

Florida Department of Education
Curriculum Framework

The standards and/or benchmarks for this program were updated for the 2026-27 academic year.

Program Title: Entrepreneurship
Program Type: Career Preparatory
Career Cluster: Marketing, Sales & Service

Secondary – Career Preparatory	
Program Number	8812100
CIP Number	0252070102
Grade Level	9-12
Program Length	3 credits
Teacher Certification	Refer to the Program Structure section.
CTSO	DECA, FBLA-PBL
SOC Codes (all applicable)	11-2021 – Marketing Managers 11-1021 – General and Operations Managers
CTE Program Resources	http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.stml

Purpose

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and the relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The purpose of this program is to introduce students to the concept of entrepreneurship, present entrepreneurship as a viable career option, provide students with the skills needed to realistically evaluate their potential as business owners, and to develop the fundamental knowledge and skills necessary to start and operate a business.

Additional Information relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

Program Structure

A simulated business or a school-based enterprise (on or off-site) is an integral part of the instruction of this program.

This program is a planned sequence of instruction totaling three credits.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the secondary program structure:

Course Number	Course Title	Teacher Certification	Length	SOC Code	Level	Graduation Requirement
8812110	Principles of Entrepreneurship	BUS ED 1 MKTG 1 MKTG MGMT @7 7G RETAILING @7 7G TC COOP ED @7 VOE @7	1 credit	11-2021	2	CT
8812120	Business Management and Law	BUS ED 1 MKTG 1 MKTG MGMT @7 7G RETAILING @7 7G TC COOP ED @7 VOE @7	1 credit		3	CT
8812000	Business Ownership	ADVR PROM 7G BUS ED 1 MKTG 1 MKTG MGMT 7G RETAILING @7 7G TC COOP ED @7 VOE @7	1 credit	11-1021	3	CT

(Graduation Requirement Codes: CT=Career & Technical Education, EQ= Equally Rigorous Science, EC= Economics, MA=Mathematics, PL=Personal Financial Literacy)

Florida's Career Readiness Skills for CTE Programs

Employability Skills	
01.0	Apply academic skills to workplace scenarios.
01.01	Use reading skills.
01.02	Use writing skills.
01.03	Use mathematical strategies and procedures.
01.04	Use scientific principles and procedures.
02.0	Design a solution to an industry problem.
02.01	Use critical thinking.
02.02	Use creativity.
02.03	Make sound decisions.
02.04	Solve problems.
02.05	Reason.
02.06	Plan and organize.
03.0	Manage resources within an industry project
03.01	Manage time.
03.02	Manage money or resources.
03.03	Manage materials.
03.04	Manage personnel.
04.0	Oversee the subcomponents, operations and output of a technical or organizational system.
04.01	Manage systems.
04.02	Monitor systems.
04.03	Improve systems.
05.0	Use information for decision making.
05.01	Locate information.
05.02	Organize information.
05.03	Use information.

05.04	Analyze information.
05.05	Communicate information.
06.0	Apply relevant technology to workplace scenarios to aid productivity.
06.01	Use technology.
07.0	Interpret and express interpersonal communication.
07.01	Communicate verbally.
07.02	Listen actively.
07.03	Comprehend written material.
07.04	Convey information in writing.
07.05	Communicate nonverbally.
07.06	Interpret nonverbal communication.
08.0	Interact with others to accomplish workplace goals.
08.01	Collaborate with others in a team.
08.02	Respond to customer needs.
08.03	Exercise leadership.
08.04	Negotiate to resolve conflict.
08.05	Respect others.
09.0	Manage personal behavior to maximize productivity and professional growth.
09.01	Demonstrate responsibility and self-discipline.
09.02	Adapt and show flexibility.
09.03	Work independently.
09.04	Demonstrate a willingness to learn.
09.05	Demonstrate integrity.
09.06	Demonstrate professionalism.
09.07	Take initiative.
09.08	Display positive attitude.
09.09	Take responsibility for professional growth.

Career Exploration & Planning	
10.0	Explain career opportunities aligned with the regional economy and personal aspirations.
10.01	Describe regional occupations that are high-demand, high-growth, high-wage and/or high-skill.
10.02	Describe careers aligned with his or her interests, skills and values based on career assessment, experiential learning, career informational interviews, research and/or reflection.
11.0	Explain postsecondary pathways aligned with his or her career aspirations.
11.01	Compare and contrast postsecondary pathways, including education, employment, entrepreneurship and enlistment (the “Four Es”).
11.02	Compare and contrast regional postsecondary training provider options, including apprenticeships, technical colleges, state colleges, universities and industry-recognized certification providers.
11.03	Define postsecondary credentialing and stacking options, including industry-recognized certifications, apprenticeship certificates of completion, career certificates, licenses and associate or baccalaureate degrees.
11.04	Compare postsecondary training data for training programs of interest, such as total costs, average student loan debt, and median earnings and job placement rates after program completion.
12.0	Develop a personalized career and academic plan.
12.01	Prioritize an occupation, credential and postsecondary training provider for plan formation.
12.02	Self-assess progress toward meeting graduation requirements and skill-development goals.
12.03	Develop and complete a chronological checklist of steps and deadlines prior to postsecondary training or national service application that includes any required documentation to gather, writing prompts and examinations.
12.04	Identify a variety of financial aid opportunities, including scholarships, grants, savings, work, work-study programs, private loans and federal loans.
12.05	Develop a postsecondary training budget that is inclusive of living and school expenses.
Job Attainment	
13.0	Find, assess and apply to job opportunities.
13.01	Identify online job posts relevant to his or her career aspirations.
13.02	Compare and contrast the job posts’ required qualifications, job duties, compensation, benefits and employers.
13.03	Define what information, documentation and writing prompts are required for the positions.
14.0	Communicate personal competence, character and fit for a job opportunity.
14.01	Develop a resume.
14.02	Write a cover letter.
14.03	Curate a professional portfolio that includes work products.
14.04	Prepare for and experience a mock job interview.

15.0	Cultivate and leverage relationships to professionally advance.
15.01	Request a signed reference letter, letter of recommendation and/or an online skill/professionalism endorsement.
15.02	Develop a plan to cultivate a professional digital footprint.
15.03	Develop a networking plan for a specific industry of interest.

Standards

After successfully completing this program, the student will be able to perform the following:

Principles of Entrepreneurship

- 01.0 Discuss the role of the entrepreneur.
- 02.0 Discuss entrepreneurship as a career choice.
- 03.0 Identify the basic economic principles of entrepreneurship.
- 04.0 Discuss the importance of ethics in business.
- 05.0 Identify strategies and methods for generating a business idea and creating a brand, including principles of design thinking, customer empathy and social entrepreneurship.
- 06.0 Outline the steps in planning a new business.
- 07.0 Identify the principles of marketing.
- 08.0 Identify the principles of selling.
- 09.0 Identify the principles of financing.
- 10.0 Identify the principles of pricing.
- 11.0 Identify the communication, collaboration and technology skills used to create engagement and prepare workforce readiness skills for entrepreneurship.
- 12.0 Identify and demonstrate the entrepreneurial mindset as employability and human relations skills.
- 13.0 Identify and demonstrate personal financial literacy and skills.

Business Management and Law

- 14.0 Identify the principles of management.
- 15.0 Demonstrate an understanding of entrepreneurship in a free enterprise system.
- 16.0 Demonstrate knowledge of the global economy.
- 17.0 Demonstrate knowledge of the importance of a business plan, including a lean business model canvas.
- 18.0 Investigate and analyze the components of a financial management strategy.
- 19.0 Demonstrate knowledge of merchandising and inventory control.
- 20.0 Identify elements of manufacturing and production.
- 21.0 Demonstrate knowledge of customer credit, collection management, Non-Fungible Tokens (NFTs), digital cash, etc.
- 22.0 Describe risk/shrinkage management and create a strategic risk assessment.
- 23.0 Demonstrate knowledge of and the types and sources of government regulation and taxation that may affect a business.
- 24.0 Demonstrate knowledge of business law.
- 25.0 Investigate and analyze the components of human resources management.

Business Ownership

- 26.0 Analyze the changing role of entrepreneurship in the global marketplace.
- 27.0 Prepare a self-analysis.
- 28.0 Analyze how to build a competitive advantage by testing opportunities and evaluating management theories, models and tools.
- 29.0 Explain the role of management and project management in the operation of an enterprise.

- 30.0 Determine business plan development steps and procedures.
- 31.0 Prepare a business and financial plan for a business.
- 32.0 Prepare a description of a proposed business organization.
- 33.0 Prepare and explain the importance of building relationships in business and entrepreneurship
- 34.0 Prepare a market segment analysis.
- 35.0 Prepare an analysis of a potential location.
- 36.0 Prepare a description of proposed products/services.
- 37.0 Prepare a proposed pricing policy.
- 38.0 Prepare a marketing strategy.
- 39.0 Identify Ethical marketing and sales techniques.
- 40.0 Demonstrate the uses of business-related software.
- 41.0 Apply Basic Accounting Concepts.
- 42.0 Apply a career plan for entrepreneurship.

**Florida Department of Education
Student Performance Standards**

Course Title: Principles of Entrepreneurship
Course Number: 8812110
Course Credit: 1

Course Description:

This course provides instruction in the basic principles of entrepreneurship: the role of the entrepreneur, entrepreneurship as a career, ethics in business, and the principles of marketing, financing, and managing a business.

CTE Standards and Benchmarks	
01.0	Discuss the role of the entrepreneur. The student will be able to:
01.01	Define entrepreneurship.
01.02	Research case studies of successful entrepreneurs, past and present, and define the characteristics of a successful entrepreneur.
01.03	Discuss the evolution of and the different types of entrepreneurship (small business, large company, scalable startup, social, innovative, hustler, imitator, researcher).
01.04	Describe the differences between a product-based business and a service-based business. Describe the innovation differences between product-based, service-based, application-based, nonprofit-based and
01.05	Identify the contributions of entrepreneurs to the economic growth of the United States and the world.
01.06	Discuss future prospects for entrepreneurship with evolving technology and its anticipated impact on the economy.
01.07	Discuss the role of the entrepreneur in the local community (e.g., mentoring, philanthropy, etc.) or optionally, in broader regional, state or national communities.
02.0	Discuss entrepreneurship as a career choice. The student will be able to:
02.01	Describe reasons for becoming an entrepreneur.
02.02	Identify characteristics and traits common to successful entrepreneurial mindsets; research successful and unsuccessful entrepreneurs across a variety of industries (both historical and contemporary).
02.03	Identify the education, aptitudes, skills, and entrepreneurial mindsets recommended for entrepreneurs.
02.04	Discuss the advantages and disadvantages of self-employment.
02.05	Assess personal strengths and weaknesses for entrepreneurial success. (Optional)

CTE Standards and Benchmarks

02.06	Define and identify entrepreneurship.
02.07	Develop a personal entrepreneurial profile.
03.0	Identify the basic economic principles of entrepreneurship. The student will be able to:
03.01	Identify the role of small businesses in the global economy.
03.02	Define and discuss profit motive and its impact on business.
03.03	Identify the different types of competition and explain the impact of competition on businesses (e.g., direct, indirect, price, non-price, competitive position, etc.).
03.04	Describe the differences between industrial and consumer goods.
03.05	Define land, labor, capital, and entrepreneurship as factors of production.
03.06	Discuss form, place, time, possession, and information utility.
03.07	Explain the meaning and causes of scarcity.
03.08	Identify the components of the Law of Supply and Demand in a free enterprise system.
03.09	Identify the stages of the product life cycle and the characteristics of each stage.
03.10	Identify the roles and types of producers, distributors, and services in the current business economy.
03.11	Discuss major fields of business activity (e.g., extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, online, etc.).
03.12	Discuss the six functional areas of business management (i.e., strategy, finance, marketing, human resources, operations, and technology and equipment).
03.13	Identify factors that contribute to the success of a small business.
03.14	Identify intellectual property laws and concepts.
03.15	Describe the process of starting a small business.
03.16	Explain the procedures for registering various types of businesses.
03.17	Discuss reasons for small business failure; develop an exit strategy and plan.
03.18	Recognize opportunities for small businesses in the global marketplace.

CTE Standards and Benchmarks

03.19	Create a SWOT (strengths, weaknesses, opportunities, and threats) analysis for a chosen business idea.
04.0	Discuss the importance of ethics in business. The student will be able to:
04.01	Define ethics and ethical behavior.
04.02	Identify examples of ethical and unethical business practices; research and discuss examples of infamous business scandals.
04.03	Discuss the role of the entrepreneur in promoting ethical business practices and sustainable relationships.
04.04	Identify social responsibilities and/or legal issues involved in making ethical choices in business.
05.0	Identify strategies and methods for generating a business idea and creating a brand, including principles of design thinking, customer empathy and social entrepreneurship. The student will be able to:
05.01	Identify current publications, applications (apps) and websites available to assist with design thinking and the entrepreneurial discovery process.
05.02	Discuss the importance of personality, ability and having an entrepreneurial mindset when selecting and starting a business.
05.03	Identify changes and trends as a source of new enterprise ideas (i.e., outsourcing).
05.04	Discuss how brainstorming, ideation, observations and elements of design thinking can be used to develop new enterprise ideas.
05.05	Explain how personal goals, lifestyle, background, hobbies, interests, experience, abilities, financial resources and an entrepreneurial mindset will impact one's choice of business.
06.0	Outline the steps in planning a new business. The student will be able to:
06.01	Discuss the importance of "defining" a prospective business, including lean startup methodology or principles.
06.02	List reasons for writing a business plan, including a lean business model canvas and an iterative lean process.
06.03	Identify and describe the components of a business Identify the types of business plans, including a lean business model canvas, and describe the components of each business plan.
06.04	Describe the importance of a vision/mission statement in identifying the direction and objectives of a business.
06.05	Discuss the importance of determining what products and services will be offered by the business.
06.06	Explain the importance of and the factors influencing the image and/or brand of a business.
06.07	Identify and discuss the legal forms of business ownership (e.g., sole proprietorship, partnership, corporation, franchise, licensing, etc.).
06.08	Identify and compare different types of corporations (S Corp, C Corp, B Corp, Non-Profit, LLC's, etc.).

CTE Standards and Benchmarks

06.09	Identify factors that influence the choice of ownership type.
06.10	Describe the legal implications and taxes for each type of business structure.
06.11	Demonstrate the ability to manage accounts receivable.
06.12	Discuss the internal organization of a business and the assignment of tasks to be performed.
06.13	Discuss the different types of organization charts.
06.14	Identify sources of assistance when planning a business [e.g., Regional Workforce Boards and Incubators, Small Business Development Center (SBDC), Small Business Administration (SBA), Chamber of Commerce, Service Corp of Retired Executives (SCORE), etc.].
07.0	Identify the principles of marketing. The student will be able to:
07.01	Define and explain marketing, the marketing concept, marketing mix, brand positioning, digital marketing, inbound marketing, market segmentation, target marketing, and customer profile survey.
07.02	Identify and explain marketing functions (e.g., financing, risk management, selling, promotion, pricing, purchasing, marketing-information management, product/service planning, distribution, etc.).
07.03	Discuss the concept of branding and positioning.
07.04	Discuss the importance of the Seven P's of the marketing mix (i.e., product, price, promotion, place, packaging, positioning, people).
07.05	Discuss the methods, costs, and importance of promoting products and services (e.g., publicity, public relations, press release, community events, advertising, Internet, social media, etc.).
07.06	Describe the factors that should be evaluated in a promotion (e.g., source, message, media, budget, etc.).
07.07	Distinguish between institutional and promotional advertising.
07.08	Identify types of advertising media and describe the strengths and weaknesses of each type.
07.09	Identify the components of a marketing plan.
07.10	Describe the importance of coordinating promotional activities.
07.11	Explain the differences between direct sales and the utilization of external sales representatives.
07.12	Identify and describe examples of diverse marketing activities.
08.0	Identify the principles of selling. The student will be able to:

CTE Standards and Benchmarks

08.01	Identify ways to satisfy consumer needs.
08.02	Identify features/benefits of selling.
08.03	Discuss the principles of selling.
08.04	Identify the steps of a sale.
08.05	Identify the stages of selling (i.e., attention, interest, desire, action).
08.06	Discuss the advantages and disadvantages of establishing sales quotas/commissions.
08.07	Discuss the importance of customer service.
08.08	Discuss the role and evolution of selling via telemarketing, network marketing (multi-level marketing), social media platforms, apps, and other online/E-commerce methods.
08.09	Discuss selling opportunities at popup shops, social media, freelance market places, trade shows, etc.
08.10	Understand the use of social marketing.
09.0	Identify the principles of financing. The student will be able to:
09.01	Explain the difference between income (credit) and expense (debit).
09.02	Discuss the importance of maintaining an accounting journal.
09.03	Discuss the personal risks involved in financing a business.
09.04	Define invoice, balance sheet, equity capital, debt capital, income statement, financial ratios, line of credit, collateral, factoring, income (i.e., earned and unearned), cash flow analysis statement, return on investment, return on equity, and chart of accounts.
09.05	Explain the importance of financial accounting and management.
09.06	Identify start-up costs and operating expenses (fixed and variable) for a new business.
09.07	Identify sources of funds for financing a new business (e.g., angel investors, loans, grants, contests, etc.).
09.08	Discuss the impact of interest rates on short-term and long-term financing.
09.09	Describe methods for establishing credit and obtaining a credit card.
09.10	Define crowdfunding as it pertains to finances.

CTE Standards and Benchmarks

09.11	Identify sources of credit and list the steps to apply for a loan.
09.12	Define credit rating and discuss the importance of maintaining a favorable credit rating.
09.13	Describe the differences between short-term and long-term capital needs.
09.14	Identify circumstances that could require additional financing.
09.15	Describe the differences between cash basis and accrual basis accounting.
09.16	Identify the differences between bookkeeping, tax accounting, and managerial accounting.
09.17	Understand the importance of managing cash flow (e.g., accounts receivable, accounts payable, cash disbursements, cash receipts, etc.).
10.0	Identify the principles of pricing. The student will be able to:
10.01	Define selling price, fixed costs, variable costs, elastic demand, inelastic demand, price fixing, bait-and-switch advertising.
10.02	Identify factors that affect selling price (e.g., target market, competition, government regulations, economic conditions, supply and demand, etc.).
10.03	Describe how the cost of goods sold influences the selling price.
10.04	Define break-even point, fixed expenses, and variable expenses.
10.05	Explain the difference between markup based on cost and markup based on retail.
10.06	Identify types of adjustments to selling price.
10.07	Define pricing policy, psychological pricing, unit pricing, product line pricing, and promotional pricing.
10.08	Define pricing strategy, penetration pricing, and price skimming.
10.09	Identify the principles of contracts and regulatory compliance.
11.0	Identify the communication, collaboration and technology skills used to create engagement and prepare workforce readiness skills for entrepreneurship. The student will be able to:
11.01	Identify and demonstrate effective workplace communication skills (e.g., verbal, nonverbal, written, electronic, etc.).
11.02	Describe effective staff communication and its uses (e.g., interpersonal, departmental, interdepartmental, company, etc.).
11.03	Demonstrate the ability to read and comprehend written communications.

CTE Standards and Benchmarks

11.04	Identify forms of written business communications utilized in the workplace.
11.05	Create professional profiles and understand the importance of social media profiles for business purposes.
11.06	Prepare a business letter, memorandum, e-mail, press release, social media announcement, etc.
11.07	Demonstrate the ability to speak effectively with customers, co-workers, supervisors, and vendors, using appropriate grammar and terminology.
11.08	Discuss the importance of developing networking skills to expand business contacts.
11.09	Explain and demonstrate the art of negotiation.
11.10	Prepare and deliver a business-related presentation.
11.11	Understand and utilize the different types of virtual meeting platforms.
11.12	Demonstrate active listening strategies to improve understanding and performance.
11.13	Demonstrate dispute resolution techniques.
11.14	Identify means of nonverbal communication.
11.15	Identify types of technology/skills needed in an entrepreneurial setting.
11.16	Define hypertext, Uniform Resource Locator (URL), links, Internet Service Provider, electronic storefront, e-mail, newsgroups, flames, the cloud, etc.
12.0	Identify and demonstrate the entrepreneurial mindset as employability and human relations skills. The student will be able to:
12.01	Identify and utilize resources used in a job search (e.g., social profile/contact info, networking, online newspaper, Internet options, etc.).
12.02	Identify steps in the job application process; include references and proper documentation.
12.03	Identify and demonstrate appropriate dress and grooming for employment.
12.04	Identify and demonstrate effective interviewing skills.
12.05	Identify positive work attitudes and behaviors.
12.06	Identify ways to work cooperatively in a business situation with diverse populations and the physically challenged.
12.07	Describe the importance of producing quality work and meeting performance standards.

CTE Standards and Benchmarks

12.08	Identify personal and business ethics.
12.09	Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner and/or digital calendar.
12.10	Identify the qualities typically required for promotion (e.g., productivity, dependability, responsibility, etc.).
12.11	Create and maintain a portfolio of documents for job placement (e.g., résumé, sample work documents, application letter, follow-up letter, acceptance/rejection letter, letter of resignation, letters of recommendation, awards, certifications, credentials, evidence of participation in school/community/volunteer activities, employer evaluations, etc.).
12.12	Identify the importance of mental and physical health, causes of stress and practice stress management and relaxation techniques.
12.13	Maintain confidentiality of business matters.
12.14	Discuss the importance of practicing positive customer service skills.
12.15	Identify the ways to collaborate with others in a variety of workplace settings.
13.0	Identify and demonstrate personal financial literacy and skills. The student will be able to:
13.01	Identify and prioritize personal financial goals.
13.02	Create and maintain a budget that supports financial goals.
13.03	Describe the importance of long-range financial planning.
13.04	Evaluate various investment opportunities for financial growth.
13.05	Compare and evaluate financial services (e.g., checking and savings accounts, debit/credit cards, online banking, digital cash, etc.).
13.06	Demonstrate the ability to manage a checking and savings account.
13.07	Understand a federal income tax form.
13.08	Identify the importance of building a positive credit history and demonstrate an understanding of identity theft and fraud and how to avoid them.

**Florida Department of Education
Student Performance Standards**

Course Title: Business Management and Law
Course Number: 8812120
Course Credit: 1

Course Description:

This course is designed to provide an introduction to business management techniques. Topics include human relations, decision making, communication techniques, business-related legal concepts, and characteristics of the American enterprise system.

CTE Standards and Benchmarks	
14.0	Identify the principles of management. The student will be able to:
14.01	Discuss the evolution of management as a science and as an art. (Optional)
14.02	Explain the role of management in small business.
14.03	Define the five functions of management: planning, organizing, staffing, directing, and controlling.
14.04	Discuss different types of leadership styles.
14.05	Identify the characteristics of effective leaders with entrepreneurial mindsets.
14.06	Explain the steps in the decision-making and problem-solving processes.
14.07	Discuss strategies for dealing with conflict.
14.08	Identify human resource procedures for recruiting employees.
14.09	Identify criteria for selecting prospective employees.
14.10	Review employee training methods.
14.11	Discuss reasons for promoting and transferring employees.
14.12	Discuss the reasons for terminating employment; analyze methods for terminating employment and handling volatile situations.
14.13	Identify various types of wage and salary plans.
14.14	Identify the most frequently offered fringe benefits.

CTE Standards and Benchmarks

14.15	Describe obligations employers have to employees.
14.16	Lead and manage conference calls and/or meetings.
14.17	Create an agenda for a meeting or a conference.
15.0	Demonstrate an understanding of entrepreneurship in a free enterprise system. The student will be able to:
15.01	Research the role of entrepreneurship in a free enterprise system.
15.02	Compare and contrast different types of business ownership.
15.03	Assess the advantages and disadvantages of business ownership.
15.04	Analyze the risks and responsibilities involved in ownership of a business.
15.05	Examine the obligations related to business ownership.
15.06	Diagram the economic/business cycle.
15.07	Interpret the Law of Supply and Demand in relation to a specific product and/or service.
15.08	Investigate current trends that contribute to economic change.
16.0	Demonstrate knowledge of the global economy. The student will be able to:
16.01	Identify the role of an Internet site, including social media, apps, etc. in generating international interest.
16.02	Define and explain exchange rate, letter of credit, and freight forwarder.
16.03	Analyze characteristics of the global economy.
16.04	Discuss the impact of international trade on small businesses (i.e., balance of trade).
16.05	Compare and contrast global business opportunities.
16.06	Describe methods of researching specific international markets.
16.07	Identify potential barriers to international trade.
16.08	Identify differences between importing and exporting.
16.09	Examine the impact of changes in trade barriers and technology.

CTE Standards and Benchmarks

17.0	Demonstrate knowledge of the importance of a business plan, including a lean business model canvas. The student will be able to:
17.01	Discuss how a business plan, including a lean business model canvas, contributes to the success of a business.
17.02	Describe the circumstances for conducting a feasibility study.
17.03	Analyze examples of business plans.
17.04	Explain the importance of the presentation of the business plan.
17.05	Express the importance of reviewing, pivoting and updating the business plan.
17.06	Understand the purpose and application of SWOT analysis.
18.0	Investigate and analyze the components of a financial management strategy. The student will be able to:
18.01	Demonstrate the importance of financial and accounting management.
18.02	Demonstrate how to determine and calculate start-up costs for a business in a given situation.
18.03	Compare and contrast the three means of obtaining equity funding (e.g., private corporation, public corporation, venture capitalists, etc.).
18.04	Compare and contrast sources of start-up and operating capital.
18.05	Analyze fixed and variable costs, equity financing, debt financing, and trade credit.
18.06	Explain the components and importance of a profit and loss statement.
18.07	Create a balance sheet, income statement, and cash flow projection.
18.08	Identify the records necessary for effective inventory control.
18.09	Discuss the importance of financial analysis through the use of technology.
19.0	Demonstrate knowledge of merchandising and inventory control. The student will be able to:
19.01	Define planned sales, planned stock levels, estimated markdowns, and shrinkage.
19.02	Explain the types and importance of inventory control and analyze options for inventory control (i.e., cost versus retail).
19.03	Identify factors that affect purchasing and explain the purchasing procedures for a small business by defining model stock.

CTE Standards and Benchmarks

19.04	Describe the factors to consider when selecting vendors (e.g., terms of sale, cash discount, quantity discount, seasonal discount, future dating, consignment buying, etc.).
19.05	Define and calculate basic business measurements (e.g., break-even point, stock turnover, cost of goods sold, markup, markdown, discounts/terms, etc.).
19.06	Explain methods that businesses use to authorize payments for goods and services.
19.07	Identify uses of computer systems in managing merchandise and inventory.
19.08	Identify the procedures to be followed in shipping and receiving (i.e., channels of distribution).
20.0	Identify elements of manufacturing and production. The student will be able to:
20.01	Identify different types of manufacturing (e.g., custom, mass, continuous, repetitive, intermittent, etc.).
20.02	Identify the elements of product production planning (e.g., inventory, human resources, production scheduling, etc.).
20.03	Identify factors that influence the location of a manufacturing business.
20.04	Discuss the principles of quality management.
21.0	Demonstrate knowledge of customer credit, collection management, Non Fungible Tokens (NFTs), digital cash, etc. The student will be able to:
21.01	Define credit policy, credit bureau, credit limits, accounts receivable, and aging of accounts.
21.02	Discuss the advantages and disadvantages of offering credit to customers.
21.03	Analyze credit options for a small business.
21.04	Examine the criteria for granting credit to customers.
21.05	Identify the associated costs of offering credit card service to customers.
21.06	Identify agencies that provide credit information on customers.
21.07	Describe uses for credit records or reports.
21.08	Analyze the procedures used for credit collections.
21.09	Explain the purpose of an accounts receivable aging report.
21.10	Identify the roles of small claims court and collection agencies in debt collection.

CTE Standards and Benchmarks

22.0	Describe risk/shrinkage management and create a strategic risk assessment. The student will be able to:
22.01	Identify methods to minimize shoplifting.
22.02	Determine procedures to reduce the amount of loss from internal theft.
22.03	Identify procedures to reduce the amount of loss from bad checks.
22.04	Discuss security procedures to discourage burglary and robbery, shoplifting, etc.
22.05	Discuss ways to prevent accidents and lawsuits.
22.06	Identify different types of business insurance policies required for different types of businesses.
22.07	Identify procedures for handling cash transactions.
22.08	Compare and contrast different store policies concerning shrinkage (e.g., returns, mark out of stocks, charge backs, etc.).
22.09	Identify procedures for maintaining quality customer service, including customer empathy, Design for Delight (D4D), etc.
23.0	Demonstrate knowledge of and the types and sources of government regulation and taxation that may affect a business. The student will be able to:
23.01	Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), etc.].
23.02	Analyze government regulations and the agencies that impact a business venture (e.g., OSHA, FTC, FCC, UCC, etc.).
23.03	Identify the major federal laws affecting the operation of a business, (e.g., OSHA, Social Security, EEOC, Affirmative Action, ADA, FMLA, etc.).
23.04	Investigate the role of government regulations in dealing with customers and employees.
23.05	Identify the major state laws affecting the operation of a business.
23.06	Define license, permit, contract, patent, copyright, trademark, and logo.
23.07	Explain the differences between a license and a permit and identify issuing agencies.
23.08	Discuss the importance of evaluating the environmental impact of a business.
23.09	Describe the health and safety issues an entrepreneur should consider.
23.10	Describe different types of records needed by small businesses.

CTE Standards and Benchmarks

23.11	Describe facility/equipment maintenance records.
23.12	Discuss consumer product safety laws.
23.13	Identify types of federal, state, and local taxes that are the responsibility of the entrepreneur (e.g., sales, income, and self-employment, etc.).
23.14	Discuss the importance of obtaining outside professional counsel to ensure compliance with government regulations and taxation (e.g., accountant, lawyer, etc.).
23.15	Discuss the importance of drug testing and criminal background checks in identifying possible employment options.
23.16	Identify procedures and documents required to apply for a job (e.g., application, W-4, I-9, etc.).
23.17	Describe methods for handling illegal interview and application questions.
23.18	Discuss state and federal labor laws regulating the workplace.
23.19	Locate sources to obtain the required posters businesses must display.
24.0	Demonstrate knowledge of business law. The student will be able to:
24.01	Explain the evolution of business law.
24.02	Explain and analyze the elements of a contractual relationship (e.g., power of attorney, limited power of attorney, etc.).
24.03	Analyze elements of an enforceable contract.
24.04	Identify essential information to maintain compliance with the statute of frauds.
24.05	Analyze various breaches of contract and available remedies.
24.06	Identify the enforceable and non-enforceable elements of a case study.
24.07	Identify requirements for negotiability.
25.0	Investigate and analyze the components of human resources management. The student will be able to:
25.01	Compare and contrast the use of independent contractors, temporary help agencies, co-op programs, interns, and permanent employees.
25.02	Create a job description.
25.03	Role-play an interview using appropriate, legal questions.

CTE Standards and Benchmarks

25.04	Evaluate appropriate work habits (e.g., punctuality, initiative, self-management, reliability, etc.).
25.05	Analyze traits that promote human relations and increase job productivity.
25.06	Discuss the components and functions of a company policy manual (e.g., drinking and smoking, tardiness and absenteeism, sexual harassment, diversity and inclusion, medical insurance, holidays, vacation, sick time, etc.).
25.07	Select and develop written solutions to behavior problems that affect job performance.
25.08	Describe the procedures for training and promoting employees.
25.09	Describe the methods for supervising and motivating employees.
25.10	Discuss alternative methods for evaluating employee performance.
25.11	Examine and critique a performance appraisal of an employee.
25.12	Identify the steps in developing a comprehensive employee compensation package.
25.13	Identify the records necessary for payroll taxes.
25.14	Describe the components of employee contracts (e.g., non-compete clause, non-solicitation clause, etc.).
25.15	Identify the records used for effective human resource management.
25.16	Describe the legal implications of using performance appraisals to terminate or demote employees.
25.17	Discuss the pros and cons of working from home/working remotely.
25.18	Demonstrate knowledge of corporate social responsibility.
25.19	Identify the benefits of participating in a 401K Plan.

**Florida Department of Education
Student Performance Standards**

Course Title: Business Ownership
Course Number: 8812000
Course Credit: 1

Course Description:

The purpose of this course is to prepare students for careers as entrepreneurs, present entrepreneurship as a career path worthy of consideration, provide students with the skills needed to realistically evaluate their potential as business owners and to develop the fundamental knowledge and skills necessary to start and operate a business.

CTE Standards and Benchmarks	
26.0	Analyze the changing role of entrepreneurship in the global marketplace. The student will be able to:
26.01	Define entrepreneurship and identify its characteristics.
26.02	Examine the innovations and inventions throughout history that created businesses.
26.03	Analyze business trends created by changes in technology (e.g., on-demand economy shift, e-commerce and social commerce dominance, future of business trends, etc.).
26.04	Evaluate the importance of entrepreneurship to the global economy; identify and research famous entrepreneurs.
26.05	Summarize factors that have led to increased interdependence within the global marketplace.
26.06	Research the tools, resources, and various methods available to start a new business such as journals, search engines, Small Business Administration, Better Business Bureau, government websites, other websites, etc.
27.0	Prepare a self-analysis. The student will be able to:
27.01	Describe personal education, training, strengths, and weaknesses relevant to the operation of a business and optionally, incorporate an emotional Intelligence exercise.
27.02	Develop a timeline for the personal and professional development required for a specific field of business; outline the steps needed to acquire skills and obtain licensure.
27.03	Describe personality traits and work habits relevant to the operation of a business; compare to the individual's traits and habits.
28.0	Analyze how to build a competitive advantage by testing opportunities and evaluating management theories, models, and tools. The student will be able to:
28.01	Define and discuss the SWOT (Strength, Weakness Opportunities & Threats), TOWS (Threats, Opportunities, Weakness & Strength) and PESTLE (Political, Economic, Sociological, Technological, Legal & Environmental) analytical models.

CTE Standards and Benchmarks

28.02	Utilize Porter's 5 Forces on a mock business. (Optional)
29.0	Explain the role of management and project management in the operation of an enterprise. The student will be able to:
29.01	Analyze and explain the functions of management.
29.02	Prepare an organizational chart and explain its importance.
29.03	Discuss various aspects of supervising employees and understand the language and processes of project management and the role of employees in the workplace.
29.04	Analyze the relationship of government entities (federal, state, local) to small and large businesses; note the differences in certain laws (e.g., Family and Medical Leave Act); expand on the importance of Human Resources. (Optional)
29.05	Discuss business ethics and regulations' impact on small and large businesses.
29.06	Identify the various types of taxes levied on a small business, including income tax, sales tax, and payroll taxes
29.07	Compare sources of management information systems for the small business owner.
29.08	Analyze and determine possible employee work environments (remote, in-person, hybrid, etc.) to maximize employee retention and productivity.
29.09	Determine how to find the best possible employees using various websites, recruiting firms or other means.
30.0	Determine business plan development steps and procedures. The student will be able to:
30.01	Define the five common forms of businesses.
30.02	Describe the components of a business plan (e.g., Executive Summary, Introduction, Analysis of Business Situation, Planned Operation, Planned Financing, Objectives, Lead Business Model Canvas).
30.03	Analyze the importance of a business plan in developing a business idea and evaluating success.
30.04	Select data, graphics, maps and diagrams to include in a business plan.
30.05	Evaluate the possibility of and procedures for buying an existing business or franchise.
31.0	Prepare a business and financial plan for a business. The student will be able to:
31.01	Identify and justify the type of business being proposed.
31.02	Analyze how current or changing economic situations create unfulfilled consumer demand for the proposed business.
31.03	Evaluate various corporate vision and mission statements and develop individualized vision and mission statements for the selected business.

CTE Standards and Benchmarks

31.04	Compose a description of the product/service and advantages and benefits the product/service will provide customers.
31.05	Substantiate why the business will be successful.
31.06	Identify three business failures, evaluate the causes of each failure and describe how to avoid those failures in your business.
31.07	Estimate the start-up costs required to open a business.
31.08	Compare available funding sources; identify the amount of personal financial commitment necessary to open a business.
31.09	Use a financial calculator or an online program to determine the loan payment and amortization of a business loan.
31.10	Prepare a plan to repay borrowed funds or provide return on investment to equity funds.
31.11	Project monthly and annual business income for the first year of operation and prepare an Income Statement.
31.12	Estimate monthly and annual cash flow projections for the first year of operation.
31.13	Calculate the sales volume required for the first year of operation to be profitable.
31.14	Prepare a statement of opening assets, liabilities, and net worth (balance sheet). (Optional)
31.15	Prepare a five-year financial plan.
31.16	Develop a summary of key points for supporting financial requests.
31.17	Develop alternative payment options such as credit, contactless payments, cryptocurrency, etc.
31.18	Explain the importance of personal finance with regard to financing (e.g., credit score, asset/debt ratio, etc.). (Optional)
32.0	Prepare a description of a proposed business organization. The student will be able to:
32.01	Determine the form of ownership best suited for the proposed business.
32.02	Identify the steps required to establish various types of businesses (e.g., licenses, special permits, bank accounts, etc.).
32.03	Outline steps for the hiring of employees.
32.04	Prepare an organizational chart.
32.05	Compose job descriptions and determine employee benefits for the identified positions.
32.06	Perform a risk management analysis and determine employee benefits.

CTE Standards and Benchmarks

33.0 Prepare and explain the importance of building relationships in business and entrepreneurship. The student will be able to:

33.01 Communicate effectively and professionally in a variety of formats (e.g., verbal, written, digital, presentations).

33.02 Explain how networking is vital to business.

33.03 Practice active listening and empathetic communication to understand and respond to diverse perspectives.

33.04 Negotiate and resolve conflicts effectively and ethically.

33.05 Demonstrate cultural awareness and sensitivity in all interactions.

33.06 Explain the different leadership styles and how communication relates to each style of leadership.

34.0 Prepare a market segment analysis. The student will be able to:

34.01 Analyze the target market by geographical area, demographics, lifestyles, and product benefits.

34.02 Explain the importance of market segmentation.

34.03 Describe customer buying behavior related to the proposed business.

34.04 Analyze the customer base relative to local market demographics.

35.0 Prepare an analysis of a potential location. The student will be able to:

35.01 Evaluate the availability, costs, traffic patterns, accessibility, and proximity to the competition of an appropriate business location.

35.02 Research cultural, financial, vocational, age, and mobility characteristics of the inhabitants of the potential location.

35.03 Determine the advantages and disadvantages of different types of business locations.

35.04 Understand different types of commercial leases and practice the calculations needed to establish rent.

35.05 Determine the steps involved in selecting a specific business site.

36.0 Prepare a description of proposed products/services. The student will be able to:

36.01 Summarize the features, benefits, and advantages of the products and services to be offered.

36.02 Develop an inventory policy, if applicable.

36.03 Develop a plan for virtual services for the business. (Optional)

CTE Standards and Benchmarks

37.0	Prepare a proposed pricing policy. The student will be able to:
37.01	Identify the elements and reasons for developing a pricing strategy and how it effects affects the profitability and sustainability of a business.
37.02	Identify pricing incentive options.
37.03	Define and compute profit margin.
37.04	Determine the economics of one unit and the break-even point.
38.0	Prepare a marketing strategy. The student will be able to:
38.01	Determine and describe an appropriate business and product branding image. (Optional).
38.02	Select a promotional mix for the business.
38.03	Establish promotional objectives for the business.
38.04	Design and prepare an advertising brochure.
38.05	Identify methods of promotion to be used by comparing and contrasting costs versus benefits.
38.06	Explore various advertising mediums and the costs associated with each type.
38.07	Develop a promotional plan that includes digital marketing and sales promotions.
38.08	Develop ideas for obtaining publicity for the business, including using a social media campaign, press release, etc.
38.09	Determine the best publications to use and write a press release.
38.10	Analyze advertising trends by looking at all forms of marketing media and determine their effectiveness.
38.11	Identify the role of customer service (e.g., surveying, feedback, customer retention, customer empathy. etc.).
38.12	Introduce personalized omnichannel and multichannel experiences.
39.0	Identify Ethical marketing and sales techniques. The student will be able to:
39.01	Define and explain emotions in marketing and prepare examples
39.02	Recognize and understand the role of emotions in consumer decision-making.
39.03	Develop and implement marketing strategies that appeal to customer emotions and values.

CTE Standards and Benchmarks

39.04	Use emotional intelligence and other soft skills to build rapport and trust with clients.
39.05	Identify and address customer concerns and objections empathetically.
39.06	Communicate with customers in a way that is authentic and builds trust.
39.07	Determine and analyze ethical and unethical marketing and sales techniques.
39.08	Identify and apply ethical principles and legal guidelines related to marketing and sales practices.
39.09	Recognize and avoid deceptive or misleading marketing tactics.
39.10	Understand and comply with consumer protection laws and regulations.
39.11	Maintain confidentiality and protect customer data.
39.12	Act with integrity and honesty in all business dealings.
40.0	Demonstrate the uses of business-related software. The student will be able to:
40.01	Perform data entry procedures.
40.02	Perform merchandising math data entry procedures (e.g., stock turnover, markup, markdown, open to buy, pricing, invoicing).
40.03	Analyze a marketing spreadsheet in a decision-making situation, such as the Return on Investment (ROI), cash flow analysis.
40.04	Discuss the importance of all forms of online media services to a small business.
40.05	Analyze various software options for business operations (e.g., search engines, business software, web services, market searches, etc.).
41.0	Apply basic accounting concepts: The student will be able to:
41.01	Recognize the difference between debits and credits.
41.02	Compare and contrast the two accounting methods (Cash vs. Accrual) to justify the method of choice for the business.
41.03	Categorize various accounts as either accounts payable or accounts receivable and show a clear understanding of these terms.
41.04	Understand the importance of the break-even point in setting realistic financial goals and ensuring profitability.
41.05	Develop an understanding of key financial ratios essential for managing a business's financial health.

CTE Standards and Benchmarks

41.06	Explore both traditional and modern methods of bookkeeping, including paper-based systems, spreadsheet tools, desktop software, cloud-based platforms, and specialized applications.
42.0	Apply a career plan for entrepreneurship. The student will be able to:
42.01	Develop a plan for pursuing a career as an entrepreneur; include training and educational requirements, skills and abilities and steps for reaching career goals.
42.02	Demonstrate specific technology applications related to a career plan.
42.03	Develop a digital career portfolio.
42.04	Plan for continuous development of skills, keeping licenses current, and any other requirements needed to keep business profitable.

Additional Information

Laboratory Activities

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

Florida Standards for English Language Development (ELD)

English language learners communicate for social and instructional purposes within the school setting. ELD.K12.ELL.SI.1

English Language Development (ELD) Standards Special Notes:

Teachers are required to provide listening, speaking, reading and writing instruction that allows English language learners (ELL) to communicate for social and instructional purposes within the school setting. For the given level of English language proficiency and with visual, graphic, or interactive support, students will interact with grade level words, expressions, sentences and discourse to process or produce language necessary for academic success. The ELD standard should specify a relevant content area concept or topic of study chosen by curriculum developers and teachers which maximizes an ELL's need for communication and social skills. For additional information on the development and implementation of the ELD standards, please contact the Bureau of Student Achievement through Language Acquisition at sala@fldoe.org.

Career and Technical Student Organization (CTSO)

CTSOs are co-curricular career and technical student organizations providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered. Other CTSOs not listed in this curriculum framework or recognized by the Florida Department of Education are permissible provided they support student mastery over the standards and benchmarks of this curriculum framework.

Cooperative Training – OJT

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

Accommodations

Federal and state legislation requires the provision of accommodations for students with disabilities as identified on the secondary student's Individual Educational Plan (IEP) or 504 plan or postsecondary student's accommodations' plan to meet individual needs and ensure equal access. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional

methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

In addition to accommodations, some secondary students with disabilities (students with an IEP served in Exceptional Student Education (ESE)) will need modifications to meet their needs. Modifications change the outcomes or what the student is expected to learn, e.g. modifying the curriculum of a secondary career and technical education course. Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Some secondary students with disabilities (ESE) may need additional time (i.e., longer than the regular school year), to master the student performance standards associated with a regular course or a modified course. If needed, a student may enroll in the same career and technical course more than once. Documentation should be included in the IEP that clearly indicates that it is anticipated that the student may need an additional year to complete a Career and Technical Education (CTE) course. The student should work on different competencies and new applications of competencies each year toward completion of the CTE course. After achieving the competencies identified for the year, the student earns credit for the course. It is important to ensure that credits earned by students are reported accurately. The district's information system must be designed to accept multiple credits for the same course number for eligible students with disabilities.