



Goodheart-Willcox Publisher

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Goodheart-Willcox Publisher
Correlation of ***Principles of Management*** ©2020
to California Standards
for the Business Management Pathway

STANDARD	G-W CORRELATING PAGES
A1.0 Explain entrepreneurship and the fundamentals of developing a new business.	Instruction: Pg. 280–282 Section 16.1 Entrepreneurship Pg. 283–287 Section 16.2 Planning Application: Pg. 282 Check Your Understanding #1–5 Pg. 287 Check Your Understanding #1–5 Pg. 293 Review Your Knowledge #1–6
A1.1 Recognize personal traits and leadership styles of entrepreneurs and business leaders.	Instruction: Pg. 134 Leading Function, paragraph 2 Pg. 134 Figure 8-1 Traits of Effective Leaders Pg. 140–141 Leadership Style Application: Pg. 145 Review Your Knowledge #7 Pg. 146 Internet Research: Leadership Traits and Famous Leaders
A1.2 Analyze management theories and their application within the business environment.	Instruction: Pg. 24–25 Management Theory Pg. 25–27 Classical Management Pg. 27–28 Behavioral Management Application: Pg. 33 Review Your Knowledge #2–5 Pg. 33 Apply Your Knowledge #5–8
A1.3 Develop personal management skills to function effectively, efficiently, and collaboratively in a business environment.	Instruction: Pg. 166–175 Chapter 10 Soft Skills for Management Application: Pg. 177 Review Your Knowledge #1–10 Pg. 177 Apply Your Knowledge #1–10
A1.4 Determine the type of business organization most appropriate for various business profiles.	Instruction: Pg. 224 Business Types Pg. 225 Business Organization Application: Pg. 239 Review Your Knowledge #3–4

<p>A1.5 Construct and defend a business plan (components may include an executive summary, organizational structure, market analysis, Strengths Weaknesses Opportunities and Threats (SWOT) analysis, marketing plan, operating procedures, financial data, and feasibility and supporting documentation).</p>	<p>Instruction: Pg. 283–284 Planning Function Pg. 283 Figure 16-2 Business Plan Application: Pg. 294 Internet Research: Business Plan</p>
<p>A2.0 Plan, organize, secure, and manage resources of a project to achieve specific goals.</p>	<p>Instruction: Pg. 6–7 Resources Pg. 7–8 Delegation Pg. 203–205 Operations Manager Pg. 205–207 Inventory Management Pg. 209–210 Quality Management Application: Pg. 215 Review Your Knowledge #3–4, 6 Pg. 215 Apply Your Knowledge #5–7 Pg. 216 Teamwork</p>
<p>A2.2 Develop a project schedule, including the constraints of cost, time, and scope, to illustrate project structure using Gantt, Program Evaluation Review Technique (PERT), or other project planning tools.</p>	<p>Instruction: Pg. 50 Schedules Pg. 50 Figure 3-7 Gantt Chart Pg. 81 Matrix Structure, first column, first full paragraph Pg. 81 Figure 5-5 Project Management Pg. 204 Scheduling Pg. 204 Figure 12-2 Gantt Chart Application: Pg. 53 Apply Your Knowledge #8 Pg. 90 Internet Research: Project Management Pg. 215 Apply Your Knowledge #6</p>
<p>A2.3 Optimize allocation of resources necessary to achieve predefined objectives.</p>	<p>Instruction: Pg. 203–205 Operations Manager Pg. 205–207 Inventory Management Pg. 207–208 Benefits of Effective Operations Management Application: Pg. 215 Review Your Knowledge #3–5 Pg. 215 Apply Your Knowledge #5–7</p>
<p>A2.4 Evaluate beneficial change, or added value, of a specific project.</p>	<p>Instruction: Pg. 67 Trade-Offs and Opportunity Costs Pg. 203 Manufacturing Business, fourth paragraph Pg. 205 Quality Control Pg. 205 Figure 12-3 Quality Characteristics Pg. 234 Provides Product Pg. 324–326 New-Product Development</p>

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A3.4 Summarize techniques for managing human resources to maximize operational efficiencies and effectiveness.	Instruction: Pg. 94–100 Section 6.1 Human Resources Application: Pg. 101 Check Your Understanding #1–5 Pg. 109 Review Your Knowledge #1–5
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