



MASSACHUSETTS
DEPARTMENT of
EDUCATION

**Vocational Technical Education
Framework**

Standardized Strand 5

Management and Entrepreneurship

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Strand 5: Management and Entrepreneurship Knowledge and Skills

5.A Analyze basic business practices required to start and run a company/organization.

- 5.A.01a Define entrepreneurship.
- 5.A.02a Describe the relationship between suppliers, producers, and consumers.
- 5.A.03a Compare and contrast types of businesses, including sole proprietorships, small businesses, companies, corporations, governmental agencies, and non-profit organizations.
- 5.A.04a Describe practices that ensure quality customer service.
- 5.A.05a Explain the value of competition in business/field.

Performance Examples:

1. Prepare a business plan for a new company in your community.
2. Participate in a discussion with members of a local small-business incubator or chamber of commerce, identifying opportunities and summarizing best practices of new companies.
3. Create an equipment list, with costs, of equipment required for doing specific tasks.
4. Identify local zoning and environmental laws that apply to businesses in your industry.

5.B Manage all resources related to a business/organization.

- 5.B.01a Identify a company's/organization's chain of command and organizational structure.
- 5.B.02a Define and demonstrate leadership and teamwork skills.
- 5.B.03a Explain ways a company or organization can market itself, including choosing a name, designing logos and promotional materials, advertising, and the importance of word-of-mouth.
- 5.B.04a Identify methods to track inventory, productivity, income, expenses, and personnel.
- 5.B.05a Explain the importance of written operating procedures and policies.
- 5.B.06a Identify professional organizations and their benefits.
- 5.B.07a Explain methods to effectively run a meeting.

Performance Examples:

1. Create a plan to keep track of tools and supplies in your classroom/shop.
2. Work as a team to complete a project, including running and participating in problem-solving meetings.
3. Contact a relevant professional organization and request information about its benefits, membership requirements, and costs.
4. Clip print advertisements from local companies, identifying common themes and contrasting different styles.

5.C Describe methods for managing, organizing, retrieving and reporting financial data.

- 5.C.01a Explain the role of small businesses in the economy.
- 5.C.02a Extract and extrapolate data from financial documents, such as a pay-stub, budget, tax statement, and financial report.

Performance Examples:

1. Create and follow a budget for an in-class project.
2. Identify equipment in your shop/lab that are considered as capital.
3. From a pay-stub, determine gross salary, deductions, and net pay for a calendar year.
4. Create a rate card or other list of standardized costs for services provided, based on research of local rates and practices.

5.D Apply labor and civil rights law and guidelines to business practice and decisions.

- 5.D.01a List federal and state mandated employee rights.
- 5.D.02a Describe proper working conditions for your industry.
- 5.D.03a Explain the role of labor organizations.
- 5.D.04a Discuss the importance of diversity and list methods of encouraging diversity in the workplace.
- 5.D.05a Describe standard forms of employment contracts applicable to your industry.
- 5.D.06a State the current minimum wage, as well as wages for common jobs found within the field.
- 5.D.07a List opportunities for continual professional development.

Performance Examples:

1. Participate in and summarize a discussion with a member of a labor organization.
2. Participate in and summarize a discussion with a member of a civil rights organization.
3. While participating in a group project, write and follow job descriptions for each member of the team.
4. Evaluate a shop/lab in terms of safety, ergonomics, and workflow.

5.E Evaluate the effects of community relations on companies and the industry.

- 5.E.01a Describe the role that the industry/organization plays in different communities.
- 5.E.02a Describe the role that community interests play in a company's/organization's decision-making process.

Performance Example:

1. Participate in a service project or community-centered event.

5.F Apply legal requirements and ethical considerations to business practice and decisions.

- 5.F.01a Identify laws that regulate businesses/organizations in your field.
- 5.F.02a Define the requirements for and protections given by copyright and trademark law.
- 5.F.03a Define the impact of the Americans with Disabilities Act and other civil rights legislation on your business/organization, employees, and customers.
- 5.F.04a Define ethical business practices for your field.
- 5.F.05a Identify trade-specific practices that support clean energy technologies and encourage environmental sustainability.

Performance Examples:

1. Research the ethical guidelines set forth by a professional organization related to your industry and participate in a debate over how to apply these guidelines to a variety of situations.
2. Create a portfolio of a variety of completed contracts and their uses.
3. Participate in and summarize a discussion with a lawyer, consumer advocate, or other legal professional.
4. Create a quick reference outline listing legal topics and related resources.