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Student Name

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High School or Vocational Center

**COMPETENCY RECORD FOR ARTICULATION**

**Management Programs  
Baker College**

Please check below each skill the student has mastered as described with a minimum of 80 percent accuracy or with an A or B grade.

**MGT 231 SMALL BUSINESS MANAGEMENT**

<b>Task</b>	<b>Satisfactory</b>	<b>Unsatisfactory</b>
Identify the role of the entrepreneur in today's marketplace, with a realistic evaluation of the potential rewards and the ultimate drawbacks of entrepreneurship.		
Assess the essential components of a business plan and understand the interrelationship of the various elements of the plan. Define the business plan and assess its relevance to the entrepreneur.		
Evaluate marketing strategy options for building a competitive advantage.		
Identify the many different startup business opportunities for the entrepreneur.		
Define small business marketing and identify the components of a formal marketing plan.		
Analyze the importance of the business location, distribution channels, and the target market variables.		
Describe the financial components of the small business and the available financial sources for the small business operation.		
Examine the marketing components of the small business and the total product/service offering and how it is affected by consumer behavior.		
Describe the product or service as it relates to the pricing strategy and personal selling techniques for the small business.		
Assess the role of advertising within the marketing plan and evaluate the media alternatives.		
Illustrate how through the development of a quality product, service, and/or management the operation will create value for the customer.		

Task	Satisfactory	Unsatisfactory
Explain the impact of social responsibilities on small business operations and examine the ethical characteristics of the company, employee, stakeholder, and customer.		
Prepare and orally present a viable business plan for launching a new business or service.		

Teacher signature \_\_\_\_\_ Date \_\_\_\_\_