

Business Education Planned Course: Small Business Management and Entrepreneurship-Grades 11-12

- State Curriculum Standards:
- 1.1.11D Identify, describe, evaluate and synthesize the essential ideas in text. Assess those reading strategies that were most effective in learning from a variety of texts.
 - 1.1.11E Establish a reading vocabulary by identifying and correctly using new words acquired through the study of their relationship to other words. Use a dictionary or related reference.
 - 1.1.11F Understand the meaning of and apply key vocabulary across the various subject areas.
 - 1.2.11A Read and understand essential content of informational texts and documents in all academic areas. Differentiate fact from opinion across a variety of texts by using complete and accurate information, coherent arguments and points of view. Use teacher and student established criteria for making decisions and drawing conclusions.
 - 1.4.11B Write complex informational pieces. Use precise language and specific detail. Use relevant graphics.
 - 1.5.11A Write with a sharp, distinct focus. Identify topic, task and audience. Establish and maintain a single point of view.
 - 1.5.11B Write using well-developed content appropriate for the topic. Gather, determine validity and reliability of, analyze and organize information. Employ the most effective format for purpose and audience. Write fully developed paragraphs that have details and information specific to the topic and relevant to the focus.
 - 1.5.11C Write with controlled and/or subtle organization. Sustain a logical order throughout the piece. Include an effective introduction and conclusion.
 - 1.5.11D Write with a command of the stylistic aspects of composition. Use different types and lengths of sentences. Use precise language.
 - 1.5.11F Edit writing using the conventions of language. Spell all words correctly. Use capital letters correctly. Punctuate correctly (periods, exclamation points, question marks, commas, quotation marks, apostrophes, colons, semicolons, parentheses, hyphens, brackets, ellipses). Use nouns, pronouns, verbs, adjectives, adverbs, conjunctions, prepositions and interjections properly. Use complete sentences (simple, compound, complex, declarative, interrogative, exclamatory and imperative).
 - 1.6.11A Listen to others. Ask clarifying questions. Synthesize information, ideas and opinions to determine relevancy.
 - 1.6.11C Speak using skills appropriate to formal speech situations. Use a variety of sentence structures to add interest to a presentation. Pace the presentation according to audience and purpose. Adjust stress, volume and inflection to provide emphasis to ideas or to influence the audience.

- 1.6.11D Contribute to discussions. Ask relevant, clarifying questions. Respond with relevant information or opinions to questions asked. Introduce relevant, facilitating information, ideas and opinions to enrich discussion. Paraphrase and summarize as needed.
- 1.6.11E Participate in small and large group discussions and presentations.
- 1.8.11A Select and refine a topic for research.
- 1.8.11B Locate information using appropriate sources and strategies. Evaluate the importance and quality of the sources. Use traditional and electronic search tools.
- 1.8.11C Organize, summarize and present the main ideas from research. Take notes relevant to the research topic. Give precise, formal credit for others' ideas, images or information using a standard method of documentation. Use formatting techniques (e.g., heading, graphics) to aid reader understanding.
- 2.2.11A Develop and use computation concepts, operations and procedures with real numbers in problem-solving situations.
- 2.2.11B Use estimation to solve problems for which an exact answer is not needed.
- 2.2.11F Demonstrate skills for using computer spreadsheets and scientific and graphing calculators.
- 2.4.11E Demonstrate mathematical solutions to problems (e.g., in the physical sciences)
- 2.5.11A Select and use appropriate mathematical concepts and techniques from different areas of mathematics and apply them to solving non-routine and multi-step problems.
- 2.8.11R Create and interpret functional models.
- 3.2.12D Analyze and use the technological design process to solve problems. Assess all aspects of the problem, prioritize the necessary information and formulate questions that must be answered. Propose, develop and appraise the best solution and develop alternative solutions. Implement and assess the solution. Evaluate and assess the solution, redesign and improve as necessary. Communicate and assess the process and evaluate and present the impact of the solution.
- 3.6.12B Analyze knowledge of information technologies of processes encoding, transmitting, receiving, storing, retrieving and decoding. Apply and analyze advanced information techniques to produce a complex image that effectively conveys a message (e.g., desktop publishing, audio and/or video production). Analyze and evaluate a message designed and produced using still, motion and animated communication techniques. Describe the operation of fiber optic, microwave and satellite informational systems. Apply various graphic and electronic information techniques to solve real world problems (e.g., data organization and analysis, forecasting, interpolation).

- 3.7.12D Evaluate the effectiveness of computer software to solve specific problems. Evaluate the effectiveness of software to produce an output and demonstrate the process. Design and apply advanced multimedia techniques. Analyze, select and apply the appropriate software to solve complex problems. Evaluate the effectiveness of the computer as a presentation tool. Analyze the legal responsibilities of computer users.
- 3.7.12E Assess the effectiveness of computer communications systems. Assess effectiveness of a computer based communications system. Transfer files among different computer platforms. Analyze the effectiveness of online information resources to meet needs for collaboration, research, publications, communications and productivity. Apply knowledge of protocol standards to solve connectivity problems.
- 3.8.12C Evaluate the consequences and impacts of scientific and technological solutions. Propose solutions to specific scientific and technological applications, identifying possible financial considerations. Analyze scientific and technological solutions through the use of risk/benefit analysis. Analyze and communicate the positive or negative impacts that a recent technological invention had on society. Evaluate and describe potential impacts from emerging technologies and the consequences of not keeping abreast of technological advancements (e.g., assessment alternatives, risks, benefits, costs, economic impacts, constraints).
- 5.3.12D Evaluate how independent government agencies create, amend and enforce regulations.
- 5.4.12A Analyze the impact of international economic, technological and cultural developments on the government of the United States.
- 6.2.12E Predict how changes in supply and demand affect equilibrium price and quantity sold.
- 6.2.12F Identify and analyze forces that can change price; government actions, weather conditions, international events.
- 6.3.12B Evaluate the economic reasoning behind a choice.
- 6.3.12C Evaluate the allocation of resources used to produce goods and services.
- 6.3.12E Analyze the opportunity cost of decisions by individuals, businesses, communities, and nations.
- 6.5.12B Evaluate how changes in education, incentives, technology and capital investment alter productivity.
- 6.5.12C Analyze the costs and benefits of organizing a business as a sole proprietorship, partnership or corporation.
- 6.5.12D Analyze the role of profits and losses in the allocation of resources in a market economy.
- 6.5.12F Assess the impact of entrepreneurs on the economy.
- 6.5.12H Evaluate benefits and costs of changes in interest rates for individuals and society.
- 13.1.11A Analyze career options based on student interests, abilities, aptitudes and accomplishments.

- 13.1.11B Analyze how the changing male/female roles relate to career choice.
- 13.1.11C Evaluate the opportunities for career preparation: Cooperative education, internship, job shadowing, part time employment, registered apprenticeship, school-based enterprise, volunteerism.
- 13.1.11D Justify the selection of a career.
- 13.1.11E Evaluate the opportunities for the transition from secondary to post secondary education, training or work: Two-year degree, four-year degree, immediate employment, industry training, military training, part-time employment, full-time employment, professional degree, registered apprenticeship, tech prep.
- 13.1.11F Evaluate individual career plan using decision-making skills.
- 13.1.11G Analyze the opportunity cost/benefit of continuous learning.
- 13.2.11D Identify sources of health, safety, and regulatory practices and their effect on the work environment.

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Unit: **Should You Become an Entrepreneur?**

Content Standard: **Examine entrepreneurs past and present, determine if entrepreneurship is for you, and identify business opportunities and set goals.**

Course Content	Student Performance	Resources	Assessments
<p>A. Entrepreneurs: Present and Past</p> <p>B. Is Entrepreneurship Right for You?</p> <p>C. Identify Business Opportunities and Set Goals</p>	<ul style="list-style-type: none"> Define the concept of entrepreneurship Learn about entrepreneurship history Identify the impact of entrepreneurs and small business today Identify the characteristics of successful entrepreneurs Assess whether you have what it takes to succeed in your own business Recognize different businesses you could start Identify your own personal goals 	<ul style="list-style-type: none"> <u>Entrepreneurship, Ideas in Action</u> (Thomson / South-Western 2006) Virtual Business Software Internet Sources Guest speakers 	<ul style="list-style-type: none"> Question and answer sessions Quizzes Checkpoint questions in chapter Homework Chapter review Business exercise Educational review games Case study <p><u>Remediation:</u></p> <ul style="list-style-type: none"> Review key terms Ensure correct answers of test and re-submit One-on-one tutoring <p><u>Enrichment:</u></p> <ul style="list-style-type: none"> Assessment 1.1, page 8 Assessment 1.2, page 13 Assessment 1.3, page 17

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Unit: **What Skills Do Entrepreneurs Need?**

Content Standard: **Describe and review the communication, math, and problem-solving skills needed to be an entrepreneur.**

Course Content	Student Performance	Resources	Assessments
<p>A. Communication Skills</p> <p>B. Math Skills</p> <p>C. Problem-Solving Skills</p>	<ul style="list-style-type: none"> Develop skills for writing, speaking, and listening Use basic math skills in business Complete sales transactions Calculate percentages for business purposes Use the six-step problem-solving model Recognize the importance of group decision making 	<ul style="list-style-type: none"> <u>Entrepreneurship, Ideas in Action</u> (Thomson / South-Western 2006) Virtual Business Software Internet sources Guest speakers 	<ul style="list-style-type: none"> Question and answer sessions Quizzes Checkpoint questions in chapter Homework Chapter review Business exercise Educational review games Case study <p><u>Remediation:</u></p> <ul style="list-style-type: none"> Review key terms Ensure correct answers of test and re-submit One-on-one tutoring <p><u>Enrichment:</u></p> <ul style="list-style-type: none"> Assessment 2.1, page 31 Assessment 2.2, page 41 Assessment 2.3, page 47

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Unit: Entrepreneurs in a Market Economy

Content Standard: **Discover the forces of supply and demand and how it relates to the economy, learn the costs of doing business, and examine how the government affects a market economy.**

Course Content	Student Performance	Resources	Assessments
A. What Is an Economy?	<ul style="list-style-type: none"> Describe market and command economies. Define the concept of supply and demand Explain the effects of market structure on price Describe the functions of business in a market economy 	<ul style="list-style-type: none"> <u>Entrepreneurship, Ideas in Action</u> (Thomson / South-Western 2006) Virtual Business Software Internet sources Guest speakers 	<ul style="list-style-type: none"> Question and answer sessions Quizzes Checkpoint questions in chapter Homework Chapter review Business exercise Educational review games Case study
B. The Concept of Cost	<ul style="list-style-type: none"> Identify various types of costs Discover how different types of costs affect the prices entrepreneurs charge 		<p><u>Remediation:</u></p> <ul style="list-style-type: none"> Review key terms Ensure correct answers of test and re-submit One-on-one tutoring
C. Government in a Market Economy	<ul style="list-style-type: none"> Explain the government's effect on what is produced Recognize the different roles the government plays in a market economy 		<p><u>Enrichment:</u></p> <ul style="list-style-type: none"> Assessment 3.1, page 62 Assessment 3.2, page 66 Assessment 3.3, page 71

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Unit: **Select a Type of Ownership**

Content Standard: **Examine the advantages and disadvantages of buying an existing business, learn the advantages and disadvantages of buying a franchise, and choose the form of your business.**

Course Content	Student Performance	Resources	Assessments
<p>A. Run an Existing Business</p>	<ul style="list-style-type: none"> Identify the advantages and disadvantages of purchasing an existing business Explain the steps involved in buying a business Recognize the advantages and disadvantages of joining a family business 	<ul style="list-style-type: none"> <u>Entrepreneurship, Ideas in Action</u> (Thomson / South-Western 2006) Virtual Business Software Internet sources Guest speakers 	<ul style="list-style-type: none"> Question and answer sessions Quizzes Checkpoint questions in chapter Homework Chapter review Business exercise Educational review games Case study
<p>B. Own a Franchise or Start a Business</p>	<ul style="list-style-type: none"> Evaluate franchise ownership Recognize the advantages and disadvantages of starting a new business 		<p><u>Remediation:</u></p> <ul style="list-style-type: none"> Review key terms Ensure correct answers of test and re-submit One-on-one tutoring
<p>C. Choose the Legal Form of Your Business</p>	<ul style="list-style-type: none"> Evaluate the different legal forms for a business 		<p><u>Enrichment:</u></p> <ul style="list-style-type: none"> Assessment 4.1, page 84 Assessment 4.2, page 91 Assessment 4.3, page 97

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Unit: Develop a Business Plan

Content Standard: **Determine why you need a business plan, learn the basic components of a business plan, and find resources for researching the information for a business plan.**

Course Content	Student Performance	Resources	Assessments
A. Why Do You Need a Business Plan?	<ul style="list-style-type: none">• Explain the purpose of writing a good business plan• Describe the importance of a business plan	<ul style="list-style-type: none">• <u>Entrepreneurship, Ideas in Action</u> (Thomson / South-Western 2006)• Virtual Business Software• Internet sources• Guest speakers	<ul style="list-style-type: none">• Question and answer sessions• Quizzes• Checkpoint questions in chapter• Homework• Chapter review• Business exercise• Educational review games• Case study
B. What Goes into a Business Plan?	<ul style="list-style-type: none">• Study the seven basic elements of a business plan• Recognize what additional elements may be needed		<p><u>Remediation:</u></p> <ul style="list-style-type: none">• Review key terms• Ensure correct answers of test and re-submit• One-on-one tutoring
C. Create an Effective Business Plan	<ul style="list-style-type: none">• Research your business plan• Organize your business plan		<p><u>Enrichment:</u></p> <ul style="list-style-type: none">• Assessment 5.1, page 109• Assessment 5.2, page 114• Assessment 5.3, page 121

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Unit: Identify and Meet a Market Need

Content Standard: **Explain the importance of knowing your market and competition, learn how to do market research, and identify your direct and indirect competition.**

Course Content	Student Performance	Resources	Assessments
<p>A. The Value of Market Research</p> <p>B. How to Perform Market Research</p> <p>C. Identify Your Competition</p>	<ul style="list-style-type: none"> Identify a target market by understanding your customers Research your market using primary and secondary data Identify the five steps involved in primary data market research Design a questionnaire Determine your direct and indirect competition Analyze the strengths and weaknesses of competitors Establish strategies for maintaining customer loyalty 	<ul style="list-style-type: none"> <u>Entrepreneurship, Ideas in Action</u> (Thomson / South-Western 2006) Virtual Business Software Internet sources Guest speakers 	<ul style="list-style-type: none"> Question and answer sessions Quizzes Checkpoint questions in chapter Homework Chapter review Business exercise Educational review games Case study <p><u>Remediation:</u></p> <ul style="list-style-type: none"> Review key terms Ensure correct answers of test and re-submit One-on-one tutoring <p><u>Enrichment:</u></p> <ul style="list-style-type: none"> Assessment 6.1, page 137 Assessment 6.2, page 142 Assessment 6.3, page 147

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Unit: Finance, Protect, and Insure Your Business

Content Standard: **Learn how to plan a business by preparing start-up costs and pro-forma financial documents, learn how to obtain financing, examine the different types of business theft, and discuss how to insure your business properly.**

Course Content	Student Performance	Resources	Assessments
<p>A. Put Together a Financial Plan</p> <p>B. Obtain Financing for Your Business</p> <p>C. Protect Your Business</p> <p>D. Insure Your Business</p>	<ul style="list-style-type: none"> Calculate your start-up costs Create a cash flow statement, an income statement, a balance sheet, and a personal financial statement Consider different types of bank loans Explain Small Business Administration loans Evaluate other sources that can provide debt capital Categorize business risks Identify security precautions to protect your business from different types of theft Determine different types of insurance needed for your business 	<ul style="list-style-type: none"> <u>Entrepreneurship, Ideas in Action</u> (Thomson / South-Western 2006) Virtual Business Software Internet sources Guest speakers 	<ul style="list-style-type: none"> Question and answer sessions Quizzes Checkpoint questions in chapter Homework Chapter review Business exercise Educational review games Case study <p><u>Remediation:</u></p> <ul style="list-style-type: none"> Review key terms Ensure correct answers of test and re-submit One-on-one tutoring <p><u>Enrichment:</u></p> <ul style="list-style-type: none"> Assessment 7.1, page 163 Assessment 7.2, page 170 Assessment 7.3, page 175

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	<ul style="list-style-type: none"> Examine the steps to purchase insurance 		
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Unit: Locate and Set Up Your Business

Content Standard: **Describe the location needs, advantages and disadvantages, of a retail, service or industrial business. Perform a financial analysis that compares several locations and leases. Examine the typical equipment needs of most businesses, and suggest ways to secure and evaluate suppliers and vendors.**

Course Content	Student Performance	Resources	Assessments
<p>A. Choose a Retail Business Location</p> <p>B. Choose a Location for a Non-Retail Business</p> <p>C. Obtain Space and</p>	<ul style="list-style-type: none"> Research retail location possibilities Discuss steps in selection of business location Examine a location for a service business Select a location for an industrial business Discuss operating a business from your home Evaluate leasing versus 	<ul style="list-style-type: none"> <u>Entrepreneurship, Ideas in Action</u> (Thomson / South-Western 2006) Virtual Business Software Internet sources Guest speakers 	<ul style="list-style-type: none"> Question and answer sessions Quizzes Checkpoint questions in chapter Homework Chapter review Business exercise Educational review games Case study <p><u>Remediation:</u></p>

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Design the Physical Layout	<ul style="list-style-type: none"> buying a space Consider the costs/kinds of leases Design the layout for different types of businesses 		<ul style="list-style-type: none"> Review key terms Ensure correct answers of test and re-submit One-on-one tutoring
D. Purchase Equipment, Supplies, and Inventory	<ul style="list-style-type: none"> Discuss the steps to acquire equipment and supplies by evaluating different vendors Determine the level of inventory needed for your business 		<p><u>Enrichment:</u></p> <ul style="list-style-type: none"> Assessment 8.1, page 192 Assessment 8.2, page 195 Assessment 8.3, page 201 Assessment 8.4, page 205

Unit: **Market Your Business**

Content Standard: **Determine the elements related to marketing mix, decide the advantages and disadvantages of various forms of marketing, and develop short and long term goals for business sales.**

Course Content	Student Performance	Resources	Assessments
A. The Marketing Mix – Product, Distribution, and Price	<ul style="list-style-type: none"> Select a product mix, product features, and positioning for your goods Identify channels of distribution for your product or service Price the products or services your business sells using various methods 	<ul style="list-style-type: none"> <u>Entrepreneurship, Ideas in Action</u> (Thomson / South-Western 2006) Virtual Business Software Internet sources Guest speakers 	<ul style="list-style-type: none"> Question and answer sessions Quizzes Checkpoint questions in chapter Homework Chapter review Business exercise Educational review games Case study
B. The Marketing Mix – Promotion	<ul style="list-style-type: none"> Create advertising to promote your business 		<p><u>Remediation:</u></p>

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C. Set Marketing Goals	<ul style="list-style-type: none"> • Study publicity as a promotional tool • Evaluate the role of selling in a business • Evaluate other kinds of promotion • Set short-, medium-, and long-term goals for your business • Write your marketing plan 		<ul style="list-style-type: none"> • Review key terms • Ensure correct answers of test and re-submit • One-on-one tutoring <p><u>Enrichment:</u></p> <ul style="list-style-type: none"> • Assessment 9.1, page 221 • Assessment 9.2, page 231 • Assessment 9.3, page 235
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Unit: Hire and Manage Staff

Content Standard: **Discuss the process of hiring employees, evaluate the total compensation package provided for employees, and evaluate techniques in managing employees.**

Course Content	Student Performance	Resources	Assessments
A. Hire Employees	<ul style="list-style-type: none"> • Determine the positions a business needs • Examine the methods to recruit, interview, and select an employee • Consider alternatives to hiring permanent staff 	<ul style="list-style-type: none"> • <u>Entrepreneurship, Ideas in Action</u> (Thomson / South-Western 2006) • Virtual Business Software • Internet sources • Guest speakers 	<ul style="list-style-type: none"> • Question and answer sessions • Quizzes • Checkpoint questions in chapter • Homework • Chapter review • Business exercise • Educational review games • Case study
B. Create a Compensation Package	<ul style="list-style-type: none"> • Determine the amount of pay for employees • Identify a benefits portion of a compensation 		

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C. Manage Your Staff	package <ul style="list-style-type: none">• Lead your employees by developing a management style and desirable leadership qualities• Motivate your employees by delegating responsibility and listening• Evaluate your employees		<u>Remediation:</u> <ul style="list-style-type: none">• Review key terms• Ensure correct answers of test and re-submit• One-on-one tutoring <u>Enrichment:</u> <ul style="list-style-type: none">• Assessment 10.1, page 250• Assessment 10.2, page 254• Assessment 10.3, page 263
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Unit: Record Keeping and Accounting

Content Standard: **Describe the importance of keeping accurate accounting records, examine financial reports and discuss how to use them, determine methods of keeping inventory records.**

Course Content	Student Performance	Resources	Assessments
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A. Set Up a Record-Keeping System	<ul style="list-style-type: none"> • Become familiar with how to keep journals, ledgers, and other types of important business records • Learn about electronic record keeping 	<ul style="list-style-type: none"> • <u>Entrepreneurship, Ideas in Action</u> (Thomson / South-Western 2006) • Virtual Business Software • Internet sources • Guest speakers 	<ul style="list-style-type: none"> • Question and answer sessions • Quizzes • Checkpoint questions in chapter • Homework • Chapter review • Business exercise • Educational review games • Case study
B. Understanding Basic Accounting	<ul style="list-style-type: none"> • Demonstrate understanding of balance sheets, income statements, and cash flow statements • Determine whether you need a professional to help you with your record keeping and accounting 		<p><u>Remediation:</u></p> <ul style="list-style-type: none"> • Review key terms • Ensure correct answers of test and re-submit • One-on-one tutoring
C. Track Your Inventory	<ul style="list-style-type: none"> • Track your inventory using a perpetual inventory method and a periodic inventory method • Determine how much inventory to keep in stock 		<p><u>Enrichment:</u></p> <ul style="list-style-type: none"> • Assessment 11.1, page 277 • Assessment 11.2, page 281 • Assessment 11.3, page 285

Unit: Financial Management

Content Standard: **Create a budget and examine cash flow, analyze financial statements and costs including determining breakeven point, determine the need for professional advice from others.**

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Course Content	Student Performance	Resources	Assessments
<p>A. Manage Your Cash Flow</p> <p>B. Analyze Your Financial Performance</p> <p>C. Hire Experts</p>	<ul style="list-style-type: none"> Create a cash budget Examine the role of credit Improve your business's cash flow Analyze your business's financial statements Calculate the level of sales you need to achieve to make a profit Find professionals who can help you with the financial management of your business Identify the types of services financial experts provide 	<ul style="list-style-type: none"> <u>Entrepreneurship, Ideas in Action</u> (Thomson / South-Western 2006) Virtual Business Software Internet sources Guest speakers 	<ul style="list-style-type: none"> Question and answer sessions Quizzes Checkpoint questions in chapter Homework Chapter review Business exercise Educational review games Case study <p><u>Remediation:</u></p> <ul style="list-style-type: none"> Review key terms Ensure correct answers of test and re-submit One-on-one tutoring <p><u>Enrichment:</u></p> <ul style="list-style-type: none"> Assessment 12.1, page 299 Assessment 12.2, page 305 Assessment 12.3, page 309

Unit: **Use Technology**

Content Standard: **Examine different types of hardware and software a business uses, determine how to use the internet and electronic services within your business, and discuss the technology needs of a business today.**

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Course Content	Student Performance	Resources	Assessments
<p>A. Technology and Your Business</p> <p>B. Learn About the Internet</p> <p>C. Purchase Technology</p>	<ul style="list-style-type: none"> Determine the different types of computer hardware entrepreneurs use Choose the computer software you will need to run your business Consider other types of technology for your business Access the internet to send messages and find information Discover how to promote your business over the web Transact business over the internet Assess your business's need for technology Determine where to purchase your technology 	<ul style="list-style-type: none"> <u>Entrepreneurship, Ideas in Action</u> (Thomson / South-Western 2006) Virtual Business Software Internet sources Guest speakers 	<ul style="list-style-type: none"> Question and answer sessions Quizzes Checkpoint questions in chapter Homework Chapter review Business exercise Educational review games Case study <p><u>Remediation:</u></p> <ul style="list-style-type: none"> Review key terms Ensure correct answers of test and re-submit One-on-one tutoring <p><u>Enrichment:</u></p> <ul style="list-style-type: none"> Assessment 13.1, page 323 Assessment 13.2, page 328 Assessment 13.3, page 331

Unit: **Meet Your Legal, Ethical, and Social Obligations**

Content Standard: **Become aware of the different kinds of laws that affect businesses, learn the importance of ethics in business, and describe a**

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business's responsibility to it's customers, suppliers, creditors, investors, and community.

Course Content	Student Performance	Resources	Assessments
<p>A. Understand Your Legal Requirements</p> <p>B. Ethical Issues in Business</p> <p>C. Meet Your Social Responsibilities</p>	<ul style="list-style-type: none"> Recognize how laws promote competition Study how regulations that protect businesses and the public affect your company Identify the laws protecting employees' rights Recognize the importance of getting legal help <ul style="list-style-type: none"> Study the meaning of ethics Recognize the need to behave ethically in your business <ul style="list-style-type: none"> Recognize your responsibilities to customers, suppliers, creditors, investors, and your community Respond to the changes in the workplace Choose environmentally safe ways of doing business 	<ul style="list-style-type: none"> <u>Entrepreneurship, Ideas in Action</u> (Thomson / South-Western 2006) Virtual Business Software Internet sources Guest speakers 	<ul style="list-style-type: none"> Question and answer sessions Quizzes Checkpoint questions in chapter Homework Chapter review Business exercise Educational review games Case study <p><u>Remediation:</u></p> <ul style="list-style-type: none"> Review key terms Ensure correct answers of test and re-submit One-on-one tutoring <p><u>Enrichment:</u></p> <ul style="list-style-type: none"> Assessment 14.1, page 346 Assessment 14.2, page 350 Assessment 14.3, page 355

Unit: **Develop a Strategy for Growth**

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Content Standard: **Discuss how a business expands, describe trends and opportunities for expansion, and discuss how to market to the diversity of cultures.**

Course Content	Student Performance	Resources	Assessments
<p>A. Develop a Strategy for Growth</p> <p>B. Global Trends and Opportunities</p> <p>C. Culture and Business</p>	<ul style="list-style-type: none"> Determine when your business is ready to expand Manage the growth of your business Select a growth strategy Examine product life cycle and development Identify the different ways you can export and import Determine whether international business is right for you Evaluate trade regulations that will affect your business Recognize and respect different cultures Determine why knowledge of different cultures is important for entrepreneurs 	<ul style="list-style-type: none"> <u>Entrepreneurship, Ideas in Action</u> (Thomson / South-Western 2006) Virtual Business Software Internet sources Guest speakers 	<ul style="list-style-type: none"> Question and answer sessions Quizzes Checkpoint questions in chapter Homework Chapter review Business exercise Educational review games Case study <p><u>Remediation:</u></p> <ul style="list-style-type: none"> Review key terms Ensure correct answers of test and re-submit One-on-one tutoring <p><u>Enrichment:</u></p> <ul style="list-style-type: none"> Assessment 15.1, page 371 Assessment 15.2, page 377 Assessment 15.3, page 381