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<td>STANDARD 1: Identify and describe the planning function of management.</td>
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| Objective 1. Explain what planning is and the importance of planning. | **Instruction:** p. 112–117, p. 129–130, p. 146, 151  
**Application:** p. 139, Review Your Knowledge #5, p. 157, Review Your Knowledge #6 |
| Objective 2. Explain the business decision-making process. | **Instruction:** p. 11–12, p. 129–131, p. 136–137  
**Application:** p. 19, Apply Your Knowledge #2, p. 139, Apply Your Knowledge #5 |
**Application:** p. 137, Section 7.2 Review #2, p. 139, Review Your Knowledge #5, p. 157, Review Your Knowledge #6 |
**Application:** p. 139, Review Your Knowledge #7, p. 140, Internet Research: Personal Information Management (PIM), p. 352, Review Your Knowledge #2 |
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<td>STANDARD 2: Identify and describe the organizing function of management.</td>
<td><strong>Instruction:</strong>&lt;br&gt;p. 69–77&lt;br&gt;p. 94–95&lt;br&gt;<strong>Application:</strong>&lt;br&gt;p. 77, Section 4.2 Review #1, 5&lt;br&gt;p. 79, Review Your Knowledge #5–10&lt;br&gt;p. 79, Apply Your Knowledge #4, 5&lt;br&gt;p. 97, Review Your Knowledge #10</td>
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<td>Objective 1. Identify and provide examples of basic ownership forms: sole proprietorship, partnership, corporations, franchises, cooperatives, S-corporations and evaluate the advantages and disadvantages of each form of ownership.</td>
<td><strong>Instruction:</strong>&lt;br&gt;p. 69–77&lt;br&gt;p. 94–95&lt;br&gt;<strong>Application:</strong>&lt;br&gt;p. 77, Section 4.2 Review #1, 5&lt;br&gt;p. 79, Review Your Knowledge #5–10&lt;br&gt;p. 79, Apply Your Knowledge #4, 5&lt;br&gt;p. 97, Review Your Knowledge #10</td>
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<td>Objective 2. Evaluate the advantages and disadvantages of each form of ownership.</td>
<td><strong>Instruction:</strong>&lt;br&gt;p. 69–77&lt;br&gt;p. 94–95&lt;br&gt;<strong>Application:</strong>&lt;br&gt;p. 77, Section 4.2 Review #1, 5&lt;br&gt;p. 79, Review Your Knowledge #5–10&lt;br&gt;p. 79, Apply Your Knowledge #4, 5&lt;br&gt;p. 97, Review Your Knowledge #10</td>
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<td>Objective 3. Identify types of organization structure: line, line and staff, matrix, team, committee, and grapevine (optional); centralized vs. decentralized; understand organization charts.</td>
<td><strong>Instruction:</strong>&lt;br&gt;p. 126–128&lt;br&gt;p. 130&lt;br&gt;p. 132&lt;br&gt;p. 135–137&lt;br&gt;<strong>Application:</strong>&lt;br&gt;p. 131, Section 7.1 Review #2, 3&lt;br&gt;p. 139, Review Your Knowledge #1–4, 9&lt;br&gt;p. 139, Apply Your Knowledge #1</td>
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<td>STANDARD 3: Identify and describe the directing (leadership) function of management.</td>
<td><strong>Instruction:</strong>&lt;br&gt;p. 132–134&lt;br&gt;<strong>Application:</strong>&lt;br&gt;p. 139, Review Your Knowledge #6, 8&lt;br&gt;p. 139, Apply Your Knowledge #2</td>
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<td>Objective 1. Identify leaders and effective leadership qualities.</td>
<td><strong>Instruction:</strong>&lt;br&gt;p. 132–134&lt;br&gt;<strong>Application:</strong>&lt;br&gt;p. 139, Review Your Knowledge #6, 8&lt;br&gt;p. 139, Apply Your Knowledge #2</td>
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<td>Objective 2. Compare and contrast leadership styles: autocratic, democratic, and laissez-faire.</td>
<td><strong>Instruction:</strong>&lt;br&gt;p. 132–134&lt;br&gt;<strong>Application:</strong>&lt;br&gt;p. 137, Section 7.2 Review #1&lt;br&gt;p. 139, Review Your Knowledge #6</td>
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<td>Objective 3. Describe techniques managers use to motivate individual employees (e.g., goal setting, management, cross-training, empowerment, and self-direction).</td>
<td><strong>Instruction:</strong>&lt;br&gt;p. 128–131&lt;br&gt;p. 172–177&lt;br&gt;<strong>Application:</strong>&lt;br&gt;p. 131, Section 7.1 Review #4, 5&lt;br&gt;p. 139, Review Your Knowledge #4, 5&lt;br&gt;p. 177, #1–5</td>
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| Objective 4. Understand professionalism and why participation in professional associations is important. | **Instruction:**  
| | p. 53–55  
| | p. 439–441  
| | p. 446–447  
| | p. 463–467  
| | **Application:**  
| | p. 57, Section 3.2 Review #1  
| | p. 59, Review Your Knowledge #6–8  
| | p. 441, Section 21.1 Review #5  
| | p. 453, Teamwork  
| | p. 472, Apply Your Knowledge #7  
| | p. 473, Teamwork  |
| STANDARD 4: Identify and describe the controlling and evaluating functions of management. | **Objective 1. Describe the importance of mission statement, vision statements, goals (long-term), and objectives (short-term).**  
| | **Instruction:**  
| | p. 124–125  
| | p. 131  
| | p. 132–134  
| | p. 151  
| | **Application:**  
| | p. 137, Section 7.2 Review #2  
| | p. 139, Review Your Knowledge #3  
| | p. 157, Review Your Knowledge #6  |
| | **Objective 2. Understand need to measure performance against established expectations (e.g. Performance gaps).**  
| | **Instruction:**  
| | p. 167–168, Performance Evaluation  
| | p. 129–131, Management Functions  
| | **Application:**  
| | p. 171, Section 9.1 Review #3  
| | p. 179, Apply Your Knowledge #3  |
| | **Objective 3. Evaluate and determine alternative actions when goals are not being met. (e.g., changing goals, changing strategies).**  
| | **Instruction:**  
| | p. 129–131  
| | p. 132–134  
| | p. 151  
| | p. 338–340, Budgets  
| | **Application:**  
| | p. 139, Review Your Knowledge #7  
| | p. 157, Review Your Knowledge #6  |
| STANDARD 5: Analyze and understand the importance of financial information. | **Objective 1. Know basic financial terms (e.g. assets, liabilities, owner’s equity, revenue, expenses).**  
| | **Instruction:**  
| | p. 112–117  
| | p. 336–351  
| | **Application:**  
| | p. 117, Section Review #4, 5  
| | p. 119, Review Your Knowledge #8–10  
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<td><strong>Objective 2. Understand the purpose of various financial statements (e.g. Income Statement &amp; Balance Sheet).</strong></td>
<td><strong>Instruction:</strong> p. 116  p. 348–349  <strong>Application:</strong> p. 117, Section Review #4  p. 119, Review Your Knowledge #8  p. 353, Review Your Knowledge #8  p. 353, Apply Your Knowledge #4, 5</td>
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<td><strong>Objective 3. Analyze and interpret the data that appears on financial statements for managerial decisions making.</strong></td>
<td><strong>Instruction:</strong> p. 217–219  p. 348–351  <strong>Application:</strong> p. 221, #1–5  p. 351, Review Your Knowledge #4, 5  p. 353, Apply Your Knowledge #6, 7</td>
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<td><strong>STANDARD 6: Understand basic economic concepts.</strong></td>
<td><strong>Objective 1. Understand economic terms (e.g. recession, depression, inflation, GDP, etc.).</strong></td>
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<td>STANDARD 7: Understand basic marketing concepts.</td>
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<td>Objective 1. Identify and understand the four Ps.</td>
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<td>Objective 2. Identify the elements of product development.</td>
<td><strong>Instruction:</strong></td>
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| Objective 3. Understand the use of pricing strategy. | **Instruction:** p. 213–220  
**Application:** p. 221, Section 11.2 Review #1–3  
p. 231, Review Your Knowledge #3–6  
p. 231, Apply Your Knowledge #2 |
| Objective 4. Identify and understand distribution channels (place). | **Instruction:** p. 222–229  
**Application:** p. 229, Section 11.3 Review #1, 4, 5  
p. 231, Review Your Knowledge #10 |
| Objective 5. Recognize the different types of promotion. | **Instruction:** p. 236–242  
**Application:** p. 242, Section 12.1 Review #1–5  
p. 253, Review Your Knowledge #1, 3 |
| STANDARD 8: Describe human resource management and its importance to the successful operation of an organization. | **Objective 1. Understand management theories: Theories X, Y, Z, Herzberg’s, Maslow’s Hierarchy of Needs, etc.**  
**Instruction:** p. 132  
p. 173  
**Application:** p. 140, Internet Research: Management Theories  
p. 180, Internet Research: Motivation |
| **Objective 2. Identify methods used in recruiting, hiring, training, and firing employees.** | **Instruction:** p. 162–169  
**Application:** p. 171, Section 9.1 Review #1–3  
p. 178, Review Your Knowledge #1, 2  
p. 179, Apply Your Knowledge #1, 3 |
| **Objective 3. Identify trends in the modern workplace such as downsizing, quality control circles, teams, flexible work schedules, job-sharing, telecommuting, etc.** | **Instruction:** p. 167, Benefits  
p. 168, Reducing the Labor Force  
p. 172–173  
p. 149–150, Improving Productivity  
**Application:** p. 177, Section 9.2 Review #1  
p. 150, Section 8.1 Review #5 |
| **Objective 4. Understand compensation and benefits.** | **Instruction:** p. 165–167  
p. 342–344  
**Application:** p. 352, Review Your Knowledge #4 |
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<td><strong>STANDARD 9: Understand and identify ethics and social responsibility as it relates to business.</strong></td>
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| Objective 1. Describe a business code of ethics. | Instruction:  
  p. 53–54  
  Application:  
  p. 59, Review Your Knowledge #7, 8  
  p. 59, Apply Your Knowledge #5  
  *Global Note: Ethics features appear in each chapter.* |
| Objective 2. Explain the overall nature of social responsibility (e.g. philanthropy, human rights violations, child labor, etc.). | Instruction:  
  p. 55–57  
  Application:  
  p. 57, Section 3.2 Review #5  
  p. 59, Review Your Knowledge #9, 10  
  p. 59, Apply Your Knowledge #4 |
| Objective 3. Understand the impact of business on the environment. | Instruction:  
  p. 48–49, Environmental Protection  
  p. 57  
  Application:  
  p. 59, Review Your Knowledge #3  
  p. 59, Apply Your Knowledge #2 |
| **STANDARD 10: Understand laws that regulate business.** |  |
| Objective 1. Describe how the workplace has changed as a result of labor legislation (e.g., drug testing, ADA, sexual harassment, safety, right-to-privacy, affirmative action, termination/demotion, etc.). | Instruction:  
  p. 49–50  
  p. 172–176  
  Application:  
  p. 59, Review Your Knowledge #4  
  p. 177, Section 9.2 Review #4, 5  
  p. 179, Review Your Knowledge #8–10 |
| Objective 2. Understand laws pertaining to business practices (Sherman Act, Wheeler Lea Act, Clayton Act, Robinson-Patman Act) | Instruction:  
  p. 37, Promote Competition  
  p. 47–49, Role of the Legal System  
  p. 49–50, Workplace Laws  
  Application:  
  p. 39, Review Your Knowledge #9  
  p. 52, Section 3.1 Review #2  
  p. 59, Review Your Knowledge #2–4  
  p. 60, Internet Research: Role of law in business |
| Objective 3. Know the legal aspect of starting a business (licensing, zoning, taxations, etc.). | Instruction:  
  p. 48, Business Finances  
  p. 69–77, Section 4.2 Business Organization  
  p. 91–95, Section 5.2 Entering Global Business  
  p. 478–481, Intellectual Property  
  Application:  
  p. 52, Section 3.1 Review #2  
  p. 59, Review Your Knowledge #2  
  p. 60, Internet Research: Role of law in business  
  p. 77, Section 4.2 Review #2, 3  
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  p. 97, Review Your Knowledge #5–7, 10  
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| Objective 4. Analyze and identify illegal marketing practices. | **Instruction:**  
  p. 219–221  
  p. 250–251  
**Application:**  
  p. 231, Review Your Knowledge #5, 6  
  p. 251, Section 12.2 Review #5  
  p. 253, Review Your Knowledge #9 |
| STANDARD 11: Students will be able to describe the role of information technology to conduct business effectively and efficiently in a modern world. | **Instruction:**  
  Pg. 476  
  Pg. 483–484  
**Application:**  
  Pg. 482, Section 23.1 Review #1  
  Pg. 488, Review Your Knowledge #1  
**Global Note:** Social Media for Business features appear at the beginning of each unit.  
**Global Note:** Internet Research activities at the end of each chapter provide research opportunities. |
| Objective 1. Describe how the Internet provides information to users. | **Instruction:**  
  Pg. 476  
  Pg. 483–484  
**Application:**  
  Pg. 482, Section 23.1 Review #1  
  Pg. 488, Review Your Knowledge #1  
**Global Note:** Social Media for Business features appear at the beginning of each unit.  
**Global Note:** Internet Research activities at the end of each chapter provide research opportunities. |
| Objective 2. Describe the basic technology infrastructure used by businesses. | **Instruction:**  
  Pg. 47  
  Pg. 147–150  
**Application:**  
  Pg. 52, Section 3.1 Review #2  
  Pg. 150, Section 8.1 Review #3-5  
  Pg. 156, Review Your Knowledge #2-4 |
| Objective 3. Describe technology’s impact on strategy. | **Instruction:**  
  Pg. 47  
  Pg. 147–150  
**Application:**  
  Pg. 52, Section 3.1 Review #2  
  Pg. 150, Section 8.1 Review #3-5 |
| Objective 4. Describe the impact of planning an online business. | **Instruction:**  
  Pg. 8, 47  
  Pg. 112–116  
  Pg. 225, 229  
**Application:**  
  Pg. 52, Section 3.1 Review #2  
  Pg. 231, Review Your Knowledge #9  
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