

B.E. Publishing

Correlation to *Entrepreneurship* to National Business Education Association Standards: Entrepreneurship

STANDARD	CORRELATING PAGES
<p>I. Entrepreneurs and Entrepreneurial Opportunities Achievement Standard: Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics.</p>	<p>Narrative: Ch. 1 p. 11 Characteristics of a Successful Entrepreneur, Ch. 2 p. 31 Entrepreneurial Discovery Activity: Ch. 1 Create and Design, Ch. 1 Test Your Knowledge #6 and #7</p>
<p>II. Marketing Achievement Standard: Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.</p>	<p>Narrative: Ch. 4 p. 74 Build It Activity: Ch. 4 Build It</p>
<p>III. Economics Achievement Standard: Apply economic concepts when making decisions for an entrepreneurial venture.</p>	<p>Narrative: Ch. 8 p. 147 Opportunity Cost Activity: Ch. 8 Test Your Knowledge #1</p>
<p>IV. Finance Achievement Standard: Use the financial concepts and tools needed by the entrepreneur in making business decisions.</p>	<p>Narrative: Ch. 6 p. 113 Interpreting Financial Statements Activity: Ch. 6 Test Your Knowledge #11</p>
<p>V. Accounting Achievement Standard: Recognize that entrepreneurs must establish, maintain, and analyze appropriate records to make business decisions.</p>	<p>Narrative: Ch. 6 p. 113 Interpreting Financial Statements Activity: Ch. 6 Test Your Knowledge #9 and #11</p>
<p>VI. Management Achievement Standard: Develop a management plan for an entrepreneurial venture.</p>	<p>Narrative: Ch. 12 p. 260 Build It Activity: Ch. 12 Build It, Ch. 12 Create and Design</p>
<p>VII. Global Markets Achievement Standard: Analyze the effect of cultural differences, export/import opportunities, and trends on an entrepreneurial venture in the global marketplace.</p>	<p>Narrative: Ch. 8 p. 159 Global Economics Activity: Ch. 8 Test Your Knowledge #6</p>

<p>VIII. Legal Achievement Standard: Analyze how forms of business ownership, government regulations, and business ethics affect entrepreneurial ventures.</p>	<p>Narrative: Ch. 11 p. 219 Resolving Disputes Activity: Ch. 11 Test Your Knowledge #8</p>
<p>IX. Business Plans Achievement Standard: Develop a business plan.</p>	<p>Narrative: Ch. 3 p. 44 Creating a Business Plan Activity: Ch. 1–20 Build It</p>