Arkansas CTE

Small Business Operations: Grades 10, 11, 12

Adopted 2010

Introduction to Small Business Operations

1.1 Define terminology

1. Prepare a list of terms with definitions 1.1.1

1.2 The School Based Enterprise (SBE)

1. Identify the benefits of a School Based Enterprise 1.2.1

1.3 DECA

1. Describe the co-curricular relationship that exists between marketing education and DECA 1.3.1

1.4 Entrepreneurship as a career

1. Identify benefits of an entrepreneurial career 1.4.1

1.5 Entrepreneurship and the economy

1. Determine why entrepreneurship is important to the US economy 1.5.1

1.6 Characteristics of entrepreneurs

1. Describe the psychological characteristics of successful entrepreneurs 1.6.1

1.7 Forms of business ownership

1. Evaluate the forms of small business ownership 1.7.1

1.8 The business plan

1. Evaluate the sections of a business plan 1.8.1

Managing the School Based Enterprise

2.1 Define terminology

1. Prepare a list of terms with definitions 2.1.1

2.2 Management functions and activities

1. Describe the functions of management: planning, organizing, staffing, leading, 2.2.1
2. Create an employee work schedule for the School Based Enterprise 2.2.2

Skip to main content

3. Organize the employee work area in the School Based Enterprise 2.2.3
4. Develop policies and procedures for the School Based Enterprise 2.2.4

2.3 Importance of leadership

1. Explain the importance of effective leadership to small business ownership 2.3.1

2.4 Mission statement

1. Explain the purpose of a mission statement 2.4.1
2. Write a mission statement for the School Based Enterprise 2.4.2

2.5 Teamwork

1. Demonstrate effective teamwork in the School Based Enterprise 2.5.1
2. Participate in a job rotation program in the School Based Enterprise 2.5.2

Product and Service Management for the School Based Enterprise

3.1 Define terminology

1. Prepare a list of terms with definitions 3.1.1

3.2 Product knowledge

1. Acquire product knowledge specific to the product assortment offered by the School Based Enterprise 3.2.1
2. Determine the retail price for products offered by the School Based Enterprise 3.2.2

3.3 Receiving procedures

1. Demonstrate correct inventory receiving procedures for the School Based Enterprise 3.3.1

3.4 Selling services

1. Explain characteristics of services 3.4.1

3.5 Marketing research

1. Collect marketing information for use in business decisions 3.5.1

Managing Risk for the Small Business

4.1 Define terminology

1. Prepare a list of terms with definitions 4.1.1

4.2 Safety Issues

1. Demonstrate correct employee safety procedures specific to the School Based 4.2.1
2. Identify actions that will prevent customer accidents 4.2.2

Skip to main content

4.3 Inventory shrinkage

1. Identify methods for preventing shoplifting 4.3.1

4.4 Employee pilferage

1. Distinguish between shoplifting and employee pilferage 4.4.1
2. Identify methods for preventing employee pilferage 4.4.2

4.5 Robbery

1. Determine procedures to be followed during a robbery 4.5.1

4.6 Cash transactions

1. Demonstrate the correct organization for a cash drawer 4.6.1
2. Verify the opening cash fund for the cash drawer of the School Based Enterprise 4.6.2
3. Demonstrate proper procedures for completing cash transactions using the School Based Enterprise point-of-sale terminal 4.6.3

4.7 Credit transactions

1. Distinguish between credit and debit cards 4.7.1
2. Demonstrate proper procedures for completing credit transactions using the School Based Enterprise point-of-sale terminal 4.7.2

4.8 Preventing burglary

1. Distinguish between a burglary and a robbery 4.8.1
2. Determine methods that will reduce the likelihood of a burglary 4.8.2

4.9 Managing risk

1. Determine methods and strategies for dealing with risk 4.9.1

Marketing for Small Business

5.1 Define terminology

1. Prepare a list of terms with definitions 5.1.1

5.2 The marketing mix for the School Based Enterprise

1. Determine a pricing strategy for the School Based Enterprise 5.2.1
2. Develop a promotional activity for the School Based Enterprise 5.2.2
3. Evaluate the product mix of the School Based Enterprise 5.2.3
4. Identify methods of distribution used by vendors of the School Based Enterprise 5.2.4

Competitive strategies for the School Based Enterprise

Skip to main content

1. Distinguish between price and non-price competition factors as illustrated in the School Based Enterprise 5.3.1
2. Describe the role of competition in business 5.3.2

5.4 Promotional Issues for the School Based Enterprise

1. Identify appropriate promotional methods for the School Based Enterprise 5.4.1
2. Recognize how atmospherics/visual merchandising can influence customer 5.4.2

5.5 Relationship marketing

1. Describe strategies for developing long-term relationships with customers 5.5.1

5.6 Personal selling in the School Based Enterprise

1. Determine how personal selling enhances customer satisfaction 5.6.1
2. Demonstrate personal selling in the School Based Enterprise 5.6.2

Ethical and Legal Considerations

6.1 Define terminology

1. Prepare a list of terms with definitions 6.1.1

6.2 Social responsibility

1. Explain social responsibility 6.2.1

6.3 Ethics

1. Develop a code of ethics 6.3.1
2. Demonstrate ethical work habits 6.3.2

6.4 Health regulations

1. Identify county health department regulations that protect the health of the public 6.4.1
2. Determine the duties of the county sanitarian 6.4.2

6.5 Legal requirements

1. Explain provisions of the Americans with Disabilities Act 6.5.1
2. Explain requirements of the Equal Employment Opportunity Commission 6.5.2
3. Explain requirements of the Occupational Safety and Health Administration (OSHA) 6.5.3
4. Explain the purpose of the Environmental Protection Agency (EPA) 6.5.4

6.6 Recycling, sustainability, and green marketing

1. Evaluate the feasibility of a recycling program for the School Based Enterprise 6.6.1

Skip to main content

2. Identify measures for improving sustainability for the School Based Enterprise 6.6.2
3. Develop a green marketing strategy for the School Based Enterprise 6.6.3

Managing Human Resources

7.1 Define terminology

1. Prepare a list of terms with definitions 7.1.1

7.2 Human resources management

1. Distinguish between the human resource management principles: responsibility, authority, unity of command, span of control, and employee empowerment 7.2.1

7.3 Organizing the small business

1. Create an organizational chart for the School Based Enterprise 7.3.1
2. Write a job description related to the School Based Enterprise 7.3.2

7.4 Hiring employees

1. Create a job application form 7.4.1
2. Recruit job applicants 7.4.2
3. Conduct a job interview 7.4.3
4. Evaluate job applicants 7.4.4

7.5 Employee evaluation

1. Distinguish between employee transfers and promotions 7.5.1
2. Complete an employee evaluation process 7.5.2

7.6 Employee turnover

1. Distinguish between employee layoffs and discharges 7.6.1
2. Calculate an employee turnover rate 7.6.2
3. Explain the purpose of an exit interview 7.6.3

Financial Issues and Accounting Records

8.1 Define terminology

1. Prepare a list of terms with definitions 8.1.1

8.2 Starting a business

1. Determine start-up capital needs 8.2.1
2. Distinguish between capital expenses and operating expenses 8.2.2
3. Evaluate sources of start-up capital 8.2.3
4. Create a start-up budget for the School Based Enterprise 8.2.4

Skip to main content

Managing revenue

1. Calculate revenue for the School Based Enterprise 8.3.1
2. Evaluate a "Z" report for the School Based Enterprise 8.3.2

8.4 Financial statements

1. Create an income statement for the School Based Enterprise 8.4.1
2. Create a balance sheet for the School Based Enterprise 8.4.2

8.5 Credit records

1. Distinguish between accounts payable and accounts receivable records 8.5.1