Virginia CTE

Dual Enrollment Small Business Management (6135)

Differentiating the Organization and Characteristics of Business DESBM.1	1 **Compare the types of business ownerships, organizations, and industries in service-based and product-based businesses.** DESBM.1.1
	2 **Explain the risks, rewards, and requirements of entrepreneurship.** DESBM.1.2
	3 **Investigate resources related to entrepreneurship and small business ownership.** DESBM.1.3
	4 **Identify current and emerging trends in business.** DESBM.1.4
	5 **Identify the components of a SWOT (strengths, weaknesses, opportunities, threats) analysis.** DESBM.1.5
	6 **Describe the effects of demographic, geographic, cultural, and psychographic issues on business.** DESBM.1.6
	7 **Identify current laws and regulations affecting the establishment and operation of businesses.** DESBM.1.7
	8 **Describe the effect of a global marketplace on business.** DESBM.1.8
Examining Economic Factors Affecting Business DESBM.2	1 **Describe the influence of basic microeconomic and macroeconomic concepts on business decisions.** DESBM.2.1
	2 **Demonstrate economic reasoning skills.** DESBM.2.2
	3 **Identify basic microeconomic and macroeconomic concepts.** DESBM.2.3
	4 **Compare economic systems and political systems and how they influence businesses.** DESBM.2.4
	5 **Explain how economic growth can be promoted and how data can be interpreted and measured.** DESBM.2.5
Identifying the Scope of Management DESBM.3	1 **Describe management roles, functions, skills, and values.** DESBM.3.1
	2 **Analyze benefits and limitations of leadership styles.** DESBM.3.2

Skip to main content

	3 **Compare the self-assessment of personal traits with those common to effective managers.** DESBM.3.3
	4 **Develop a mission, vision, and/or values statement for company-wide implementation.** DESBM.3.4
	5 **Develop an action plan for reaching goals.** DESBM.3.5
	6 **Explore the principles of personal and business ethics and their role in business decisions.** DESBM.3.6
Conducting Financial Activities DESBM.4	1 **Explore the differences among sources of capital.** DESBM.4.1
	2 **Explain the influence of the stock market on business decisions.** DESBM.4.2
	3 **Identify the cost of operations.** DESBM.4.3
	4 **Analyze sales/production records.** DESBM.4.4
	5 **Interpret basic financial statements.** DESBM.4.5
	6 **Relate financial information to business decisions.** DESBM.4.6
	7 **Identify strategies for risk management.** DESBM.4.7
	8 **Describe the components of a budget, to include short-term and long-term expenditures.** DESBM.4.8
	9 **Identify the components of information management systems for various business types.** DESBM.4.9
	10 **Describe considerations related to credit plans, credit cards, credit policies, and collection procedures.** DESBM.4.10
	11 **Identify reasons for taxes, types of taxes, and the effects taxes have on business decisions.** DESBM.4.11
Conducting Marketing Activities DESBM.5	1 **Explain the role of marketing in the economy.** DESBM.5.1
	2 **Determine various applications of marketing research.** DESBM.5.2
	3 **Explain marketing concepts and the elements of the marketing mix.** DESBM.5.3
	4 **Outline an effective marketing strategy based on the four stages of the product life cycle.** DESBM.5.4
Co Op	1 **dentify the components of a feasibility study.** DESBM.6.1
	dentify the components of a business plan. DESBM.6.2

Skip to main content

	3 **Analyze a business plan.** DESBM.6.3
	4 **Describe the influence of evolving technology on the business environment.** DESBM.6.4
	5 **Explain the effect of environmental issues on business operations.** DESBM.6.5
	6 **Identify workplace safety and security measures.** DESBM.6.6
	7 **Analyze components included in policies and procedures manuals.** DESBM.6.7
	8 **Interpret staff interrelationships illustrated in a variety of organizational charts.** DESBM.6.8
	9 **Manage work teams.** DESBM.6.9
	10 **Apply project management in scheduling and completing tasks.** DESBM.6.10
	11 **Plan physical layout, furnishings, and equipment for a business environment.** DESBM.6.11
	12 **Investigate quality control measures.** DESBM.6.12
Administering Human Resources Functions DESBM.7	1 **Identify methods of recruiting employees and publicizing job openings.** DESBM.7.1
	2 **Develop a job description.** DESBM.7.2
	3 **Identify the value of a diverse workforce.** DESBM.7.3
	4 **Explain various methods of interviewing and selecting applicants for employment.** DESBM.7.4
	5 **Identify the components of an onboarding program for new employees.** DESBM.7.5
	6 **Outline the procedures used in employee performance documentation, promotion, retention, and termination.** DESBM.7.6
	7 **Identify federal legislation related to employees in the workplace.** DESBM.7.7
	8 **Review employment-related legal issues and the potential effects on the business environment.** DESBM.7.8
	9 **Describe the elements of a total compensation package.** DESBM.7.9
	10 **Explain the purpose and types of professional development and continuing education programs.** DESBM.7.10
De	**xamine communication barriers and ways to eliminate them.** DESBM.8.1

Skip to main content

Co

for Business DESBM.8

	2 Explain how corporate culture influences formal and informal communication. DESBM.8.2
	3 Examine potential communication challenges in international business. DESBM.8.3
	4 Identify ways to motivate, coach, counsel, and reward individuals and teams. DESBM.8.4
	5 Identify methods for resolving conflicts. DESBM.8.5
	6 Plan an effective meeting. DESBM.8.6
	7 Facilitate a meeting. DESBM.8.7
	8 Deliver a presentation to an audience. DESBM.8.8
	9 Describe the benefits of developing partnerships within the organization and with the community. DESBM.8.9
Preparing for Industry Certification DESBM.9	1 (Optional) Describe the requirements for obtaining industry certifications related to the Business Management course. DESBM.9.1
	2 (Optional) Identify testing skills/strategies for a certification examination. DESBM.9.2
	3 (Optional) Demonstrate the ability to successfully complete selected practice examinations (e.g., practice questions similar to those on certification exams). DESBM.9.3
	4 (Optional) Successfully complete an industry certification examination representative of skills learned in this course. DESBM.9.4
Enhancing Career Exploration and Employability Skills DESBM.10	1 Develop a career plan in business management. DESBM.10.1
	2 Conduct a job search. DESBM.10.2
	3 Update a résumé including résumé format suitable for online posting. DESBM.10.3
	4 Create a letter of application or cover letter. DESBM.10.4
	5 Participate in a mock interview. DESBM.10.5
	6 Compose an interview follow-up letter. DESBM.10.6
	7 Create a business card. DESBM.10.7
	8 Describe proper etiquette for a business dinner. DESBM.10.8
	dentify the steps to follow in resigning from a position. DESBM.10.9

Skip to main content

10 **Update a portfolio containing representative samples of student work.** DESBM.10.10