

GOAL SETTING UNIT

Standards	Goal Setting
Discovery	A.05 Assess opportunities for venture creation A.06 Describe idea-generation method
Harvesting	A.35 Explain the need for continuation planning
Leadership	B.05 Exhibit passion for goal attainment
Personal management	B.21 Demonstrate problem-solving skills B.23 Assume personal responsibility of decisions B.24 Use time management principles B.28 Set personal goals

RECORD KEEPING UNIT

Standards	Now Where did I put that Information?
Personal management	B.19 Make decisions B.21 Demonstrate problem-solving skills B.22 Assess risk
Financial literacy: personal money management	G.17 Develop spending plan G.20 Maintain financial records G.25 Develop personal budget
Information management: record keeping	K.01 Explain the nature of business records K.02 Maintain record of daily financial transactions K.05 Maintain personal records

BUDGETING UNIT

Standards	Color-coded Budget
Personal management	B.19 Make decisions B.21 Demonstrate problem-solving skills
Accounting: money management	I.05 Calculate financial ratios

Standards	Animal \$ and Cents
Personal management	B.19 Make decisions B.21 Demonstrate problem-solving skills B.22 Assess risk
Economic systems	F.23 Assess factors affecting a business's profit
Financial literacy: personal money management	G.17 Develop spending plan G.20 Maintain financial records G.25 Develop personal budget
Pricing	L.33 Calculate break-even point

Standards	It takes more than Chicken Feed
Personal management	B.19 Make decisions B.21 Demonstrate problem-solving skills
Financial literacy: personal money management	G.17 Develop spending plan
Accounting: money management	I.24 Manage cash flow

COMMUNICATION UNIT

Standards	The "Write" stuff
Fundamentals of communication	D.01 Explain the nature of effective communication D.03 Use proper grammar and vocabulary D.9 Explain the nature of written communication

Standards	Avoid a Communication Catastrophe
Fundamentals of communication	D.03 Use proper grammar and vocabulary D.9 Explain the nature of written communication
Ethics in communication	D.22 Explain ethical considerations in providing information

Standards	Thank You Very Much
Fundamentals of communication	D.01 Explain the nature of effective communication D.03 Use proper grammar and vocabulary D.9 Explain the nature of written communication

Standards	Tech Smart Marketing
Fundamentals of communication	D.16 Use communication technologies/ systems (e.g., e-mail, fax, cell phone)
Information management: technology	K.07 Explain ways that technology impacts business K.08 Use personal information management/ productivity applications

Standards	Communicating with Potential Buyers-Verbally
Leadership	B.02 Demonstrate responsible behavior
Personal management	B.17 Maintain positive attitude B.18 Demonstrate interest and enthusiasm
Fundamentals of communication	D.01 Explain the nature of effective communication D.02 Apply effective listening skills D.06 Address people properly D.8 Make oral presentation D.16 Use communication technologies/systems (e.g., e-mail, fax, cell phone)
Ethics in communication	D.22 Explain ethical considerations in providing information
Group working relationships	D.24 Develop cultural sensitivity
Marketing information management	L.40 Analyze product information to identify product features and benefits L.41 Prepare sales presentation L.42 Establish relationship with client/customer L.47 Convert customer/client objections into selling points

MARKETING UNIT

Standards	Hitting the Bull’s-eye: Defining Your Target Market
Marketing information management	L.12 Explain the concept of market and market identification L.14 Determine market segments L.15 Select target markets L.16 Conduct market analysis
Selling	L.43 Determine customer/client needs L.44 Determine customers’ buying motives and use in selling

Standards	Don’t Break Me
Marketing information management	L.17 Explain the concept of marketing strategies L.18 Describe the nature of marketing planning L.20 Develop marketing plan

Standards	Setting Your Product Apart
Marketing information management	L.12 Explain the concept of market and market identification L.14 Determine market segments L.16 Conduct market analysis

TEEN LEADERSHIP UNIT

Standards	Go For Show
Discovery	A.06 Describe idea-generation methods
Leadership	B.08 Develop team spirit B.09 Enlist others in working toward a shared vision
Business activities	C.11 Describe marketing functions and related activities
Fundamentals of communication	D.02 Apply effective listening skills D.09 Explain the nature of written communication
Planning	O.08 Develop action plan