

COURSE: Small Business Management	GRADE(S): 10-12
UNIT: Entrepreneurship and the Economy	

<p>NATIONAL BUSINESS EDUCATION ASSOCIATION STANDARDS: Achievement Standard: Apply economic concepts when making decisions for an entrepreneurial venture.</p> <p>Level 1 Performance Expectations:</p> <ul style="list-style-type: none"> ▪ 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 <p>Level 2 Performance Expectations:</p> <ul style="list-style-type: none"> ▪ 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 <p>Level 3 Performance Expectations:</p> <ul style="list-style-type: none"> ▪ 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

<p>STATE STANDARDS: Business Education</p> <ul style="list-style-type: none"> ▪ To develop an appreciation for the importance of recognizing and acting on new business opportunities. 	
<p>UNIT OBJECTIVES:</p> <ul style="list-style-type: none"> ▪ 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 	
<p>ACTIVITIES:</p> <ul style="list-style-type: none"> ▪ Pre-Test ▪ Guided practice ▪ Projects ▪ Enrichment and Challenge problems ▪ Simulations 	<p>ASSESSMENTS:</p> <ul style="list-style-type: none"> ▪ Teacher observation ▪ Quizzes ▪ Worksheets/Handouts ▪ Practices, problems, and projects ▪ Tests <p>REMEDIATION/MODIFICATION:</p>

RESOURCES:

- Internet
- Periodicals
- Teacher created notes, handouts and activities
- Entrepreneurship and Small Business Management, 2006, Glencoe, Inc.

- ☐ **Assistance** – Teacher/peer
- ☐ **Adjustment** – Length/breadth
- ☐ **Alternative** – Assignments

ENRICHMENT and DIFFERENTIATION

- **Alternative**
 - Assignments - length
 - Extended focus - challenge
- **Additional**
 - Problems/Projects

COURSE: Small Business Management	GRADE(S): 10-12
UNIT: Business Planning	

<p>NATIONAL BUSINESS EDUCATION ASSOCIATION STANDARDS: Achievement Standard: Develop a business plan</p> <p>Level 1 Performance Expectation:</p> <ul style="list-style-type: none"> ▪ Describe why businesses must plan ▪ Develop a plan for a specific event <p>Level 2 Performance Expectation:</p> <ul style="list-style-type: none"> ▪ Define long-term and short-term planning ▪ Select a specific event and identify long-term and short-term planning activities ▪ Identify major components of a business plan ▪ Describe the use of a business plan <p>Level 3 Performance Expectation:</p> <ul style="list-style-type: none"> ▪ Identify 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 <p>Level 4 Performance Expectation:</p> <ul style="list-style-type: none"> ▪ Prepare a timetable for establishing a planned business

<p>STATE STANDARDS: Business Education</p> <ul style="list-style-type: none"> ▪ To develop an appreciation for the importance of recognizing and acting on new business opportunities

<p>UNIT OBJECTIVES:</p> <ul style="list-style-type: none"> ▪ Explain the purpose of writing a good business plan ▪ Examine seven basic elements of a business plan ▪ Recognize what additional elements of a business plan might be needed ▪ Research and create a business plan

<p>ACTIVITIES:</p> <ul style="list-style-type: none"> ▪ Guided practice ▪ Projects ▪ Enrichment and Challenge problems ▪ Simulations <p>RESOURCES:</p> <ul style="list-style-type: none"> ▪ Internet ▪ Periodicals ▪ Teacher created notes, 	<p>ASSESSMENTS:</p> <ul style="list-style-type: none"> ▪ Teacher observation ▪ Quizzes ▪ Worksheets/Handouts ▪ Practices, problems, and projects ▪ Tests <p>REMEDIATION/MODIFICATION:</p> <ul style="list-style-type: none"> ▪ 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.	<p>☐ Alternative – Assignments</p> <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: Small Business Management

GRADE(S): 10-12

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 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 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 corporation
- Examine benefits and disadvantages of business ownership: franchise, partnership, sole proprietorship, S corporation and corporation.
- 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: Small Business Management	GRADE(S): 10-12
UNIT: Marketing and Market Analysis	

<p>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.</p> <p>Level 1 Performance Expectations:</p> <ul style="list-style-type: none"> ▪ 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 <p>Level 2 Performance Expectations:</p> <ul style="list-style-type: none"> ▪ Define and give examples of target markets for specific products ▪ Discuss factors that affect pricing ▪ Select/prepare appropriate advertising activities for a business <p>Level 3 Performance Expectations:</p> <ul style="list-style-type: none"> ▪ 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) <p>Level 4</p> <ul style="list-style-type: none"> ▪ Estimate market share for a specific product or service
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<p>UNIT OBJECTIVES:</p> <ul style="list-style-type: none"> ▪ 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

<p>ACTIVITIES:</p> <ul style="list-style-type: none"> ▪ Guided practice ▪ Projects ▪ Enrichment and Challenge problems 	<p>ASSESSMENTS:</p> <ul style="list-style-type: none"> ▪ 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. 	<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: Small Business Management	GRADE(S): 10-12
UNIT: Financing and Managerial Accounting	

<p>NATIONAL BUSINESS EDUCATION ASSOCIATION STANDARDS: Achievement Standard: Use the financial competencies needed by an entrepreneur.</p> <p>Level 1 Performance Expectations:</p> <ul style="list-style-type: none"> ▪ 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 <p>Level 2 Performance Expectations:</p> <ul style="list-style-type: none"> ▪ 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 <p>Level 3 Performance Expectations:</p> <ul style="list-style-type: none"> ▪ 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

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<p>UNIT OBJECTIVES:</p> <ul style="list-style-type: none"> ▪ 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
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COURSE: Small Business Management	GRADE(S): 10-12
UNIT: Human Resource Management	

<p>NATIONAL BUSINESS EDUCATION ASSOCIATION STANDARDS: Achievement Standard: Develop a management plan for an entrepreneurial venture.</p> <p>Level 2 Performance Expectations:</p> <ul style="list-style-type: none"> ▪ 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 <p>Level 3 Performance Expectations:</p> <ul style="list-style-type: none"> ▪ 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 <p>Level 4 Performance Expectations:</p> <ul style="list-style-type: none"> ▪ Appraise employee performance ▪ Apply effective leadership and motivation techniques in small group situations

<p>STATE STANDARDS: Business Education</p> <ul style="list-style-type: none"> ▪ To develop an appreciation for the importance of recognizing and acting on new business opportunities. 	
<p>UNIT OBJECTIVES:</p> <ul style="list-style-type: none"> ▪ Describe hierarchy and create a hierarchy for a business ▪ Examine the hiring process of: Recruiting, interviewing and hiring staff ▪ Examine 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 	
<p>ACTIVITIES:</p> <ul style="list-style-type: none"> ▪ Guided practice ▪ Projects ▪ Enrichment and Challenge problems ▪ Simulations 	<p>ASSESSMENTS:</p> <ul style="list-style-type: none"> ▪ Teacher observation ▪ Quizzes ▪ Worksheets/Handouts ▪ Practices, problems, and projects

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