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| COURSE: Entrepreneurship and Small Business Management | GRADE(S): 9-12 |
| UNIT: Entrepreneurship and the Economy | |

NATIONAL BUSINESS EDUCATION ASSOCIATION STANDARDS:

Achievement Standard: Apply economic concepts when making decisions for an entrepreneurial venture.

Level 1 Performance Expectations:

- Define what is meant by the cost of a good or service.
- Define what is meant by the price of a good or service.
- Describe the interrelationship between cost and price.

Level 2 Performance Expectations:

- Explain the determinants of supply and demand.
- Explain how supply and demand markets interact to determine price.
- Describe the difference between fixed costs and variable costs.
- Describe the impact of variable costs on pricing.

Level 3 Performance Expectations:

- Compare and contrast the different types of market structures (e.g., competition and monopoly).
- Explain the effect of different market structures on market price.
- Establish prices for products/goods.

STATE STANDARDS: Business Education

- To develop an appreciation for the importance of recognizing and acting on new business opportunities.

UNIT OBJECTIVES:

- Describe market and economies.
- Define the concept of supply and demand.
- Explain the effects of market structure on price.
- Describe the functions of a business in a market economy.
- Identify various types of costs.
- Discover how costs affect the prices entrepreneurs charge.
- Define monopoly, oligopoly, and pure competitive market.

ACTIVITIES:

- **Pre-Test**
- **Guided practice**
- **Projects**
- **Enrichment and Challenge problems**
- **Simulations**

ASSESSMENTS:

- Teacher observation
- Quizzes
- Worksheets/Handouts
- Practices, problems, and projects
- Tests

REMEDIATION/MODIFICATION:

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| <p>RESOURCES:</p> <ul style="list-style-type: none"> ▪ Internet ▪ Periodicals ▪ Teacher created notes, handouts and activities ▪ Entrepreneurship and Small Business Management, 2006, Glencoe, Inc. ▪ Virtual Business Retailing 2.0, Simulation, Knowledge Matters http://www.knowledgematters.com/products/?business | <ul style="list-style-type: none"> ▪ Assistance – Teacher/peer ▪ Adjustment – Length/breadth ▪ Alternative – Assignments <p>ENRICHMENT and DIFFERENTIATION</p> <ul style="list-style-type: none"> ▪ Alternative <ul style="list-style-type: none"> ▪ Assignments - length ▪ Extended focus - challenge ▪ Additional <ul style="list-style-type: none"> ▪ Problems/Projects |
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| COURSE: Entrepreneurship and Small Business Management | GRADE(S): 9-12 |
| UNIT: Business Planning | |

NATIONAL BUSINESS EDUCATION ASSOCIATION STANDARDS:

Achievement Standard: Develop a business plan.

Level 1 Performance Expectation:

- Describe why businesses must plan.
- Develop a plan for a specific event.

Level 2 Performance Expectation:

- Define long-term and short-term planning.
- Select a specific event and identify long-term and short-term planning activities.
- Identify the major components of a business plan.
- Describe the use of a business plan.

Level 3 Performance Expectation:

- Identify the information to be included in each component of a business plan.
- Identify sources of information to be included in the business plan.
- Develop a business plan for a planned business.

Level 4 Performance Expectation:

- Prepare a timetable for establishing a planned business.

STATE STANDARDS: Business Education

- To develop an appreciation for the importance of recognizing and acting on new business opportunities.

UNIT OBJECTIVES:

- **Explain the purpose of writing a good business plan.**
- **Examine the seven basic elements of a business plan.**
- **Recognize what additional elements of a business plan might be needed.**
- **Research and create a business plan.**

ACTIVITIES:

- **Guided practice**
- **Projects**
- **Enrichment and Challenge problems**
- **Simulations**

RESOURCES:

- Internet
- Periodicals
- Teacher created notes,

ASSESSMENTS:

- Teacher observation
- Quizzes
- Worksheets/Handouts
- Practices, problems, and projects
- Tests

REMEDIATION/MODIFICATION:

- **Assistance** – Teacher/peer
- **Adjustment** – Length/breadth

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| <p>handouts and activities</p> <ul style="list-style-type: none"> ▪ Entrepreneurship and Small Business Management, 2006, Glencoe, Inc. ▪ Virtual Business Retailing 2.0, Simulation, Knowledge Matters http://www.knowledgematters.com/products/?business | <ul style="list-style-type: none"> ▪ Alternative – Assignments <p>ENRICHMENT and DIFFERENTIATION</p> <ul style="list-style-type: none"> ▪ Alternative <ul style="list-style-type: none"> ▪ Assignments - length ▪ Extended focus - challenge ▪ Additional <ul style="list-style-type: none"> ▪ Problems/Projects |
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| COURSE: Entrepreneurship and Small Business Management | GRADE(S): 9-12 |
| UNIT: Legal Issues Related to Business | |

NATIONAL BUSINESS EDUCATION ASSOCIATION STANDARDS:

Achievement Standard: Analyze how forms of business ownership, government regulations and business ethics affect entrepreneurial ventures.

Level 1 Performance Expectations:

- Identify the differences between a sole proprietorship and a partnership.
- Discuss honest and dishonest business practices.

Level 2 Performance Expectations:

- Define a corporation and explain how it differs from a sole proprietorship and a partnership.
- Define and give examples of franchising.
- Describe special types of business ownership (e.g., S corporations and cooperatives).
- Define ethics and identify common ethical issues that entrepreneurs encounter.
- Demonstrate ethical behavior in small group situations.

Level 3 Performance Expectations:

- Describe the advantages and disadvantages of owning a franchise.
- Describe the relationship between franchising and other forms of business ownership.
- Compare and contrast advantages and disadvantages of various forms of business ownership.

STATE STANDARDS: Business Education

- To develop an appreciation for the importance of recognizing and acting on new business opportunities.

UNIT OBJECTIVES:

- Identify the advantages and disadvantages of purchasing an existing business as opposed to a start up company.
- Define types of business ownership: franchise, partnership, sole proprietorship, S corporation and incorporation.
- Examine the benefits and disadvantages of business ownership: franchise, partnership, sole proprietorship, S corporation and incorporation.
- Evaluate ethical issues in business.
- Describe the purpose of the federal regulations set by the: SEC, FTC, Consumer Product and Safety Act, and Fair Labors Standards Act.

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| COURSE: Entrepreneurship and Small Business Management | GRADE(S): 9-12 |
| UNIT: Marketing and Market Analysis | |

NATIONAL BUSINESS EDUCATION ASSOCIATION STANDARDS:

Achievement Standard: Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.

Level 1 Performance Expectations:

- Determine the wants of specific customers.
- Determine potential buyers of specific products at various price levels.
- Identify elements of marketing (e.g., product, place, price and promotion).
- Create promotional activities for a given product.

Level 2 Performance Expectations:

- Define and give examples of target markets for specific products.
- Discuss factors that affect pricing.
- Select/prepare appropriate advertising activities for a business.

Level 3 Performance Expectations:

- Use primary and secondary data sources to locate information about potential target markets.
- Design a marketing plan for a business (include the Internet and other emerging technologies if appropriate).

Level 4

- Estimate market share for a specific product or service.

STATE STANDARDS: Business Education

- To develop an appreciation for the importance of recognizing and acting on new business opportunities.

UNIT OBJECTIVES:

- **Identify a target market.**
- **Research a market using primary and secondary data.**
- **Determine direct and indirect competitors strengths and weaknesses to determine potential market share.**
- **Identify pricing strategies.**
- **Describe promotional strategies.**
- **Create a promotion for a business.**
- **Create a marketing plan for a business.**

ACTIVITIES:

- **Guided practice**
- **Projects**
- **Enrichment and Challenge problems**

ASSESSMENTS:

- Teacher observation
- Quizzes
- Worksheets/Handouts

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| <ul style="list-style-type: none"> ▪ Simulations <p>RESOURCES:</p> <ul style="list-style-type: none"> ▪ Internet ▪ Periodicals ▪ Teacher created notes, handouts and activities ▪ Entrepreneurship and Small Business Management, 2006, Glencoe, Inc. ▪ Virtual Business Retailing 2.0, Simulation, Knowledge Matters http://www.knowledgematters.com/products/?business | <ul style="list-style-type: none"> ▪ Practices, problems, and projects ▪ Tests <p>REMEDIATION/MODIFICATION:</p> <ul style="list-style-type: none"> ▪ Assistance – Teacher/peer ▪ Adjustment – Length/breadth ▪ Alternative – Assignments <p>ENRICHMENT and DIFFERENTIATION</p> <ul style="list-style-type: none"> ▪ Alternative <ul style="list-style-type: none"> ▪ Assignments - length ▪ Extended focus - challenge ▪ Additional <ul style="list-style-type: none"> ▪ Problems/Projects |
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| COURSE: Entrepreneurship and Small Business Management | GRADE(S): 9-12 |
| UNIT: Financing and Managerial Accounting | |

NATIONAL BUSINESS EDUCATION ASSOCIATION STANDARDS:

Achievement Standard: Use the financial competencies needed by an entrepreneur.

Level 1 Performance Expectations:

- Identify the costs of producing a specific product.
- List common sources from which entrepreneurs can borrow money.
- Examine a profit/loss statement to determine whether a business is profitable.

Level 2 Performance Expectations:

- Determine the cost of starting a planned business.
- Explain the advantages and disadvantages of primary sources of borrowing.
- Describe why the analysis of financial statements is important for the business.

Level 3 Performance Expectations:

- Discuss types of funding within each funding source (e.g., mortgage, short-term loan, long-term loan, and credit line).
- Calculate the number of products to be sold to make a profit using break-even analysis.

STATE STANDARDS: Business Education

- To develop an appreciation for the importance of recognizing and acting on new business opportunities.

UNIT OBJECTIVES:

- **Conduct a feasibility analysis on a business.**
- **Describe the ways in which business attain financing.**
- **Create a budget.**
- **Keep journals, ledgers and other types of important business records.**
- **Learn about electronic record keeping.**
- **Demonstrate an understanding of balance sheets, income statements, and cash flow statements.**
- **Conduct a break-even analysis.**

ACTIVITIES:

- **Guided practice**
- **Projects**
- **Enrichment and Challenge problems**
- **Simulations**

RESOURCES:

- Internet

ASSESSMENTS:

- Teacher observation
- Quizzes
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| COURSE: Entrepreneurship and Small Business Management | GRADE(S): 9-12 |
| UNIT: Human Resource Management | |

NATIONAL BUSINESS EDUCATION ASSOCIATION STANDARDS:

Achievement Standard: Develop a management plan for an entrepreneurial venture.

Level 2 Performance Expectations:

- Identify skills and qualities needed for specific jobs and careers.
- Explain the importance of motivation, leadership and trust to members of a team.
- Establish criteria to use for monitoring achievement of a personal vision.

Level 3 Performance Expectations:

- Diagram the organizational structure of a planned business.
- Design hiring procedures for a specific job, ranging from the initial advertisement to the final interview.
- Develop job descriptions for positions in a planned business.
- Describe ways to motivate others.
- Identify practices of an entrepreneurial leader.

Level 4 Performance Expectations:

- Appraise employee performance.
- Apply effective leadership and motivation techniques in small group situations.

STATE STANDARDS: Business Education

- To develop an appreciation for the importance of recognizing and acting on new business opportunities.

UNIT OBJECTIVES:

- **Describe hierarchy and create a hierarchy for a business.**
- **Examine the hiring process of: Recruiting, interviewing and hiring staff**
- **Examine the advantages and disadvantages of outsourcing.**
- **Determine the amount of pay for employees.**
- **Identify benefits costs for employees.**
- **Describe desirable leadership qualities and management style.**
- **Examine motivational techniques for employees.**
- **Identify ways to evaluate employees.**

ACTIVITIES:

- **Guided practice**
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