571058	804	Check Your Understanding, #11
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(8) The student demonstrates and explains financial and accounting terms and forms. The student is expected to:	(M) create projected financial statements	(j) create projected financial statements	Student/Teacher	Narrative	9780134571058	529-535	Differences in Income Statements
			Student/Teacher	Activity	9780134571058	535	Application to Business Planning
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(9) The student knows the effects of credit on price and profit. The student is expected to:	(A) identify types of consumer credit	(i) identify types of consumer credit	Student/Teacher	Narrative	9780134571058	552	Types of Credit
			Student/Teacher	Activity	9780134571058	553	Career Skills in Action
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(9) The student knows the effects of credit on price and profit. The student is expected to:	(B) recommend types of consumer credit a business might offer	(i) recommend types of consumer credit a business might offer	Student/Teacher	Narrative	9780134571058	552	Types of Credit
			Student/Teacher	Activity	9780134571058	553	Career Skills in Action
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(9) The student knows the effects of credit on price and profit. The student is expected to:	(C) explain risks and benefits to entrepreneurs when accepting and extending credit	(i) explain risks to entrepreneurs when accepting credit	Student/Teacher	Narrative	9780134571058	551	The Role of Credit
			Student/Teacher	Activity	9780134571058	553	Career Skills in Action
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(9) The student knows the effects of credit on price and profit. The student is expected to:	(C) explain risks and benefits to entrepreneurs when accepting and extending credit	(ii) explain risks to entrepreneurs when extending credit	Student/Teacher	Narrative	9780134571058	552-553	Granting Credit and Collecting Payments
			Student/Teacher	Activity	9780134571058	551	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(9) The student knows the effects of credit on price and profit. The student is expected to:	(C) explain risks and benefits to entrepreneurs when accepting and extending credit	(iii) explain benefits to entrepreneurs when accepting credit	Student/Teacher	Narrative	9780134571058	551	Types of Credit
			Student/Teacher	Activity	9780134571058	553	Career Skills in Action
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(9) The student knows the effects of credit on price and profit. The student is expected to:	(C) explain risks and benefits to entrepreneurs when accepting and extending credit	(iv) explain benefits to entrepreneurs when extending credit	Student/Teacher	Narrative	9780134571058	552-553	Granting Credit and Collecting Payments
			Student/Teacher	Activity	9780134571058	553	Career Skills in Action
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(9) The student knows the effects of credit on price and profit. The student is expected to:	(D) describe how credit affects profit and the negotiated prices	(i) describe how credit affects profit	Student/Teacher	Narrative	9780134571058	552-553	Granting Credit and Collecting Payments
			Student/Teacher	Activity	9780134571058	553	Career Skills in Action
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(9) The student knows the effects of credit on price and profit. The student is expected to:	(D) describe how credit affects the negotiated price	(ii) describe how credit affects the negotiated price	Student/Teacher	Narrative	9780134571058	552-553	Granting Credit and Collecting Payments
			Student/Teacher	Activity	9780134571058	553	Career Skills in Action
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(10) The student understands the importance of product management and how it meets the needs of the customer. The student is expected to:	(A) explain product management	(i) explain product management	Student/Teacher	Narrative	9780134571058	166	Product Planning and Management
			Student/Teacher	Activity	9780134571058	169	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(10) The student understands the importance of product management and how it meets the needs of the customer. The student is expected to:	(B) describe supply chain management	(i) describe supply chain management	Student/Teacher	Narrative	9780134571058	384-386	Understanding Distribution and Supply Chain Management
			Student/Teacher	Activity	9780134571058	386	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(10) The student understands the importance of product management and how it meets the needs of the customer. The student is expected to:	(C) create product-mix strategies, including branding elements and extended product features to meet customer needs	(i) create product-mix strategies, including branding elements	Student/Teacher	Narrative	9780134571058	308	Value is in the Eye of the Beholder
			Student/Teacher	Activity	9780134571058	310	Critical Thinking #3
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(10) The student understands the importance of product management and how it meets the needs of the customer. The student is expected to:	(C) create product-mix strategies, including branding elements and extended product features to meet customer needs	(ii) create product-mix strategies, including extended product features to meet customer needs	Student/Teacher	Narrative	9780134571058	306	Creating Value
			Student/Teacher	Activity	9780134571058	307	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(11) The student knows that pricing has policies, objectives, and strategies. The student is expected to:	(A) develop and analyze the pricing objectives	(i) develop pricing objectives	Student/Teacher	Narrative	9780134571058	252-257	Benefits of Pricing
			Student/Teacher	Activity	9780134571058	257	Application to Business Planning
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(11) The student knows that pricing has policies, objectives, and strategies. The student is expected to:	(A) develop and analyze the pricing objectives	(ii) analyze pricing objectives	Student/Teacher	Narrative	9780134571058	252-257	Benefits of Pricing
			Student/Teacher	Activity	9780134571058	257	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(11) The student knows that pricing has policies, objectives, and strategies. The student is expected to:	(B) compare and contrast pricing policies for an entrepreneurial venture	(j) compare and contrast pricing policies for an entrepreneurial venture	Student/Teacher	Narrative	9780134571058	322-323	Name Your Price
			Student/Teacher	Activity	9780134571058	326	Critical Thinking
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(11) The student knows that pricing has policies, objectives, and strategies. The student is expected to:	(C) recommend appropriate pricing strategies	(i) recommend appropriate pricing strategies	Student/Teacher	Narrative	9780134571058	252-257	Competition-Based Pricing and Profit Motive
			Student/Teacher	Activity	9780134571058	257	Application to Business Planning
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(12) The student knows the importance of managing the pricing structure. The student is expected to:	(A) communicate the differences among pricing structures for goods, services, and ideas	(i) communicate the differences among pricing structures for goods, services, and ideas	Student/Teacher	Narrative	9780134571058	324-325	Allowing for Price Adjustments
			Student/Teacher	Activity	9780134571058	325	Application to Business Planning
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(12) The student knows the importance of managing the pricing structure. The student is expected to:	(B) develop a pricing structure for an entrepreneurial venture	(i) develop a pricing structure for an entrepreneurial venture	Student/Teacher	Narrative	9780134571058	322-325	Name Your Price
			Student/Teacher	Activity	9780134571058	325	Application to Business Planning
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(12) The student knows the importance of managing the pricing structure. The student is expected to:	(C) demonstrate how to calculate prices, markups, and discounts	(i) demonstrate how to calculate prices	Student/Teacher	Narrative	9780134571058	252-257	Competition-Based Pricing and Profit Motive
			Student/Teacher	Activity	9780134571058	257	Application to Business Planning
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(12) The student knows the importance of managing the pricing structure. The student is expected to:	(C) demonstrate how to calculate prices, markups, and discounts	(ii) demonstrate how to calculate markups	Student/Teacher	Narrative	9780134571058	385-386	Determining Markup
			Student/Teacher	Activity	9780134571058	386	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(12) The student knows the importance of managing the pricing structure. The student is expected to:	(C) demonstrate how to calculate prices, markups, and discounts	(iii) demonstrate how to calculate discounts	Student/Teacher	Narrative	9780134571058	737-738	Getting the right Payment Terms
			Student/Teacher	Activity	9780134571058	803	Check Your Understanding, #5
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(13) The student knows elements and processes of product planning. The student is expected to:	(A) explain the nature and scope of product planning	(i) explain the nature of product planning	Student/Teacher	Narrative	9780134571058	166	Product Planning and Management
			Student/Teacher	Activity	9780134571058	197	Check Your Understanding, #4
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(13) The student knows elements and processes of product planning. The student is expected to:	(A) explain the nature and scope of product planning	(ii) explain the scope of product planning	Student/Teacher	Narrative	9780134571058	166	Product Planning and Management
			Student/Teacher	Activity	9780134571058	169	Apply your Knowledge, #4
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(13) The student knows elements and processes of product planning. The student is expected to:	(B) define the term product mix	(j) define the term product mix	Student/Teacher	Narrative	9780134571058	303	What Matters--Benefits vs. Features
			Student/Teacher	Activity	9780134571058	365	Check Your Understanding, #4
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(13) The student knows elements and processes of product planning. The student is expected to:	(C) identify stages of the product life cycle for business products	(i) identify stages of the product life cycle for business products	Student/Teacher	Narrative	9780134571058	710	Product Life Cycles
			Student/Teacher	Activity	9780134571058	712	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(14) The student knows the process for development, implementation, and evaluation of a marketing plan. The student is expected to:	(A) explain how market penetration strategies contribute to successful marketing	(i) explain how market penetration strategies contribute to successful marketing	Student/Teacher	Narrative	9780134571058	714	Market Growth Strategies
			Student/Teacher	Activity	9780134571058	722	Reviewing Objectives #2
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(14) The student knows the process for development, implementation, and evaluation of a marketing plan. The student is expected to:	(B) apply evaluation strategies to determine the effectiveness of market penetration strategies	(i) apply evaluation strategies to determine the effectiveness of market penetration strategies	Student/Teacher	Narrative	9780134571058	715	4th paragraph
			Student/Teacher	Activity	9780134571058	722	Critical Thinking #1
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(14) The student knows the process for development, implementation, and evaluation of a marketing plan. The student is expected to:	(C) illustrate the concept of promotional mix	(i) illustrate the concept of promotional mix	Student/Teacher	Narrative	9780134571058	348	It's All in the Mix
			Student/Teacher	Activity	9780134571058	360	Reviewing Objectives #2
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(14) The student knows the process for development, implementation, and evaluation of a marketing plan. The student is expected to:	(D) use appropriate technology to create promotional materials	(i) use appropriate technology to create promotional materials	Student/Teacher	Narrative	9780134571058	353 - 354	Social Media
			Student/Teacher	Activity	9780134571058	359	Apply Your Knowledge
			Student/Teacher	Activity	9780134571058	368	Business in Your Community #1
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(14) The student knows the process for development, implementation, and evaluation of a marketing plan. The student is expected to:	(E) apply evaluation strategies to determine promotional campaign effectiveness	(i) apply evaluation strategies to determine promotional campaign effectiveness	Student/Teacher	Narrative	9780134571058	356	Measuring Promotion Effectiveness
			Student/Teacher	Activity	9780134571058	359	Application to Business Planning
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(14) The student knows the process for development, implementation, and evaluation of a marketing plan. The student is expected to:	(F) describe the development of a sales force	(i) describe the development of a sales force	Student/Teacher	Narrative	9780134571058	330	It's Personal: Selling Your Business to Your Customers, paragraph 2
			Student/Teacher	Activity	9780134571058	341	Critical Thinking, No. 1
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(14) The student knows the process for development, implementation, and evaluation of a marketing plan. The student is expected to:	(G) apply evaluation strategies to determine the effectiveness of sales activities	(i) apply evaluation strategies to determine the effectiveness of sales activities	Student/Teacher	Narrative	9780134571058	337	Closing a Sale and Following up, paragraph 4
			Student/Teacher	Activity	9780134571058	341	Critical Thinking, No. 2
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(15) The student knows that purchasing usually occurs in a continuous cycle. The student is expected to:	(A) demonstrate the process of selecting suppliers and sources	(i) demonstrate the process of selecting suppliers	Student/Teacher	Narrative	9780134571058	433	Vendor Relationships, paragraph 1
			Student/Teacher	Activity	9780134571058	338	Career Skills in Action
			Student/Teacher				
			Student/Teacher				

			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(15) The student knows that purchasing usually occurs in a continuous cycle. The student is expected to:	(A) demonstrate the process of selecting suppliers and sources	(ii) demonstrate the process of selecting sources	Student/Teacher	Narrative	9780134571058	433	Vendor Relationships. Paragraph 1
			Student/Teacher	Activity	9780134571058	435	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(15) The student knows that purchasing usually occurs in a continuous cycle. The student is expected to:	(B) analyze and discuss selection of goods and services based on operational needs	(i) analyze selection of goods based on operational needs	Student/Teacher	Narrative	9780134571058	736	Managing Purchasing
			Student/Teacher	Activity	9780134571058	741	Critical Thinking #3
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(15) The student knows that purchasing usually occurs in a continuous cycle. The student is expected to:	(B) analyze and discuss selection of goods and services based on operational needs	(ii) analyze the selection of services based on operational needs	Student/Teacher	Narrative	9780134571058	736	Managing Purchasing
			Student/Teacher	Narrative	9780134571058	737	3rd and 4th paragraphs

			Student/Teacher	Activity	9780134571058	741	Critical Thinking #3
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
			Teacher Only				
(15) The student knows that purchasing usually occurs in a continuous cycle. The student is expected to:	(B) analyze and discuss selection of goods and services based on operational needs	(iii) discuss the selection of goods based on operational needs	Student/Teacher	Narrative	9780134571058	736	Managing Purchasing
			Student/Teacher	Activity	9780134571058	741	Critical Thinking #3
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
			Teacher Only				
(15) The student knows that purchasing usually occurs in a continuous cycle. The student is expected to:	(B) analyze and discuss selection of goods and services based on operational needs	(iv) discuss the selection of services based on operational needs	Student/Teacher	Narrative	9780134571058	736	Managing Purchasing
			Student/Teacher	Narrative	9780134571058	737	3rd and 4th paragraphs
			Student/Teacher	Activity	9780134571058	741	Critical Thinking #3
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				

(16) The student knows that entrepreneurial risk is the possibility of loss or failure. The student is expected to:	(A) categorize business risks such as human, natural, and economic	(i) categorize business risks	Student/Teacher	Narrative	9780134571058	437	Reducing Business Risk
			Student/Teacher	Activity	9780134571058	449	Critical Thinking, #1
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(16) The student knows that entrepreneurial risk is the possibility of loss or failure. The student is expected to:	(B) classify business risks as pure or speculative, controllable or uncontrollable, and insurable or uninsurable	(j) classify business risks as pure or speculative, controllable or uncontrollable	Student/Teacher	Narrative	9780134571058	437	Reducing Business Risks
			Student/Teacher	Activity	9780134571058	449	Critical Thinking, No. 1
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(16) The student knows that entrepreneurial risk is the possibility of loss or failure. The student is expected to:	(B) classify business risks as pure or speculative, controllable or uncontrollable, and insurable or uninsurable	(ii) classify business risks as controllable or uncontrollable	Student/Teacher	Narrative	9780134571058	97	Here's the Plan: Managing Predictable Risks
			Student/Teacher	Activity	9780134571058	103	Critical Thinking, No. 1
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				

(16) The student knows that entrepreneurial risk is the possibility of loss or failure. The student is expected to:	(B) classify business risks as pure or speculative, controllable or uncontrollable, and insurable or uninsurable	(iii) classify business risks as insurable or uninsurable	Student/Teacher	Narrative	9780134571058	444	Types of Business Insurance
			Student/Teacher	Activity	9780134571058	471	Check Your Understanding, #11
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(16) The student knows that entrepreneurial risk is the possibility of loss or failure. The student is expected to:	(C) explain security precautions as well as health, safety, and worker welfare regulations	(i) explain security precautions	Student/Teacher	Narrative	9780134571058	438	Securing Physical Property
			Student/Teacher	Activity	9780134571058	441	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(16) The student knows that entrepreneurial risk is the possibility of loss or failure. The student is expected to:	(C) explain security precautions as well as health, safety, and worker welfare regulations	(ii) explain health regulations	Student/Teacher	Narrative	9780134571058	617	Workplace Safety
			Student/Teacher	Activity	9780134571058	628	Application to Business Planning
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				

(16) The student knows that entrepreneurial risk is the possibility of loss or failure. The student is expected to:	(C) explain security precautions as well as health, safety, and worker welfare regulations	(iii) explain safety regulations	Student/Teacher	Narrative	9780134571058	617	Workplace Safety
			Student/Teacher	Activity	9780134571058	628	Application to Business Planning
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(16) The student knows that entrepreneurial risk is the possibility of loss or failure. The student is expected to:	(C) explain security precautions as well as health, safety, and worker welfare regulations	(iv) explain worker welfare regulations	Student/Teacher	Narrative	9780134571058	619	Fair Treatment
			Student/Teacher	Activity	9780134571058	628	Application to Business Planning
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(16) The student knows that entrepreneurial risk is the possibility of loss or failure. The student is expected to:	(D) analyze examples of business risks to recommend and defend risk-management strategies	(i) analyze examples of business risks to recommend risk-management strategies	Student/Teacher	Narrative	9780134571058	86	Why Practice Business Ethics?, bullet points
			Student/Teacher	Activity	9780134571058	449	Entrepreneurial Thinking Exercise: Comfort with Risk
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				

(16) The student knows that entrepreneurial risk is the possibility of loss or failure. The student is expected to:	(D) analyze examples of business risks to recommend and defend risk-management strategies	(ii) analyze examples of business risks to defend risk-management strategies	Student/Teacher	Narrative	9780134571058	86	Why Practice Business Ethics?, Bullet points
			Student/Teacher	Activity	9780134571058	449	Entrepreneurial Thinking Exercise: Comfort with Risk
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(17) The student understands the importance of a business's social responsibility to society as it relates to shareholders, employees, customers, the community, and the environment. The student is expected to discuss the responsibility of business.	(A) discuss the responsibility of business	(i) discuss the responsibility of business	Student/Teacher	Narrative	9780134571058	62	Corporate Social Responsibility, paragraph 2
			Student/Teacher	Activity	9780134571058	67	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(18) The student understands business ethics and legal responsibilities. The student is expected to:	(A) explain ethical actions in business operations, including ethical considerations in providing information, confidential information, and information appropriate to obtain from a client or another employee	(i) explain ethical actions in business operations, including ethical considerations in providing information	Student/Teacher	Narrative	9780134571058	88	paragraph 2
			Student/Teacher	Activity	9780134571058	109	Business Communication #5
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
			Teacher Only				

(18) The student understands business ethics and legal responsibilities. The student is expected to:	(A) explain ethical actions in business operations, including ethical considerations in providing information, confidential information, and information appropriate to obtain from a client or another employee	(ii) explain ethical actions in business operations, including confidential information	Student/Teacher	Narrative	9780134571058	95	Confidentiality
			Student/Teacher	Activity	9780134571058	109	Business Communication, #5
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(18) The student understands business ethics and legal responsibilities. The student is expected to:	(A) explain ethical actions in business operations, including ethical considerations in providing information, confidential information, and information appropriate to obtain from a client or another employee	(iii) explain ethical actions in business operations, including information appropriate to obtain from a client or another employee	Student/Teacher	Narrative	9780134571058	95	Confidentiality
			Student/Teacher	Activity	9780134571058	103	Critical Thinking, #3
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(18) The student understands business ethics and legal responsibilities. The student is expected to:	(B) manage internal and external business relationships to foster positive interactions by explaining the nature of human resources and workplace regulations, discussing employment relationships, and analyzing the impact of ethical decisions	(j) manage internal business relationships to foster positive interactions by explaining the nature of human resources	Student/Teacher	Narrative	9780134571058	405	Human Resources
			Student/Teacher	Activity	9780134571058	409	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				

(18) The student understands business ethics and legal responsibilities. The student is expected to:	(B) manage internal and external business relationships to foster positive interactions by explaining the nature of human resources and workplace regulations, discussing employment relationships, and analyzing the impact of ethical decisions	(ii) manage internal business relationships to foster positive interactions by explaining the nature of workplace regulations	Student/Teacher	Narrative	9780134571058	618	Bullet points
			Student/Teacher	Activity	9780134571058	620	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(18) The student understands business ethics and legal responsibilities. The student is expected to:	(B) manage internal and external business relationships to foster positive interactions by explaining the nature of human resources and workplace regulations, discussing employment relationships, and analyzing the impact of ethical decisions	(iii) manage internal business relationships to foster positive interactions by discussing employment relationships	Student/Teacher	Narrative	9780134571058	386	Fostering Positive Working Relationships, Bullet Points
			Student/Teacher	Activity	9780134571058	387	Career Skills in Action
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(18) The student understands business ethics and legal responsibilities. The student is expected to:	(B) manage internal and external business relationships to foster positive interactions by explaining the nature of human resources and workplace regulations, discussing employment relationships, and analyzing the impact of ethical decisions	(iv) manage internal business relationships to foster positive interactions by analyzing the impact of ethical decisions	Student/Teacher	Narrative	9780134571058	86	Why Practice Business Ethics, Bullet Points
			Student/Teacher	Activity	9780134571058	90	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
			Teacher Only				

(18) The student understands business ethics and legal responsibilities. The student is expected to:	(B) manage internal and external business relationships to foster positive interactions by explaining the nature of human resources and workplace regulations, discussing employment relationships, and analyzing the impact of ethical decisions	(v) manage external business relationships to foster positive interactions by explaining the nature of human resources	Student/Teacher	Narrative	9780134571058	406	Advantages of Hiring Employees, paragraph 1
			Student/Teacher	Activity	9780134571058	409	Application to Business Planning
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(18) The student understands business ethics and legal responsibilities. The student is expected to:	(B) manage internal and external business relationships to foster positive interactions by explaining the nature of human resources and workplace regulations, discussing employment relationships, and analyzing the impact of ethical decisions	(vi) manage external business relationships to foster positive interactions by explaining the nature of workplace regulations	Student/Teacher	Narrative	9780134571058	623	Fair Competition
			Student/Teacher	Activity	9780134571058	626	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(18) The student understands business ethics and legal responsibilities. The student is expected to:	(B) manage internal and external business relationships to foster positive interactions by explaining the nature of human resources and workplace regulations, discussing employment relationships, and analyzing the impact of ethical decisions	(vii) manage external business relationships to foster positive interactions by discussing employment relationships	Student/Teacher	Narrative	9780134571058	386	Foster Positive Working Relationships
			Student/Teacher	Activity	9780134571058	387	Career Skills in Action
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				

(18) The student understands business ethics and legal responsibilities. The student is expected to:	(B) manage internal and external business relationships to foster positive interactions by explaining the nature of human resources and workplace regulations, discussing employment relationships, and analyzing the impact of ethical decisions	(viii) manage external business relationships to foster positive interactions by analyzing the impact of ethical decisions	Student/Teacher	Narrative	9780134571058	86	Why Practice Business Ethics, Bullet Points
			Student/Teacher	Activity	9780134571058	90	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
			Teacher Only				
(19) The student acquires foundational knowledge of business laws and regulations to understand their nature and scope. The student is expected to:	(A) identify the legal issues affecting businesses	(i) identify the legal issues affecting businesses	Student/Teacher	Narrative	9780134571058	395	The Benefits of the Intellectual Property Law, paragraph 2
			Student/Teacher	Activity	9780134571058	629	Reviewing Objectives, #1-3
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
			Teacher Only				
(19) The student acquires foundational knowledge of business laws and regulations to understand their nature and scope. The student is expected to:	(B) investigate the impact of the legal issues	(i) investigate the impact of the legal issues	Student/Teacher	Narrative	9780134571058	625	Environmental Protection, paragraph 4
			Student/Teacher	Activity	9780134571058	626	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
			Teacher Only				

(20) The student explains the civil foundations of the legal environment of business to demonstrate knowledge of contracts. The student is expected to:	(A) identify the basic torts relating to business enterprises	(i) identify the basic torts relating to business enterprises	Student/Teacher	Narrative	9780134571058	463	Types of Contracts
			Student/Teacher	Activity	9780134571058	461	Career Skills in Action
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(20) The student explains the civil foundations of the legal environment of business to demonstrate knowledge of contracts. The student is expected to:	(B) describe the nature of legally binding contracts	(j) describe the nature of legally binding contracts	Student/Teacher	Narrative	9780134571058	460	What Makes a Contract Valid
			Student/Teacher	Activity	9780134571058	461	Career Skills in Action
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(21) The student explores the regulatory environment of business to understand the diversity of regulations. The student is expected to:	(A) describe the nature of legal procedure	(i) describe the nature of legal procedure	Student/Teacher	Narrative	9780134571058	460	What makes a contract valid
			Student/Teacher	Activity	9780134571058	464	Application to Business
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				

(21) The student explores the regulatory environment of business to understand the diversity of regulations. The student is expected to:	(B) discuss the nature of debtor-creditor relationships	(i) discuss the nature of debtor-creditor relationships	Student/Teacher	Narrative	9780134571058	547	Banks, paragraph 1
			Student/Teacher	Activity	9780134571058	553	Career Skills in Actoin
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(21) The student explores the regulatory environment of business to understand the diversity of regulations. The student is expected to:	(C) explain the nature of agency relationships	(i) explain the nature of agency relationships	Student/Teacher	Narrative	9780134571058	433	Paragraph 1
			Student/Teacher	Activity	9780134571058	435	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(21) The student explores the regulatory environment of business to understand the diversity of regulations. The student is expected to:	(D) discuss the nature of environmental law	(i) discuss the nature of environmental law	Student/Teacher	Narrative	9780134571058	626	Bullet points
			Student/Teacher	Activity	9780134571058	626	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				

(21) The student explores the regulatory environment of business to understand the diversity of regulations. The student is expected to:	(E) identify the role of administrative law	(i) identify the role of administrative law	Student/Teacher	Narrative	9780134571058	622	Product Safety, paragraph 2
			Student/Teacher	Activity	9780134571058	628	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(21) The student explores the regulatory environment of business to understand the diversity of regulations. The student is expected to:	(F) identify regulatory requirements affecting a business	(j) identify regulatory requirements affecting a business	Student/Teacher	Narrative	9780134571058	618	Bullet Points
			Student/Teacher	Activity	9780134571058	620	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(22) The student knows the scope and nature of distribution. The student is expected to:	(A) define effective channels of distribution strategies, including activities associated with transportation, storage, product handling, and inventory control	(i) define effective channels of distribution strategies, including activities associated with transportation	Student/Teacher	Narrative	9780134571058	320	How Will You Transport and Store Products
			Student/Teacher	Activity	9780134571058	390	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				

(22) The student knows the scope and nature of distribution. The student is expected to:	(A) define effective channels of distribution strategies, including activities associated with transportation, storage, product handling, and inventory control	(ii) define effective channels of distribution strategies, including activities associated with storage	Student/Teacher	Narrative	9780134571058	388	Storage and Warehousing
			Student/Teacher	Activity	9780134571058	390	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(22) The student knows the scope and nature of distribution. The student is expected to:	(A) define effective channels of distribution strategies, including activities associated with transportation, storage, product handling, and inventory control	(iii) define effective channels of distribution strategies, including activities associated with product handling	Student/Teacher	Narrative	9780134571058	389	Materials Handling
			Student/Teacher	Activity	9780134571058	390	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(22) The student knows the scope and nature of distribution. The student is expected to:	(A) define effective channels of distribution strategies, including activities associated with transportation, storage, product handling, and inventory control	(iv) define effective channels of distribution strategies, including activities associated with inventory control	Student/Teacher	Narrative	9780134571058	423	Why Manage Inventory?, paragraph 4
			Student/Teacher	Activity	9780134571058	427	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				

(22) The student knows the scope and nature of distribution. The student is expected to:	(B) explain how distribution can add value to goods, services, and intellectual property	(i) explain how distribution can add value to goods	Student/Teacher	Narrative	9780134571058	319	Where and When Will You Sell?, Bullet Points
			Student/Teacher	Activity	9780134571058	391	Critical Thinking, #2
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(22) The student knows the scope and nature of distribution. The student is expected to:	(B) explain how distribution can add value to goods, services, and intellectual property	(ii) explain how distribution can add value to services	Student/Teacher	Narrative	9780134571058	386	First full paragraph
			Student/Teacher	Activity	9780134571058	320	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(22) The student knows the scope and nature of distribution. The student is expected to:	(B) explain how distribution can add value to goods, services, and intellectual property	(iii) explain how distribution can add value to intellectual property	Student/Teacher	Narrative	9780134571058	386	First full paragraph
			Student/Teacher	Activity	9780134571058	391	Critical Thinking, #2
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				

(22) The student knows the scope and nature of distribution. The student is expected to:	(C) determine costs associated with distribution	(i) determine costs associated with distribution	Student/Teacher	Narrative	9780134571058	319	Last paragraph
			Student/Teacher	Narrative	9780134571058	384	Figure 21-2
			Student/Teacher	Activity	9780134571058	386	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(23) The student knows that marketing research is a specific inquiry to solve a problem. The student is expected to:	(A) identify benefits and limitations of marketing research	(i) identify benefits of marketing research	Student/Teacher	Narrative	9780134571058	167	Understanding Your Market
			Student/Teacher	Activity	9780134571058	179	Reviewing Objectives, #1
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(23) The student knows that marketing research is a specific inquiry to solve a problem. The student is expected to:	(A) identify benefits and limitations of marketing research	(ii) identify limitations of marketing research	Student/Teacher	Narrative	9780134571058	175	Understanding the Limitations of Market Research
			Student/Teacher	Activity	9780134571058	179	Critical Thinking, No. 2
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				

(23) The student knows that marketing research is a specific inquiry to solve a problem. The student is expected to:	(B) identify components of the marketing research process	(i) identify components of the marketing research process	Student/Teacher	Narrative	9780134571058	167	Understanding Your Market, Paragraph 2
			Student/Teacher	Activity	9780134571058	192	Reviewing Objectives, #2
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(23) The student knows that marketing research is a specific inquiry to solve a problem. The student is expected to:	(C) explain how to use the marketing research process in order to identify industry trends and potential markets, analyze demand, forecast sales, and make other decisions	(j) explain how to use the marketing research process in order to identify industry trends	Student/Teacher	Narrative	9780134571058	168	Bullet Point: Business Environment
			Student/Teacher	Activity	9780134571058	199	Business Communication, #4
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(23) The student knows that marketing research is a specific inquiry to solve a problem. The student is expected to:	(C) explain how to use the marketing research process in order to identify industry trends and potential markets, analyze demand, forecast sales, and make other decisions	(ii) explain how to use the marketing research process in order to identify potential markets	Student/Teacher	Narrative	9780134571058	167	Bullet Points
			Student/Teacher	Activity	9780134571058	199	Business Communication, #4
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				

(23) The student knows that marketing research is a specific inquiry to solve a problem. The student is expected to:	(C) explain how to use the marketing research process in order to identify industry trends and potential markets, analyze demand, forecast sales, and make other decisions	(iii) explain how to use the marketing research process in order to analyze demand	Student/Teacher	Narrative	9780134571058	167	Customers bullet
			Student/Teacher	Activity	9780134571058	199	Business Communication, #4
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
			Teacher Only				
(23) The student knows that marketing research is a specific inquiry to solve a problem. The student is expected to:	(C) explain how to use the marketing research process in order to identify industry trends and potential markets, analyze demand, forecast sales, and make other decisions	(iv) explain how to use the marketing research process in order to forecast sales	Student/Teacher	Narrative	9780134571058	524	Preparing a Sales Forecast
			Student/Teacher	Activity	9780134571058	527	Apply Your Knowledge
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
			Teacher Only				
(23) The student knows that marketing research is a specific inquiry to solve a problem. The student is expected to:	(C) explain how to use the marketing research process in order to identify industry trends and potential markets, analyze demand, forecast sales, and make other decisions	(v) explain how to use the marketing research process in order to make other decisions	Student/Teacher	Narrative	9780134571058	168	Avoiding Costly Mistakes
			Student/Teacher	Activity	9780134571058	199	Business Communication, #4
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
			Teacher Only				

(23) The student knows that marketing research is a specific inquiry to solve a problem. The student is expected to:	(D) identify sources of primary and secondary data	(i) identify sources of primary data	Student/Teacher	Narrative	9780134571058	171	Market Research Methods
			Student/Teacher	Activity	9780134571058	179	Reviewing Objectives, #2
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(23) The student knows that marketing research is a specific inquiry to solve a problem. The student is expected to:	(D) identify sources of primary and secondary data	(ii) identify sources of secondary data	Student/Teacher	Narrative	9780134571058	171	Bullet Point--Secondary Data
			Student/Teacher	Activity	9780134571058	179	Reviewing Objectives, #3
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(24) The student knows the process of collecting marketing information to facilitate decision making. The student is expected to:	(A) conduct a market analysis	(i) conduct a market analysis	Student/Teacher	Narrative	9780134571058	155	Evaluating an Opportunity
			Student/Teacher	Activity	9780134571058	199	Business Communication, #4
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				

(24) The student knows the process of collecting marketing information to facilitate decision making. The student is expected to:	(B) use appropriate technology to obtain information about the industry, customer, and competition	(i) use appropriate technology to obtain information about the industry	Student/Teacher	Narrative	9780134571058	140	Bullet Point -- World Wide Web
			Student/Teacher	Activity	9780134571058	141	Career Skills in Action
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(24) The student knows the process of collecting marketing information to facilitate decision making. The student is expected to:	(B) use appropriate technology to obtain information about the industry, customer, and competition	(ii) use appropriate technology to obtain information about the customer	Student/Teacher	Narrative	9780134571058	174	Primary Research Techniques
			Student/Teacher	Activity	9780134571058	141	Career Skills in Action
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
(24) The student knows the process of collecting marketing information to facilitate decision making. The student is expected to:	(B) use appropriate technology to obtain information about the industry, customer, and competition	(iii) use appropriate technology to obtain information about the competition	Student/Teacher	Narrative	9780134571058	140	Demonstrate Basic Search Skills on the Web
			Student/Teacher	Activity	9780134571058	141	Career Skills in Action
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				

(24) The student knows the process of collecting marketing information to facilitate decision making. The student is expected to:	(C) conduct an analysis of strengths, weaknesses, opportunities, and threats	(i) conduct an analysis of strengths	Student/Teacher	Narrative	9780134571058	157	SWOT Analysis
			Student/Teacher	Activity	9780134571058	199	Business Communication, #2
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
			Teacher Only				
(24) The student knows the process of collecting marketing information to facilitate decision making. The student is expected to:	(C) conduct an analysis of strengths, weaknesses, opportunities, and threats	(ii) conduct an analysis of weaknesses	Student/Teacher	Narrative	9780134571058	157	SWOT Analysis
			Student/Teacher	Activity	9780134571058	199	Business Communication, #2
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
			Teacher Only				
(24) The student knows the process of collecting marketing information to facilitate decision making. The student is expected to:	(C) conduct an analysis of strengths, weaknesses, opportunities, and threats	(iii) conduct an analysis of opportunities	Student/Teacher	Narrative	9780134571058	157	SWOT Analysis
			Student/Teacher	Activity	9780134571058	199	Business Communication, #2
			Student/Teacher				
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				
			Teacher Only				

(24) The student knows the process of collecting marketing information to facilitate decision making. The student is expected to:	(C) conduct an analysis of strengths, weaknesses, opportunities, and threats	(iv) conduct an analysis of threats	Student/Teacher	Narrative	9780134571058	157	SWOT Analysis
			Student/Teacher	Activity	9780134571058	199	Business Communication, #2
			Student/Teacher				
			Student/Teacher				
			Teacher Only	Narrative			
			Teacher Only	(Drop-down menu)			
			Teacher Only				
			Teacher Only				