



Alabama Department of Postsecondary Education

Representing the Alabama Community College System

STATEWIDE CAREER/TECHNICAL EDUCATION COURSE ARTICULATION REVIEW DOCUMENT

Articulation Agreement Identifier: ACT 104 (2010-1) Identifier is the postsecondary course prefix followed by Plan-of-Instruction version number (e.g.; INT 100 (2007-1)).

Applicable CIP code(s): 52.0302

Postsecondary course program code, number, and title: ACT 104 - Introduction to Business

Secondary Education course(s) number and title: 400017 - Entrepreneurship

Initial Review: February 22, 2011

Annual DPE Review: January 25, 2012

Effective dates: **Fall Semester 2011**

Course Content Analysis (all postsecondary course objectives must be sufficiently addressed in the secondary courses):

Notes:

- 1 Skills and knowledge contained in the postsecondary course objectives must be present in the corresponding secondary objectives for a “match” to occur.**
- 2. Postsecondary and Secondary objectives must reflect similar content and performance levels before the course articulation agreement will be recommended to the TEDAC Oversight Committee.**
- 3. More than one Secondary course may be used in order to articulate to a Postsecondary course.**

Postsecondary Course Objectives	Secondary Course Objectives	TEDAC Comments
<p>MODULE A – THE BUSINESS ENVIRONMENT Competency: A1.0 Comprehend basic elements of business ownership. Performance Objective: None Learning Objectives: A1.1.1 Define terms associated with the business environment. A1.1.2 Differentiate between the various types of business sectors. A1.1.3 Differentiate between the various types of legal business enterprises. A1.1.4 Explain the types of economic systems. A1.1.5 Discuss challenges facing businesses in America today.</p> <p>MODULE B – MARKET ORGANIZATIONS AND GOVERNMENT Competency: B1.0 Comprehend types of business organizations. Performance Objectives: None Learning Objectives: B1.1.1 Describe legal issues common to forming a business. B1.1.2 Describe tax issues related to type of business formation. B1.1.3 Describe various types of businesses. B1.1.4 Explain financial requirements for forming a business. B1.1.5 Differentiate between short term and long term financing. B1.1.6 Describe the various roles of government agencies related to business formation and ownership. B1.1.7 Describe considerations associated with international businesses.</p>	<p>Course Title - Entrepreneurship Unit 1 - Career Opportunities Content Standards: 16. Determine career opportunities, responsibilities, and educational and credentialing requirements related to various entrepreneurship ventures. Learning Standards: 1. Research career opportunities and job responsibilities as an entrepreneur. 2. Determine the education requirements for specific jobs. 3. Present career research to peers, middle school classes, and small-based business organization.</p> <p>Unit 2 - E-Business Content Standards: 17. Identify advantages and disadvantages of Internet entrepreneurial opportunities. • Creating an effective e-business site • Designing a customer survey for an e- business Examples: customer needs and satisfaction survey, demographics survey, products survey Learning Standards: 1. Identify advantages and disadvantages of creating an e-business site. 2. Design a customer survey for an e-business which consists of: a. customer needs and satisfaction b. demographics c. products</p>	

Postsecondary Course Objectives	Secondary Course Objectives	TEDAC Comments
<p>MODULE C – MARKETING</p> <p>Competency: C1.0 Comprehend basic principles of marketing.</p> <p>Performance Objectives: None</p> <p>Learning Objectives: C1.1.1 Define terms associated with marketing. C1.1.2 Explain the importance of marketing to the business enterprise. C1.1.3 Explain various means of promoting the business and product. C1.1.4 Describe product management. C1.1.5 Describe channels of distribution. C1.1.6 Differentiate between various methods of pricing products and services. C1.1.7 Explain the 4 “P’s” of marketing.</p> <p>Competency: C2.0 Describe considerations for E-marketing.</p> <p>Performance Objectives: None</p> <p>Learning Objectives: C2.1.1 Explain the role of e-business in today’s market place. C2.1.2 Describe considerations for marketing an e-business.</p>	<p>Unit 3 - Entrepreneurship</p> <p>Content Standards:</p> <ol style="list-style-type: none"> Evaluate social and civil responsibilities of business ownership. Examples: environmental issues, ethical issues, employment issues Describe typical behavioral characteristics of an effective entrepreneur. <ul style="list-style-type: none"> Identifying personal strengths and weaknesses to determine the need for additional information Critique a variety of business classifications, including retailers, wholesalers, servicers, and manufacturers, to determine potential business ventures. Compare types of business ownership. Examples: sole proprietorship, franchise, partnership, limited liability corporation (LLC), corporation Determine technological needs of a small business, including hardware, software, networking, and telecommunications. Explain risk factors that affect entrepreneurs, including financial, psychological, and physiological aspects. <p>Learning Standards:</p> <ol style="list-style-type: none"> Evaluate environmental issues, ethical issues, employment issues. Identify personal strengths and weaknesses to determine the need for additional information. Critique retailers, wholesalers, service providers, and manufacturers to determine potential business ventures. Compare sole proprietorship, franchise, partnership, limited liability corporation (LLC), corporation. Determine hardware, software, networking, and telecommunications technological needs. Explain financial, psychological, and physiological risk factors that affect entrepreneurs. 	

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<p>MOUDLE D – MANAGING THE ENTERPRISE Competency: D1.0 Comprehend techniques and issues for managing an enterprise. Performance Objectives: None Learning Objectives: D1.1.1 Differentiate between the various functions of management. D1.1.2 Describe issues related to the employment application process. D1.1.3 Describe acceptable and unacceptable practices while interviewing applicants. D1.1.4 Describe the importance of effective practices for following up the interview. D1.1.5 Discuss issues related to interpersonal relations. D1.1.6 Explain the concept of effective leadership. D1.1.7 Describe various leadership styles. D1.1.8 Differentiate between leadership and management. D1.1.9 Explain the concept of employee motivation. D1.1.10 Explain the communication process. D1.1.13 Explain the concept of employee discipline. D1.1.14 Describe considerations when implementing an employee discipline process.</p>	<p>Unit 4 - Finance Content Standards 7. Analyze national and international economic fluctuations to determine their effect on business markets of interest. 8. Develop a business plan, including identifying an executive summary; conducting a marketing and competitive analysis report; and developing a marketing, management, and financial plan. 9. Analyze credit and collection policies to determine consumer credit plans. 10. Explain taxes associated with business ownership and employment, including local, state, and federal taxes. 11. Use mathematics skills to analyze profit and loss margins for a business. Learning Standards: 1. Analyze national and international economic market fluctuations to determine how they affect business markets. 2. Develop a business plan. 3. Determine an effective consumer credit plan through analysis of credit and collection policies. 4. Describe business ownership and employment taxes associated with different types of businesses. 5. Determine profit/loss of a business.</p>	

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<p>MODULE E – FINANCING THE ENTERPRISE Competency: E1.0 Comprehend methods to manage the finances of a business enterprise. Performance Objectives: None Learning Objectives: E1.1.1 Define terms associated with financial management. E1.1.2 Describe the characteristics of money. E1.1.3 List the functions of money. E1.1.4 Identify the major categories of financial institutions and the sources and uses of their funds. E1.1.5 Differentiate between long term and short term funds. E1.1.6 Describe information found on various financial statements. E1.1.7 Describe ratio analysis. E1.1.8 Explain methods to manage risk associated with the business through insurance.</p> <p>MODULE F – BUSINESS PLANS Competency: F1.0 Comprehend the importance of and elements of an effective business plan. Performance Objectives: None Learning Objectives: F1.1.1 Explain the importance of an effective business plan. F1.1.2 Describe the uses of a business plan. F1.1.3 Identify the elements commonly found in an effective business plan.</p>	<p>Unit 5 - Legal Implications Content Standards: 12. Analyze government regulations to identify impact on business ownership. 13. Explain laws and regulations related to hiring and retaining employees. Learning Standards: 1. Examine government regulations to determine their impact on business ownership. 2. Research labor laws and regulations as they relate to hiring and terminating employees.</p> <p>Unit 6 - Marketing Content Standards: 14. Determine marketing functions needed for effective business ownership. 15. Interpret research data to determine market-driven problems faced by entrepreneurs. Examples: research data—business journals, stock market reports, newspapers, international trends Legal Standards: 1. Recognize the role of marketing in business ownership and explain the four marketing strategies: • Product • Place • Price • Promotion 2. Research Marketing Plan and Mix to prevent market-driven problems (business journals, stock market reports, newspapers, international trends, etc.)</p>	