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

	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
Conducting Business Operations DESBM.6	1 Identify the components of a feasibility study. DESBM.6.1
	2 Identify the components of a business plan. DESBM.6.2

	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
Developing Communication Skills for Business DESBM.8	1 Examine communication barriers and ways to eliminate them. DESBM.8.1

	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
	9 Identify the steps to follow in resigning from a position. DESBM.10.9

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