

# **ENTERPRISE MANAGEMENT II**

## Curriculum Content Frameworks

**Please note: All assessment questions will be taken from the knowledge portion of these frameworks.**

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# Curriculum Content Frameworks

## ENTERPRISE MANAGEMENT II

Grade Levels: 10 - 12  
Course Code: 492180

Prerequisite: Keyboarding  
Tech Prep Foundation Core  
Enterprise Management I

Course Description: Enterprise Management II is a one-semester course that incorporates international economics and small business applications. The course content focuses on risk management; the use of technology; legal, ethical, and social obligation of business; savings and investments; taxes and government.

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# Unit 1: Risk Management

## Hours: 5

Terminology: Bounced check, Consumer credit, Controllable risk, Federal Employees' Compensation Act (FECA), Insurable risks, Insurance, Premium, Pure risk, Risk assessment, Risk management, Shoplifting, Speculative risk, Trade credit, Uncontrollable risk, Worker's compensation

<b>CAREER and TECHNICAL SKILLS</b> What the Student Should be Able to Do		<b>ACADEMIC and WORKPLACE SKILLS</b> What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
1.1 Define terminology	1.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies information and concepts derived from printed materials [1.3.3]  Applies/Understands technical words that pertain to economics [1.3.6]
1.2 Identify concepts associated with business risks [MKC05.01.02] [ESS03.01.10]	1.2.1 Identify types of business risks  1.2.2 Determine risks that are insurable and uninsurable	Thinking	Decision Making  Reasoning	Evaluates information/data to make best decision [4.2.5]  Comprehends ideas and concepts related to risks [4.5.2]  Uses logic to draw conclusions from available information [4.5.6]
1.3 Identify concepts associated with protecting your business [MKC06.01.04] [ESS06.01.03] [ESS06.03.03] [ESS06.04.01]	1.3.1. Discuss the different types of business insurance	Thinking	Decision Making	Evaluates information/data to make best decision [4.2.5]

## Unit 2: Use of Technology in Business

### Hours: 10

Terminology: E-commerce, Electronic mail, Hardware, Internet Service Provider (ISP), Software, Web page

<b>CAREER and TECHNICAL SKILLS</b> What the Student Should be Able to Do		<b>ACADEMIC and WORKPLACE SKILLS</b> What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
2.1 Define terminology	2.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to technology in business [1.3.6]
2.2 Utilize technology in business [MKC04.01.01] [ESS04.02.01] [ESS04.03.01] [ESS04.06.01]	2.2.1 Determine the different types of computer hardware entrepreneurs use	Foundation	Reading	Determines what information is needed [1.3.10]
	2.2.2 Choose the computer software needed to run a business	Thinking	Decision Making	Evaluates information/data to make best decision [4.2.5]
	2.2.3 Consider other types of technology for business		Problem Solving	Draws conclusions from what is read, and gives possible solutions [4.4.4]
2.3 Learn about the Internet [MKPB03.01.01] [ESS02.04.01] [ESS04.04.01] [ESS04.05.03] [ESS04.09.02]	2.3.1 Access the Internet to research components of business	Thinking	Knowing How to Learn	Locates appropriate learning resources to acquire or improve knowledge and skills [4.3.3]
	2.3.2 Use e-commerce to promote business		Problem Solving	Devises and implements a plan of action to resolve problem [4.4.3]
2.4 Research the purchase of technology [MKC10.01.01]	2.4.1 Determine technology needs for business	Foundation	Arithmetic/ Mathematics	Uses computer in mathematical application, information processing, problem solving [1.1.38]
	2.4.2 Compare prices and sources of technology	Thinking	Reading  Decision Making	Determines what information is needed [1.3.10]  Evaluates information/data to make best decision [4.2.5]

## Unit 3: Legal, Ethical, and Social Obligations of Business

### Hours: 10

Terminology: Business ethics, Code of ethics, Copyright, Ethics, Patent, Trademark

<b>CAREER and TECHNICAL SKILLS</b> What the Student Should be Able to Do		<b>ACADEMIC and WORKPLACE SKILLS</b> What the Instruction Should Reinforce			
<b>Knowledge</b>	<b>Application</b>	<b>Skill Group</b>	<b>Skill</b>	<b>Description</b>	
3.1 Define terminology	3.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to the obligations of business [1.3.6]	
3.2 Discuss legal requirements [MKC08.01.4] [ESS06.02.01]	3.2.1 Recognize how laws promote competition	Foundation	Reading	Identifies relevant details, facts, and specifications [1.3.16]	
	3.2.2 Identify regulations that protect business and the public		Writing	Presents answers/conclusions in a clear and understandable form [1.6.13]	
	3.2.3 Identify laws that protect employee rights				
3.3 Recognize ethical issues [MKC08.01.01] [MKPB05.01.01] [ESS08.01.02]	3.3.1 Define <i>ethics</i>	Foundation	Reading	Distinguishes between fact and opinion [1.3.11]	
	3.3.2 Recognize the need to establish ethics in the workplace		Writing	Evaluates information and data to make best decision [4.2.5]	
3.4 Examine social responsibilities [MKC07]	3.4.1 Identify the responsibility a business has to others	Foundation	Reading	Identifies relevant details facts, and specifications [1.3.16]	
	3.4.2 Identify how a business responds to change in the workplace		Writing	Summarizes written information [1.6.17]	
	3.4.3 Identify ways a business can respect the environment				Analyzes data, summarizes results, and makes conclusions [1.6.2]
	3.4.4 Encourage involvement in student business organizations				

## Unit 4: International Business

### Hours: 10

Terminology: Culture, Exports, Imports, Marketing expansion, Product life cycle, Quota, Tariff, Trade barriers

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do			ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application		Skill Group	Skill	Description
4.1 Define terminology	4.1.1 Prepare a list of terms with definitions		Foundation	Reading	Applies/Understands technical words that pertain to international business [1.3.6]
				Writing	Uses words appropriately [1.6.21]
4.2 Discuss growth strategy [MKC10.07.01]	4.2.1 Determine when and how to expand a business		Foundation	Reading	Applies information to new situation [1.3.5]
	4.2.2 Select a growth strategy		Thinking	Decision Making	Generates options/alternatives [4.2.6]
	4.2.3 Examine product life cycle			Problem Solving	Demonstrates logical reasoning in reaching a conclusion [4.4.2]
4.3 Investigate international trends and opportunities [MKCO5.05.01]	4.3.1 Identify the different ways a business can import and export		Foundation	Reading	Identifies relevant details, facts, and specifications [1.3.16]
	4.3.2 Identify the pros and cons of international competition		Thinking	Decision Making	Identifies pros and cons to assist in decision-making process [4.2.1]
	4.3.3 Evaluate trade regulations that will affect business				Evaluates information/data to make best decisions [4.2.5]
4.4 Analyze cultural and business connections [MKC01.03.01] [ESS02.11.01]	4.4.1 Identify and respect different cultures		Interpersonal	Cultural Diversity	Respects others' personal values, cultures, and tradition [2.2.4]
	4.4.2 Determine why knowledge of different cultures is important		Thinking	Decision Making	Comprehends ideas and concepts related to different cultures [4.2.2]

## Unit 5: Saving and Investing

### Hours: 15

Terminology: Annual Percentage Yield (APY), Blue chip stock, Bond, Brokerage firm, Capital gain, Capital loss, Certificate of Deposit (CD), Commercial bank, Common stock, Compound interest, Credit union, Diversification, Dividend, Face value, High-Yield Bond (HYB), Insider trading, Investing, Load, Money market account, Mutual fund, Preferred stock, Principle, Prospectus, Return, Risk, Savings, Savings account, Savings bond, Securities and Exchange Commission (SEC), Share of stock, Simple interest, Stock exchange, Stock transaction, Stockbroker, Stockholder

<b>CAREER and TECHNICAL SKILLS</b> What the Student Should be Able to Do		<b>ACADEMIC and WORKPLACE SKILLS</b> What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
5.1 Define terminology	5.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to saving and investing [1.3.6]
			Writing	Uses words appropriately [1.6.21]
5.2 Discuss benefits of savings	5.2.1 Describe the benefits of savings	Foundation	Listening	Listens for content [1.2.3]
	5.2.2 Identify savings strategies		Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]
	5.2.3 Compare and contrast savings institutions/options		Writing	Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6]
	5.2.4 Calculate simple and compound interest			
5.3 Explore investment basics	5.3.1 Explain the relationship between risk and return	Foundation	Listening	Listens for content [1.2.3]
	5.3.2 Discuss how to evaluate and limit risk when making investment decisions		Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]
5.4 Discover investment options	5.4.1 Describe types of stock	Foundation	Reading	Identifies relevant details, facts, and specifications [1.3.16]
	5.4.2 Explain the difference between stocks, bonds, and mutual funds		Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]
	5.4.3 Identify sources of investments			

## Unit 6: Personal and Business Taxes

**Hours: 10**

Terminology: Allowance, Business/License tax, Deductions, Dependent, Excise tax, Federal Insurance Contributions Act (FICA), Form W-2, Form W-4, Gift tax, Gross income, Income tax, Internal Revenue Service (IRS), Net income, Payroll tax, Property tax, Public goods, Sales tax, Tax return, Taxable income, Withholding

<b>CAREER and TECHNICAL SKILLS</b> What the Student Should be Able to Do		<b>ACADEMIC and WORKPLACE SKILLS</b> What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
6.1 Define terminology	6.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to personal and business taxes [1.3.6]
			Writing	Uses words appropriately [1.6.21]
6.2 Identify payroll taxes [MK10.02.03] [ESS09.06.03]	6.2.1 Describe payroll taxes and withholding	Foundation	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]
	6.2.2 Analyze a paycheck stub and a form W-4			Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6]
6.3 Discuss income taxes	6.3.1 Identify information needed to complete an income tax return	Foundation	Arithmetic/ Mathematics	Calculates dollar amounts [1.1.7]
	6.3.2 Calculate income tax		Reading	Determines what information is needed [1.3.10]
6.4 Examine the relationship between taxes and government	6.4.1 Describe funding for state, local, and federal government	Foundation	Listening	Listens for content [1.2.3]
	6.4.2 Discuss government spending		Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]  Participates in conversation, discussion, and group presentations [1.5.8]

# Glossary

## Unit 1 - Risk Management

1. Bounced check - check that is returned to a business by the bank because the customer's checking account has insufficient funds to cover the check amount
2. Consumer credit - offered when a retail business allows its customers to buy merchandise now and pay for it later
3. Controllable risk - risk that can be reduced or possibly even avoided by actions the insured takes
4. Federal Employees' Compensation Act (FECA) - law that provides benefits to employees who have suffered work-related injuries or occupational diseases; benefits include payment of medical expenses, compensation for lost wages, and payment of benefits to dependents of employees who die from work-related injuries or occupational diseases
5. Insurable risks - risks in which the amount of loss can be predicted
6. Insurance - a payment made to an insurance company to cover the cost of uncontrollable events
7. Premium - payment that is made to an insurance company to cover the cost of insurance; price paid to cover a specified risk for a specific period of time
8. Pure risk - insurable risk that is faced by a large number of people and the amount of the loss can be predicted; presents the chance of loss but no opportunity for gain
9. Risk assessment - involves looking at all aspects of a business and determining the risks it faces
10. Risk management - involves taking action to prevent or reduce the possibility of loss to a business
11. Shoplifting - act of knowingly taking items from a business without paying
12. Speculative risk - risk which offers the insured the chance to gain as well as lose from the event or activity
13. Trade credit - offered when one business allows another business to buy now and pay later
14. Uncontrollable risk - risk on which actions have no effect, such as the weather
15. Worker's Compensation - a government-regulated program that provides medical, income, and training benefits to employees who are injured on the job

## Unit 2: Use of Technology in Business

1. E-commerce – selling products or services over the Internet; also called electronic commerce
2. Electronic mail – used to send and receive electronic messages from anyone in the world; also called e-mail
3. Hardware – computers and the equipment used with them
4. Internet Service Provider (ISP) – a company that provides access to the Internet
5. Software – programs that control computer hardware and direct its operation
6. Web page – a file accessible through the World Wide Web that greets visitors and provides information

## **Unit 3: Legal, Ethical, and Social Obligations of Business**

1. Business ethics – the application of the principles of right and wrong to issues that come up on the workplace
2. Code of ethics – the level of ethical behavior demanded by an individual, a business, or a culture; a set of guidelines for living morally
3. Copyright – the legal right to exclusive publication, production, sale, or distribution of a literary or artistic work
4. Ethics – the study of moral choices and values; guidelines for human behavior, especially in situations involving honesty, integrity, and fairness
5. Patent – the legal document that gives an inventor the sole right to produce, use, and sell an invention
6. Trademark – a name, symbol, or special mark that can be used only by a certain business to identify itself or something it sells

## Unit 4: International Business

1. Culture – the set of customs, beliefs, and social attitudes that characterize a particular group of people
2. Exports – products and services that are produced in one country and sent to another to be sold
3. Imports – products and services that are brought in from another country to be sold
4. Marketing expansion – increasing market share for a product or service within a given market in a given area
5. Product life cycle – the business cycle determined by changes in the type of competition faced by a product; the four stages are introduction, growth, maturity, and decline
6. Quota – a limited on the amount of a product that can be imported into a country over a particular period of time
7. Tariff – a tax on imports
8. Trade barriers – methods for keeping foreign businesses from competing with domestic producers

## Unit 5: Saving and Investing

1. Annual Percentage Yield (APY) – the actual interest rate an account pays per year
2. Blue chip stock – stock of an established and historically successful corporation
3. Bond – a written promise to pay a debt by a specified date
4. Brokerage firm – a company that specializes in helping people buy and sell stocks and bonds
5. Capital gain – profit earned from selling stock at a price higher than its purchase price
6. Capital loss – the amount lost if selling stock at a price lower than its purchase price
7. Certificate of Deposit (CD) – a deposit in a savings institution that earns a fixed interest rate for a specified period of time
8. Commercial bank – a financial institution that serves individuals and businesses with a variety of accounts, loans, and other financial services
9. Common stock – a voting share of stock that does not pay a set dividend
10. Compound interest – interest paid on the principal and also on previously earned interest, assuming that the interest is left in the account
11. Credit union – a financial institution that offers memberships to people who share a common bond, such as people in a particular profession, company, church, or labor union
12. Diversification – investing in various businesses with different levels of risk
13. Dividend – a share of corporation's profit paid to its stockholders based on the number of shares of stock owned
14. Face value – the amount printed on a bond
15. High-Yield Bond (HYB) – high-return, high-risk bonds or junk bonds
16. Insider trading – trading stock based on information that is not available to the general public
17. Investing – saving in a way that earns income
18. Load – sales fee paid when investing in a mutual fund
19. Money market account – a deposit for which the interest rate changes over time
20. Mutual fund – business that accepts deposits from many people and invests them in a variety of ways

21. Preferred stock – a non-voting share of stock that pays a fixed dividend
22. Principle – money on deposit in a savings account, CD, or other savings options
23. Prospectus – a publication that describes how a fund is operated, the fund's investing objectives, and the fees it charges
24. Return – income earned on an investment
25. Risk – the chance that an investment will decrease in value
26. Savings – money that is put aside for a later use
27. Savings account – an account offered by any savings institution in which money is deposited, interest is earned on the deposits, and the money can be withdrawn at any time
28. Savings bond – a U.S. government bond issued for amounts of \$50 to \$10,000
29. Securities and Exchange Commission (SEC) – the government commission responsible for enforcing the laws concerning the trading of stocks and bonds
30. Share of stock – a unit of ownership in a corporation
31. Simple interest – the amount paid on the average balance in an account once a year at the end of the year
32. Stock exchange – the location where orders to buy or sell stock are sent and carried out
33. Stock transaction – when shares of stock are bought and sold
34. Stockbroker – a person who handles the transfer of stocks and bonds between buyer and seller
35. Stockholder – an investor who owns part of a corporation because he or she owns shares of stock

## Unit 6: Personal and Business Taxes

1. Allowance – a number that reduces the amount of money withheld from a person's pay
2. Business/License tax – tax to operate certain kinds of businesses
3. Deductions – expenses that can be legally subtracted from income when figuring income tax
4. Dependent – a person one supports financially, such as a child
5. Excise tax – a tax collected on the sale of specific goods and services, such as alcoholic beverages, tobacco, and gasoline
6. Federal Insurance Contributions Act (FICA) – the law that requires workers to contribute to Social Security and Medicare
7. Form W-2 – a summary of a person's earnings and withholdings for the year for each job worked
8. Form W-4 – provides the information an employer needs to determine the proper amount to withhold from a person's paycheck
9. Gift tax – a tax paid by the giver on gifts with values above a federal threshold
10. Gross income – the amount earned before taxes are withheld
11. Income tax – a tax paid on earnings from wages, interest, dividends, and other sources
12. Internal Revenue Service (IRS) – the federal agency that collects income taxes
13. Net income – the amount remaining after withholds are subtracted from gross pay
14. Payroll tax – a tax based on the payroll of a business; paid to the government
15. Property tax – a tax on the value of real estate property
16. Public goods – goods and services provided by the government that benefit all Americans
17. Sales tax – a tax added to the price of goods and services at the time of purchase
18. Tax return – a set of forms that taxpayers use to calculate their tax obligation
19. Taxable income – the income figure used to determine income taxes
20. Withholding – a payroll tax an employer deducts from a person's wages