

Business and Marketing Technology: Small Business Operations

Demonstrate understanding of the skills and traits necessary to be a successful business owner. [1.2](#)

- [2](#) Discuss and explain how entrepreneurial characteristics, traits, and behaviors factor into the success of the organization as a whole when the employees as well as owners exhibit them. [1.2.2](#)
- [3](#) Evaluate and discuss self-employment skills required to be an entrepreneur. [1.2.3](#)
- [6](#) Demonstrate effective problem-solving and conflict-resolution skills through a variety of activities and role-play scenarios. [1.2.6](#)

Organize the student based enterprise (SBE). [2.2](#)

- [1](#) Develop and update an organizational chart for the SBE. [2.2.1](#)
- [2](#) Create and update a student-based enterprise employee handbook outlining procedures. [2.2.2](#)

Create a structured onboarding process for employees that include a training component for employees. [2.3](#)

- [2](#) Conduct product knowledge training. [2.3.2](#)
- [3](#) Cultivate the right environment for the school based enterprise. [2.3.3](#)
- [4](#) Establish and hold special employee events and procedures. [2.3.4](#)

List and classify procedures used in a business. [3.1](#)

- [2](#) Outline the need for operations related to the student based enterprise. [3.1.2](#)

Practice following instructions for use of equipment, tools, and machinery in the student-based enterprise. [3.2](#)

- [1](#) Explain the importance of adherence to equipment instructions. [3.2.1](#)
- [2](#) Demonstrate procedures used in case of an emergency with equipment. [3.2.2](#)

Apply and explain health, safety and legal regulations in the

- [1](#) Research district, state and federal guidelines from agencies such as ADA, EEOC, OSHA, EPA, fire and weather-related guidelines for the student-based enterprise. [3.3.1](#)

<p>student-based enterprise. 3.3</p>	<p>2 Identify methods for preventing employee and customer accidents. 3.3.2</p>
<p>Develop and demonstrate routine security procedures. 3.4</p>	<p>1 Describe procedures for opening and closing the student-based enterprise. 3.4.1</p> <p>2 Demonstrate routine housekeeping activities in the student-based enterprise. 3.4.2</p> <p>3 Devise and analyze methods for preventing employee pilferage and shoplifting. 3.4.3</p>
<p>Examine the market to discover factors that could influence merchandising decisions. 4.2</p>	<p>1 Recognize and categorize social/cultural/economic trends in the studentbased enterprise’s market. 4.2.1</p> <p>3 Explain how technology and social media influence customers and merchandise decisions. 4.2.3</p>
<p>Analyze competitors’ offerings through research. 4.3</p>	<p>1 Effectively identify the student based enterprise’s competitors. 4.3.1</p> <p>2 Evaluate competitors’ products to studentbased enterprise products. 4.3.2</p> <p>3 Assess how data collected may affect the student-based enterprise’s product offerings. 4.3.3</p>
<p>Determine price sensitivity. 4.5</p>	<p>2 Evaluate the student-based enterprise’s trading area and provide examples of how a product’s price affects sales. 4.5.2</p>
<p>Profile student-based enterprise’s target customer. 5.2</p>	<p>1 Construct a customer profile using demographic, psychographics and geographic information. 5.2.1</p> <p>2 Describe the average customer. 5.2.2</p>
<p>Conduct market needs. 5.3</p>	<p>2 Conduct market research to select what products to offer. 5.3.2</p> <p>3 Analyze data collected to determine the student-based enterprise’s product mix. 5.3.3</p>
<p>Plan the merchandise/inventory assortment for the student-based enterprise. 6.2</p>	<p>1 Select the mix of brands for the studentbased enterprise. 6.2.1</p> <p>2 Develop and appraise the product lines for the student-based enterprise. 6.2.2</p>
<p>Choose the student-based enterprise’s vendors. 6.3</p>	<p>1 Compile questions needed to select proper vendor(s) and proper merchandise/inventory. 6.3.1</p>

	<ul style="list-style-type: none"> 2 Survey and evaluate vendors to determine the best choice for the student-based enterprise. 6.3.2
Calculate a stock turnover for individual projects. 6.4	<ul style="list-style-type: none"> 2 Evaluate and determine when to buy/reorder/drop items in the student-based enterprise's inventory. 6.4.2
Formulate student-based enterprise deductions. 6.5	<ul style="list-style-type: none"> 1 Determine when and/or if merchandise should go on sale based on planning and evaluation. 6.5.1 2 Decide if the student-based enterprise will offer discounts. 6.5.2
Choose the student-based enterprise's vendors. 6.6	<ul style="list-style-type: none"> 6.6 Choose the student-based enterprise's vendors. 6.6
Evaluate customer's view of the studentbased enterprise as a community, price or service oriented business. 6.6.2	<ul style="list-style-type: none"> 2 Evaluate customer's view of the studentbased enterprise as a community, price or service oriented business. 6.6.2
Describe and discuss the concept of price creation. 7.1	<ul style="list-style-type: none"> 1 Illustrate the importance of pricing strategies related to the student-based enterprise. 7.1.1
Formulate the cost of the student-based enterprise's products. 7.2	<ul style="list-style-type: none"> 1 Explain breakeven, ROI, markup and profit margin for the student-based enterprise's product line. 7.2.1 2 Adjust prices to maximize profitability. 7.2.2
Describe pricing strategies for the student-based enterprise. 7.3	<ul style="list-style-type: none"> 1 Extrapolate various pricing strategies for the student-based enterprise and implement them. 7.3.1 2 Deduce how pricing strategies influence sales. 7.3.2
Explain the relationship between distribution and customer service. 8.2	<ul style="list-style-type: none"> 2 Discuss how timing of orders, stock rotation and product availability affect the student-based enterprise's ability to provide quality customer service. 8.2.2
Review the receiving process. 8.3	<ul style="list-style-type: none"> 1 Construct and implement a procedure for the student-based enterprise to receive merchandise. 8.3.1 2 Utilize stock-handling procedures to process incoming merchandise. 8.3.2

3 Evaluate the receiving process and resolve discrepancies with vendors. 8.3.3

Utilize inventory-control methods to minimize costs and meet customer demands. 8.4

1 Describe and demonstrate how to conduct inventory counts. 8.4.1

3 Create an inventory schedule for the student-based enterprise. 8.4.3

Explain the relationship between distribution and customer service. 8.5

1 Recall and implement methods to prevent inventory shrinkage. 8.5.1

2 Interpret how inventory shrinkage impacts the student-based enterprise's bottom line. 8.5.2

3 Develop inventory-control systems. 8.5.3

Devise and practice promotional activities. 9.4

1 Develop and execute a special event for the student-based enterprise. 9.4.1

2 Interpret the results of a special event on the student based enterprise. 9.4.2

Measure the success of promotional efforts. 9.6

1 Discuss challenges that occurred during the development and execution of a promotional plan. 9.6.1

Give examples of proper sales techniques related to the student-based enterprise. 10.1

1 Explain the importance of sales. 10.1.1

2 Discover the use of technology in the selling process. 10.1.2

3 Research business ethics used in selling. 10.1.3

Determine customer needs. 10.2

1 Develop and practice routine questions to help determine customer needs. 10.2.1

2 Recommend ways for sales staff to assist indecisive customers. 10.2.2

Establish a relationship with the customer. 10.3

1 Develop strategies within the student-based enterprise to promote quality customer relationships. 10.3.1

Assess the significance to the student-based enterprise for tracking daily sales records. 11.2

1 Prepare registers or terminals for sales operations. 11.2.1

2 Demonstrate techniques of open and close register/Point of Sale Terminal. 11.2.2

Explain the nature of a balance sheet. 11.4

1 Identify the major parts of a balance sheet. 11.4.1

2 Create a balance sheet for the studentbased enterprise and explain its significance. 11.4.2

Describe the purpose of an income statement. 11.5

1 Identify the major parts of an income statement/profit or loss statement. 11.5.1

2 Create an income statement for the student-based enterprise and explain its significance. 11.5.2

Explain the purpose of a cash flow statement. 11.6

1 Identify the sections of a cash flow statement. 11.6.1

2 Create a cash flow statement for the student-based enterprise and explain its significance. 11.6.2

Demonstrate the wise use of credit. 11.7

1 Explain credit as it pertains to your studentbased enterprise. 11.7.1