

# **Business Organization and Management/Entrepreneurship Curriculum Maps**

**Unit 1: Should You Become an Entrepreneur?**

**Unit 2: What Skills Do Entrepreneurs Need?**

**Unit 3: Entrepreneurs in a Market Economy**

**Unit 4: Select a Type of Ownership**

**Unit 5: Develop a Business Plan**

**Unit 6: Identify and Meet a Market Need**

**Unit 7: Finance, Protect, and Insure Your Business**

**Unit 8: Locate and Set Up Your Business**

**Unit 9: The Marketing Mix**

**Unit 10: Hire and Manage a Staff**

**Unit 11: Record Keeping and Accounting**

**Unit 12: Financial Management**

**Unit 13: Growth in Today's Marketplace**

<p><b>Grade:</b> 9 - 12  <b>Subject:</b> Business Organization and Management/Entrepreneurship</p>	<p><b>Unit 1: Should You Become an Entrepreneur?</b></p>
<p><b>Big Idea/Rationale</b></p>	<ul style="list-style-type: none"> <li>• Successful entrepreneurs possess several characteristics that distinguish them from those that fail. Some of those characteristics include independence, self-confidence, determination, perseverance, goal-oriented, need to achieve, creativity, and ability to act quickly.</li> <li>• Students will assess whether they have these skills/qualities in order to succeed in owning their own business.</li> <li>• Students will explore whether they might want to own their own business someday.</li> </ul>
<p><b>Enduring Understanding (Mastery Objective)</b></p>	<ul style="list-style-type: none"> <li>• Describes entrepreneurs and the types of entrepreneurial businesses, the importance of entrepreneurship in our economy and a historical view of entrepreneurs past and present.</li> <li>• Describes characteristics of successful entrepreneurs along with analyzing suitability for entrepreneurship and advantages and disadvantages of entrepreneurship.</li> <li>• Describes ways to investigate opportunities and how to set financial and nonfinancial goals.</li> </ul>
<p><b>Essential Questions (Instructional Objective)</b></p>	<ul style="list-style-type: none"> <li>• What is an entrepreneur?</li> <li>• What are the types of entrepreneurial businesses?</li> <li>• What is the history of entrepreneurs in the United States?</li> <li>• How do you know if entrepreneurship is right for you?</li> <li>• How do you identify business opportunities and set goals?</li> </ul>
<p><b>Content (Subject Matter)</b></p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>• Define entrepreneurship</li> <li>• Discuss entrepreneurship in history</li> <li>• Identify the impact of entrepreneurs and small business today, the characteristics of successful entrepreneurs, and your own personal goals</li> <li>• Assess whether you have what it takes to succeed in your own business</li> <li>• List different businesses you could start</li> <li>• Identify your own personal goals</li> </ul>
<p><b>Skills/ Benchmarks (CCSS Standards)</b></p>	<ul style="list-style-type: none"> <li>• 9.4.12.D.1 Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities.</li> <li>• 9.4.12.D.10 Use correct grammar, punctuation, and terminology to write and edit documents.</li> <li>• 9.4.12.D.11 Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.</li> </ul>

	<ul style="list-style-type: none"> <li>● 9.4.12.D.13 Apply active listening skills to obtain and clarify information.</li> <li>● 9.4.12.D.14 Develop and interpret tables, charts, and figures to support written and oral communications.</li> <li>● 9.4.12.D.23 Operate Internet applications to perform tasks.</li> <li>● 9.4.12.D.24 Operate writing and publishing applications to prepare business communications.</li> <li>● 9.4.12.D.25 Operate presentation applications to prepare and deliver presentations.</li> <li>● 9.4.12.D.32 Describe the nature and types of business organizations to build an understanding of the scope of organizations.</li> <li>● 9.4.12.D.34 Identify new ideas, opportunities, and methods to create or start a new project or venture.</li> </ul>
<b>Materials and Resources</b>	<p>Computer, Internet, projector, PowerPoint, Entrepreneurship Ideas in Action Chapter 1 pp.2-23, slide presentation, Activity Master 2 Opportunities and Trends for Entrepreneurs</p> <p><a href="http://www.nps.gov/history/nr/twhp/wwwlps/lessons/walker/walker.htm">http://www.nps.gov/history/nr/twhp/wwwlps/lessons/walker/walker.htm</a> and <a href="http://www.entrepreneurshipweekusa.com">http://www.entrepreneurshipweekusa.com</a></p>
<b>Notes</b>	

<p><b>Grade:</b> 9 - 12  <b>Subject:</b> Business Organization and Management/Entrepreneurship</p>	<p><b>Unit 2: What Skills Do Entrepreneurs Need?</b></p>
<p><b>Big Idea/Rationale</b></p>	<p>To succeed as an entrepreneur, you will need to develop your writing, speaking, and listening skills.</p>
<p><b>Enduring Understanding (Mastery Objective)</b></p>	<ul style="list-style-type: none"> <li>• Describes techniques for effective writing, speaking, and listening skills.</li> <li>• Reviews basic math skills as applied to business situations such as analyzing growth rates, sales tax calculations, balancing cash, interest, and markups and markdowns.</li> <li>• Presents a problem-solving model for making business decisions and solving problems. Including group problem-solving techniques.</li> </ul>
<p><b>Essential Questions (Instructional Objective)</b></p>	<ul style="list-style-type: none"> <li>• How do you write business letters and memos?</li> <li>• How do you speak to customers and suppliers in meetings and on the telephone?</li> <li>• How can you demonstrate proficiency with the basic business math skills as applied to purchase orders and invoices?</li> <li>• How do you calculate sales tax, sales slips, growth rates, interest rates, markups, markdowns, discounts, and manage a cash drawer?</li> <li>• What are the steps to individual and group problem solving?</li> <li>• How does brainstorming and consensus-based decision making work for groups?</li> </ul>
<p><b>Content (Subject Matter)</b></p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>• Develop good skills for writing, speaking, and listening.</li> <li>• Use basic math skills in business.</li> <li>• Use the six-step problem-solving model.</li> <li>• Discuss the importance of group decision making.</li> </ul>
<p><b>Skills/ Benchmarks (CCSS Standards)</b></p>	<ul style="list-style-type: none"> <li>• 9.4.12.D.1 Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities.</li> <li>• 9.4.12.D.10 Use correct grammar, punctuation, and terminology to write and edit documents.</li> <li>• 9.4.12.D.11 Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.</li> <li>• 9.4.12.D.13 Apply active listening skills to obtain and clarify information.</li> <li>• 9.4.12.D.23 Operate Internet applications to perform tasks</li> <li>• 9.4.12.D.25 Operate presentation applications to prepare and deliver presentations.</li> <li>• 9.4.12.D.34 Identify new ideas, opportunities, and methods to create or</li> </ul>

	<p>start a new project or venture.</p> <ul style="list-style-type: none"><li>• 9.4.12.D.(6).1 Demonstrate knowledge of positive, ongoing customer relationship practices.</li></ul>
<b>Materials and Resources</b>	Computer, Internet, projector, PowerPoint, Entrepreneurship Ideas in Action Chapter 2 pp.24-53, slide presentation
<b>Notes</b>	

<p><b>Grade:</b> 9 - 12  <b>Subject:</b> Business Organization and Management/Entrepreneurship</p>	<p><b>Unit 3: Entrepreneurs in a Market Economy</b></p>
<p><b>Big Idea/Rationale</b></p>	<p>Different countries economic systems affect how an item is produced, how it is distributed, and the demand for the item. Market structure, including supply, demand, and price, must be considered when starting a business and these factors will affect the success of a business.</p>
<p><b>Enduring Understanding (Mastery Objective)</b></p>	<ul style="list-style-type: none"> <li>• Describes how the forces of supply and demand determine a market and compares a market economy with a command economy.</li> <li>• Describes the costs of operating a business, distinguishes between fixed and variable costs, and points out how marginal costs, marginal benefits, and opportunity costs affect entrepreneurs.</li> <li>• Describes how government affects a market economy as a regulator, as a provider of public good and social programs, and as a redistributor of income.</li> </ul>
<p><b>Essential Questions (Instructional Objective)</b></p>	<ul style="list-style-type: none"> <li>• What are market and command economies?</li> <li>• What is supply and demand?</li> <li>• What is equilibrium pricing and quantity?</li> <li>• What is a monopoly and how does one form?</li> <li>• What are fixed and variable costs, marginal benefit and marginal costs, and opportunity costs?</li> <li>• How does the Government influence the market economy?</li> </ul>
<p><b>Content (Subject Matter)</b></p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>• Describe market and command economies</li> <li>• Define the concept of supply and demand</li> <li>• Explain the effects of market structure on price and the government's effect on what is produced</li> <li>• Identify various types of costs</li> <li>• Show how different types of cost affect the prices entrepreneurs charge</li> <li>• List the different roles the government plays in a market economy</li> </ul>
<p><b>Skills/ Benchmarks (CCSS Standards)</b></p>	<ul style="list-style-type: none"> <li>• 9.4.12.D.1 Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities.</li> <li>• 9.4.12.D.2 Demonstrate mathematics knowledge and skills required to pursue the full range of postsecondary education and career opportunities.</li> <li>• 9.4.12.D.14 Develop and interpret tables, charts, and figures to support written and oral communications.</li> <li>• 9.4.12.D.17 Employ critical thinking skills (e.g., analyze, synthesize,</li> </ul>

	<p>and evaluate) independently and in teams to solve problems and make decisions.</p> <ul style="list-style-type: none"> <li>• 9.4.12.D.32 Describe the nature and types of business organizations to build an understanding of the scope of organizations.</li> <li>• 9.4.12.D.35 Analyze the contribution of accounting systems to the fiscal stability of businesses.</li> <li>• 6.1.12.C.9.c Explain the interdependence of various parts of a market economy.</li> <li>• 6.1.12.C.14.b Judge to what extent government should intervene at the local, state, and national levels on issues related to the economy</li> <li>• 6.1.12.C.14.a Use economic indicators to evaluate the effectiveness of state and national fiscal (i.e., government spending and taxation) and monetary (i.e., interest rates) policies.</li> </ul>
<b>Materials and Resources</b>	Computer, Internet, projector, PowerPoint, Entrepreneurship Ideas in Action Chapter 3 pp.54-77, slide presentation
<b>Notes</b>	

<p><b>Grade:</b> 9 - 12  <b>Subject:</b> Business Organization and Management/Entrepreneurship</p>	<p><b>Unit 4: Select a Type of Ownership</b></p>
<p><b>Big Idea/Rationale</b></p>	<ul style="list-style-type: none"> <li>• There are advantages and disadvantages to the various ways to acquire and run a business.</li> <li>• Students will explore the various ways to acquire a business and determine which type of business may be the right one for them.</li> </ul>
<p><b>Enduring Understanding (Mastery Objective)</b></p>	<ul style="list-style-type: none"> <li>• Describes the advantages and disadvantages of buying an existing business, the steps for purchasing a business, and the advantages and disadvantages of operating a family business.</li> <li>• Describes the advantages and disadvantages of buying franchise and describes how to evaluate franchise opportunities.</li> <li>• Describes the advantages and disadvantages of starting your own business.</li> <li>• Describes four forms of business organization: sole proprietorship, partnership, corporation, S corporation, and LLC; and the advantages and disadvantages of each.</li> </ul>
<p><b>Essential Questions (Instructional Objective)</b></p>	<ul style="list-style-type: none"> <li>• What are the advantages and disadvantages to purchasing an existing business?</li> <li>• What are the steps to purchasing a business?</li> <li>• What are the advantages and disadvantages to starting a family business?</li> <li>• What are the advantages and disadvantages to starting a franchise?</li> <li>• What are the advantages and disadvantages to starting your own business?</li> <li>• What are the various forms of business arrangements? (sole proprietorship, partnership, corporation, S-corporation, LLC)</li> </ul>
<p><b>Content (Subject Matter)</b></p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>• Identify the advantages and disadvantages of purchasing an existing business, of joining a family business and of starting a new business</li> <li>• Explain the steps involved in buying a business</li> <li>• Evaluate franchise ownership and the different legal forms for a business</li> </ul>
<p><b>Skills/ Benchmarks (CCSS Standards)</b></p>	<ul style="list-style-type: none"> <li>• 9.4.12.D.1 Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities.</li> <li>• 9.4.12.D.32 Describe the nature and types of business organizations to build an understanding of the scope of organizations.</li> <li>• 9.4.12.D.34 Identify new ideas, opportunities, and methods to create or start a new project or venture.</li> </ul>

	<ul style="list-style-type: none"><li>• 9.4.12.D.63 Examine employment opportunities in entrepreneurship as an option for career planning.</li></ul>
<b>Materials and Resources</b>	Computer, Internet, projector, PowerPoint, Entrepreneurship Ideas in Action Chapter 4 pp 78-103, slide presentation
<b>Notes</b>	

<p><b>Grade:</b> 9 - 12  <b>Subject:</b> Business Organization and Management/Entrepreneurship</p>	<p><b>Unit 5: Develop a Business Plan</b></p>
<p><b>Big Idea/Rationale</b></p>	<p>Information and technologies can be used to develop, implement, and present a business plan.</p>
<p><b>Enduring Understanding (Mastery Objective)</b></p>	<ul style="list-style-type: none"> <li>• Develop good skills for writing, speaking, and listening</li> <li>• Research and organize a business plan</li> <li>• Use basic math skills in business</li> </ul>
<p><b>Essential Questions (Instructional Objective)</b></p>	<ul style="list-style-type: none"> <li>• What is the purpose of a business plan?</li> <li>• What are the components of an effective business plan?</li> <li>• How do you create an effective business plan with all of the essential components?</li> </ul>
<p><b>Content (Subject Matter)</b></p>	<ul style="list-style-type: none"> <li>• Explain the purpose of writing a good business plan</li> <li>• Describe the importance of a business plan</li> <li>• Identify the seven basic elements of a business plan</li> <li>• List additional elements that may be needed</li> <li>• Research and organize a business plan</li> <li>• Calculate answers to math applications</li> </ul>
<p><b>Skills/ Benchmarks (CCSS Standards)</b></p>	<ul style="list-style-type: none"> <li>• 9.4.12.D.1 Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities.</li> <li>• 9.4.12.D.2 Demonstrate mathematics knowledge and skills required to pursue the full range of postsecondary education and career opportunities.</li> <li>• 9.4.12.D.10 Use correct grammar, punctuation, and terminology to write and edit documents.</li> <li>• 9.4.12.D.11 Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.</li> <li>• 9.4.12.D.14 Develop and interpret tables, charts, and figures to support written and oral communications.</li> <li>• 9.4.12.D.23 Operate Internet applications to perform tasks.</li> <li>• 9.4.12.D.24 Operate writing and publishing applications to prepare business communications.</li> <li>• 9.4.12.D.25 Operate presentation applications to prepare and deliver presentations.</li> <li>• 9.4.12.D.26 Employ spreadsheet applications to organize and manipulate data.</li> <li>• 9.4.12.D.34 Identify new ideas, opportunities, and methods to create or</li> </ul>

	start a new project or venture.
<b>Materials and Resources</b>	Computer, Internet, projector, PowerPoint, Entrepreneurship Ideas in Action Chapter 5 pp.104-127, slide presentation, Teacher created Entrepreneurship project
<b>Notes</b>	

<p><b>Grade:</b> 9 - 12  <b>Subject:</b> Business Organization and Management/Entrepreneurship</p>	<p><b>Unit 6: Identify and Meet a Market Need</b></p>
<p><b>Big Idea/Rationale</b></p>	<p>When running a business a marketing plan must be developed. The plan should outline a target market and gather information pertaining to those customers.</p>
<p><b>Enduring Understanding (Mastery Objective)</b></p>	<ul style="list-style-type: none"> <li>• Describes the importance of gaining an understanding of your customer, your competition, and your target market by gathering primary and secondary data in market research.</li> <li>• Discusses five steps of primary market research and the principles of designing a survey.</li> <li>• Describes identifying your direct and indirect competition and suggests how to study them.</li> <li>• Emphasizes strategies for maintaining customer loyalty.</li> </ul>
<p><b>Essential Questions (Instructional Objective)</b></p>	<ul style="list-style-type: none"> <li>• What is market research and why is it valuable to a business?</li> <li>• How do you identify and interpret market research?</li> <li>• How do you perform market research?</li> <li>• How do you identify direct and indirect competition?</li> </ul>
<p><b>Content (Subject Matter)</b></p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>• Identify a target market by understanding customers and the five steps involved in primary data market research</li> <li>• Research markets using primary and secondary data</li> <li>• Design a questionnaire</li> <li>• Determine your direct and indirect competition</li> <li>• Analyze the strengths and weaknesses of competitors</li> <li>• Establish strategies for maintaining customer loyalty</li> </ul>
<p><b>Skills/ Benchmarks (CCSS Standards)</b></p>	<ul style="list-style-type: none"> <li>• 9.4.12.N.1 Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities.</li> <li>• 9.4.12.N.76 Understand tools and strategies used to access, process, maintain, evaluate, and disseminate marketing information to assist with business decision-making.</li> <li>• 9.4.12.N.82 Evaluate and summarize the concepts and strategies used to determine marketing strategies and target them to specific audiences.</li> <li>• 9.4.12.N.(1).3 Analyze the concepts and strategies marketers use to determine and target marketing communications strategies to specific audiences.</li> <li>• 9.4.12.N.(1).5 Research the concepts and actions marketers use to determine client needs and wants, and to develop personalized responses intended to influence purchasing decisions and enhance future business</li> </ul>

	opportunities.
<b>Materials and Resources</b>	Computer, Internet, projector, PowerPoint, Entrepreneurship Ideas in Action Chapter 6 pp. 128-153, Teacher created Entrepreneurship project, slide presentation
<b>Notes</b>	

<p><b>Grade:</b> 9 - 12  <b>Subject:</b> Business Organization and Management/Entrepreneurship</p>	<p><b>Unit 7: Finance, Protect, and Insure Your Business</b></p>
<p><b>Big Idea/Rationale</b></p>	<p>When running a business a secure financing plan will need to be developed. Internal and external risks can affect the security of this plan.</p>
<p><b>Enduring Understanding (Mastery Objective)</b></p>	<ul style="list-style-type: none"> <li>• Explains how to put together the information for planning a new business by preparing a list of start-up costs, a pro forma cash flow statement with forecasted revenues and expenses, income statement, balance sheet, and a personal financial statement.</li> <li>• Describes how to obtain financing for a new business, including different types of bank loans, SBA loan assistance, other sources of loans, and equity capital obtained from personal financing, friends and family, and venture capitalists.</li> <li>• Discusses the different kinds of theft that affect businesses with suggestions for guarding against risk.</li> <li>• Describes the different kinds of insurance a business should consider obtaining, including property, casualty, life, and workers' compensation.</li> <li>• Discusses how to choose an insurance agent and determine the coverage needed.</li> </ul>
<p><b>Essential Questions (Instructional Objective)</b></p>	<ul style="list-style-type: none"> <li>• What are start-up costs, cash flow statements, income statements, balance sheet, and personal finance statement?</li> <li>• What are the various sources of business financing? (line of credit, loans, SBA, equity and venture capital)</li> <li>• What is business risk and what are the sources of risk?</li> <li>• What are the various types of insurance need by a business?(property, casualty, life, worker's compensation)</li> </ul>
<p><b>Content (Subject Matter)</b></p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>• Calculate start-up costs.</li> <li>• Create a cash flow statement, an income statement, a balance sheet, and a personal financial statement.</li> <li>• Discuss different types of bank loans and the different types of insurance needed for a business.</li> <li>• Explain Small Business Administration loans.</li> <li>• Evaluate other sources that can provide debt capital.</li> <li>• Identify ways to protect a business against different types of theft.</li> </ul>
<p><b>Skills/ Benchmarks (CCSS Standards)</b></p>	<ul style="list-style-type: none"> <li>• 9.4.12.D.1 Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities.</li> <li>• 9.4.12.D.2 Demonstrate mathematics knowledge and skills required to</li> </ul>

	<p>pursue the full range of postsecondary education and career opportunities.</p> <ul style="list-style-type: none"> <li>● 9.4.12.D.14 Develop and interpret tables, charts, and figures to support written and oral communications.</li> <li>● 9.4.12.D.23 Operate Internet applications to perform tasks.</li> <li>● 9.4.12.D.26 Employ spreadsheet applications to organize and manipulate data.</li> <li>● 9.4.12.D.33 Describe and use quality control systems and practices to ensure quality products and services</li> <li>● 9.4.12.D.35 Analyze the contribution of accounting systems to the fiscal stability of businesses.</li> <li>● 9.4.12.D.36 Employ tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.</li> </ul>
<p><b>Materials and Resources</b></p>	<p>Computer, Internet, projector, PowerPoint, Entrepreneurship Ideas in Action Chapter 7 pp.154-185, slide presentation, Teacher created Entrepreneurship project</p>
<p><b>Notes</b></p>	

<p><b>Grade:</b> 9 – 12  <b>Subject:</b> Business Organization and Management/Entrepreneurship</p>	<p><b>Unit 8: Locate and Set Up Your Business</b></p>
<p><b>Big Idea/Rationale</b></p>	<p>Many factors must be considered before a business can actually open.</p>
<p><b>Enduring Understanding (Mastery Objective)</b></p>	<p>This lesson:</p> <ul style="list-style-type: none"> <li>• Discusses the location needs of a retail business and describes the advantages and disadvantages of downtown locations, neighborhood, community, regional, and super-regional shopping centers, stand-alone stores, and warehouses. Site selection once a type of location is chosen is also covered.</li> <li>• Describes the location needs of different kinds of service and industrial businesses and the advantages and disadvantages of working from home.</li> <li>• Begins with the decision to lease or buy space and the kinds of commercial leases available, as well as financial analysis to compare different locations. Then suggests planning a layout and discusses layout needs of retail, service, wholesale and manufacturing business.</li> <li>• Describes the typical equipment and supplies needed by most businesses, suggests ways to identify suppliers and evaluate vendor proposals, and describes the difficulties in determining the amount of beginning inventory to purchase.</li> </ul>
<p><b>Essential Questions (Instructional Objective)</b></p>	<ul style="list-style-type: none"> <li>• How do you choose a retail location?</li> <li>• How do you choose a non-retail location?</li> <li>• How do you obtain space for your business? (lease or buy)</li> <li>• How do you design a layout for your business?</li> <li>• How do you implement a purchasing plan for your business?</li> </ul>
<p><b>Content (Subject Matter)</b></p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>• Examine location, possibilities for retail, service, and an industrial businesses</li> <li>• Discuss benefits of operating a business from home.</li> <li>• Evaluate leasing versus buying space and acquiring equipment and supplies from different vendors.</li> <li>• Identify the costs and kinds of leases.</li> <li>• Design the layout for different types of businesses</li> </ul>
<p><b>Skills/ Benchmarks (CCSS Standards)</b></p>	<ul style="list-style-type: none"> <li>• 9.4.12.D.1 Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities.</li> <li>• 9.4.12.D.17 Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions.</li> </ul>

	<ul style="list-style-type: none"> <li>• 9.4.12.D.23 Operate Internet applications to perform tasks.</li> <li>• 9.4.12.D.70 Identify and understand processes and systems used to monitor, plan, and control day-to-day business activities.</li> <li>• 9.4.12.D.(6).3 Plan and monitor day-to-day activities based upon maintaining and improving operational business functions.</li> </ul>
<b>Materials and Resources</b>	Computer, Internet, projector, PowerPoint, Entrepreneurship Ideas in Action Chapter 8 pp.186-211, slide presentation, Teacher created Entrepreneurship project
<b>Notes</b>	

<p><b>Grade:</b> 9 - 12  <b>Subject:</b> Business Organization and Management/Entrepreneurship</p>	<p><b>Unit 9: The Marketing Mix</b></p>
<p><b>Big Idea/Rationale</b></p>	<p>Successful entrepreneurs develop strategies to achieve all marketing goals.</p>
<p><b>Enduring Understanding (Mastery Objective)</b></p>	<ul style="list-style-type: none"> <li>• Discusses how to determine the elements in the marketing mix: how to decide which products to offer, how to distribute them to customers, and how to set prices for the products or services offered.</li> <li>• Describes the advantages and disadvantages of various kinds of promotion, including television, radio, newspaper, telephone directory, direct-mail, magazine, outdoor, and transit advertising. It also discusses getting publicity, offering sales promotions, and personal selling.</li> <li>• Describes the importance of developing written short-term medium-term, and long-term goals to guide product, distribution, price, and promotion decisions.</li> </ul>
<p><b>Essential Questions (Instructional Objective)</b></p>	<ul style="list-style-type: none"> <li>• How you would select a product to market?</li> <li>• What are the different methods available to distribute your product?</li> <li>• How do you establish product pricing?</li> <li>• What are the various methods used for advertising and how do you choose which one to use?</li> <li>• How do you publicize and promote your business?</li> <li>• How do you establish short and long-range goals for your business?</li> <li>• What is included in a marketing plan?</li> </ul>
<p><b>Content (Subject Matter)</b></p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>• Select a product mix, product features, and positioning for goods.</li> <li>• Identify channels of distribution for products or services.</li> <li>• Use various methods to price the products or services business sells.</li> <li>• Create an advertisement to promote a business</li> <li>• Explain publicity as a promotional tool and evaluate other kinds of promotion.</li> <li>• Set short-, medium-, and long-term goals for a business.</li> <li>• Write a marketing plan.</li> </ul>
<p><b>Skills/ Benchmarks (CCSS Standards)</b></p>	<ul style="list-style-type: none"> <li>• 9.4.12.N.1 Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities.</li> <li>• 9.4.12.N.(1).4 Research the concepts, systems, and tools marketers use when making decisions to gather, access, synthesize, evaluate, and disseminate marketing information.</li> <li>• 9.4.12.N.84 Evaluate and summarize the concepts and processes used to obtain, develop, maintain, and improve a product or service mix in</li> </ul>

	<p>response to market opportunities.</p> <ul style="list-style-type: none"> <li>• 9.4.12.N.(1).4 Research the concepts, systems, and tools marketers use when making decisions to gather, access, synthesize, evaluate, and disseminate marketing information.</li> <li>• 9.4.12.N.(1).5 Research the concepts and actions marketers use to determine client needs and wants, and to develop personalized responses intended to influence purchasing decisions and enhance future business opportunities.</li> </ul>
<b>Materials and Resources</b>	Computer, Internet, projector, PowerPoint, Entrepreneurship Ideas in Action Chapter 9 pp.212-241, slide presentation, Teacher created Entrepreneurship project
<b>Notes</b>	

<p><b>Grade:</b> 9 - 12  <b>Subject:</b> Business Organization and Management/Entrepreneurship</p>	<p><b>Unit 10: Hire and Manage a Staff</b></p>
<p><b>Big Idea/Rationale</b></p>	<p>A well planned compensation package, good working conditions, and strong leadership will help create motivated and loyal employees.</p>
<p><b>Enduring Understanding (Mastery Objective)</b></p>	<ul style="list-style-type: none"> <li>• Describes the process of hiring employees, including writing the job description, recruiting, screening applicants, interviewing, checking references, and making the job offer. Discusses alternatives to adding staff.</li> <li>• Describes the total compensation package of wages or salary plus paid leave, insurance, and pension plans, in addition to reasons for offering compensation at different levels.</li> <li>• Describes the techniques for managing employees, including leadership qualities needed, training methods, motivating employees, delegating responsibility, and fostering teamwork.</li> <li>• Discusses the employee evaluation process.</li> </ul>
<p><b>Essential Questions (Instructional Objective)</b></p>	<ul style="list-style-type: none"> <li>• What are your employee requirements?</li> <li>• What is a job description and an organizational structure?</li> <li>• What are the various ways used to recruit employees?</li> <li>• What are the steps in the hiring process?</li> <li>• What are the alternatives to adding staff?</li> <li>• How are wages and benefits determined? What are the benefits available?</li> <li>• How do you lead, motivate and evaluate your employees?</li> <li>• How are promotion and termination policies developed for your business?</li> </ul>
<p><b>Content (Subject Matter)</b></p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>• Determine the positions a business needs and the amount of pay for employees.</li> <li>• Recruit, interview and select an employee.</li> <li>• Consider alternatives to hiring permanent staff.</li> <li>• Identify a benefits portion of a compensation package.</li> <li>• Discuss how to lead employees by enforcing policies and offering training, how to motivate employees by delegating responsibility, and how to evaluate employees.</li> </ul>

<b>Skills/ Benchmarks (CCSS Standards)</b>	<ul style="list-style-type: none"> <li>● 9.4.12.D.1 Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities.</li> <li>● 9.4.12.D.10 Use correct grammar, punctuation, and terminology to write and edit documents.</li> <li>● 9.4.12.D.11 Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.</li> <li>● 9.4.12.D.13 Apply active listening skills to obtain and clarify information.</li> <li>● 9.4.12.D.37 Identify methods that businesses use to recruit, train, and develop human resources.</li> <li>● 9.4.12.D.53 Identify and demonstrate positive work behaviors and personal qualities needed to succeed in the classroom and/or to be employable.</li> <li>● 9.4.12.D.55 Demonstrate skills related to seeking and applying for employment in a desired job</li> <li>● 9.4.12.D.58 Identify and exhibit traits for retaining employment.</li> <li>● 9.4.12.D.63 Examine employment opportunities in entrepreneurship as an option for career planning.</li> </ul>
<b>Materials and Resources</b>	Computer, Internet, projector, PowerPoint, Entrepreneurship Ideas in Action Chapter 10 pp.242-269, slide presentation, Teacher created Entrepreneurship project
<b>Notes</b>	

<p><b>Grade:</b> 9 - 12  <b>Subject:</b> Business Organization and Management/Entrepreneurship</p>	<p><b>Unit 11: Record Keeping and Accounting</b></p>
<p><b>Big Idea/Rationale</b></p>	<p>The successful entrepreneur will have a thorough knowledge and understanding of all financial records and statements, be able to analyze these documents, and understand the importance of maintaining good records.</p>
<p><b>Enduring Understanding (Mastery Objective)</b></p>	<ul style="list-style-type: none"> <li>• Describes the importance of keeping records using journals and ledgers. Separate systems for bank, payroll, and tax records are described, as well as the advantages of using computers and record keeping software</li> <li>• Describes the balance sheet, income statement, and the cash flow statement and how to use them to manage your business</li> <li>• Describes the methods of keeping inventory records and the advantages and disadvantages of having too much or too little inventory on hand</li> </ul>
<p><b>Essential Questions (Instructional Objective)</b></p>	<ul style="list-style-type: none"> <li>• What are the essential business records such as: journals, ledgers, bank statements, payroll records, and tax records?</li> <li>• What are the advantages and disadvantages of computerized record keeping for businesses?</li> <li>• What are the following financial statements: balance sheet, income statement, cash flow statement?</li> <li>• How does a business track and manage inventory? (perpetual, periodic, physical methods)</li> <li>• What is the cost of carrying inventory, cost of being out of stock, and turnover rates?</li> </ul>
<p><b>Content (Subject Matter)</b></p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>• Explain electronic record keeping and how to keep journals, ledgers and other types of important business records.</li> <li>• Determine when a business needs a professional to help with record keeping and accounting.</li> <li>• Discuss balance sheets, income statements, and cash flow statements.</li> <li>• Track inventory using a perpetual inventory and a periodic inventory method.</li> <li>• Determine how much inventory to keep in stock.</li> </ul>
<p><b>Skills/ Benchmarks (CCSS Standards)</b></p>	<ul style="list-style-type: none"> <li>• 9.4.12.F.1 Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities.</li> <li>• 9.4.12.F.2 Demonstrate mathematics knowledge and skills required to pursue the full range of postsecondary education and career opportunities.</li> <li>• 9.4.12.F.(1).4 Use accounting tools, strategies, and systems to plan the</li> </ul>

	<p>use and management of financial resources.</p> <ul style="list-style-type: none"><li>• 9.4.12.F.72 Plan a finance based business organization or department.</li><li>• 9.4.12.F.73 Plan day-to-day activities required for continued functioning of businesses in this cluster.</li></ul>
<b>Materials and Resources</b>	Computer, Internet, projector, PowerPoint, Entrepreneurship Ideas in Action Chapter 11 pp.270-291, slide presentation, Teacher created Entrepreneurship project
<b>Notes</b>	

<p><b>Grade:</b> 9 - 12  <b>Subject:</b> Business Organization and Management/Entrepreneurship</p>	<p><b>Unit 12: Financial Management</b></p>
<p><b>Big Idea/Rationale</b></p>	<p>Long-term strategic planning often requires experts to help manage taxes and other financial obligations. Selection of outside experts can help a company maximize its profitability.</p>
<p><b>Enduring Understanding (Mastery Objective)</b></p>	<ul style="list-style-type: none"> <li>• Describes how to create a cash budget and methods of improving cash flow by increasing cash receipts or decreasing cash disbursements.</li> <li>• Describes methods of analyzing financial statements and costs, including the calculation of the net profit on sales ratio, and the breakeven point.</li> <li>• Describes the selection and use of professionals for advice and assistance in financial planning, strategic planning, and tax planning. Services offered by bankers, attorneys, accountants, financial planners, and stockbrokers are described.</li> </ul>
<p><b>Essential Questions (Instructional Objective)</b></p>	<ul style="list-style-type: none"> <li>• How do you construct a cash budget and use an electronic spreadsheet to track a cash budget?</li> <li>• How do you improve cash flow and increase cash receipts?</li> <li>• How do you analyze your financial statements to determine sales and net profit?</li> <li>• What is a break-even analysis?</li> <li>• How would you choose various types of business service professionals?(Financial analyst, tax specialist, strategic planner, legal advisor)</li> </ul>
<p><b>Content (Subject Matter)</b></p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>• Create a cash budget.</li> <li>• Explain how to improve a business's cash flow.</li> <li>• Analyze a business's financial statements.</li> <li>• Calculate the level of sales needed to make a profit.</li> <li>• Identify professionals who can help with the financial management of a business and the types of services financial experts provide.</li> </ul>
<p><b>Skills/ Benchmarks (CCSS Standards)</b></p>	<ul style="list-style-type: none"> <li>• 9.4.12.F.1 Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities.</li> <li>• 9.4.12.F.2 Demonstrate mathematics knowledge and skills required to pursue the full range of postsecondary education and career opportunities.</li> <li>• 9.4.12.F.71 Plan the use of financial resources to protect solvency.</li> <li>• 9.4.12.F.74 Discuss techniques and strategies used to foster positive, ongoing relationships with customers in this cluster.</li> </ul>

	<ul style="list-style-type: none"> <li>• 9.4.12.F.75 Access and evaluate financial information to assist business decision-making.</li> <li>• 9.4.12.F.76 Evaluate a financial product or service mix in order to respond to market opportunities.</li> <li>• 9.4.12.F.77 Demonstrate knowledge of financial risk management strategies and techniques used to minimize business losses.</li> </ul>
<b>Materials and Resources</b>	Computer, Internet, projector, PowerPoint, Entrepreneurship Ideas in Action Chapter 12 pp. 292-315, slide presentation
<b>Notes</b>	

<p><b>Grade:</b> 9 - 12  <b>Subject:</b> Business Organization and Management/Entrepreneurship</p>	<p><b>Unit 13: Growth in Today's Marketplace</b></p>
<p><b>Big Idea/Rationale</b></p>	<p>As the global marketplace continues to expand, entrepreneurs can take advantage of even more opportunities. To expand a business successfully an entrepreneur will need to control growth.</p>
<p><b>Enduring Understanding (Mastery Objective)</b></p>	<ul style="list-style-type: none"> <li>• Describes how a business expands, determines when to expand, and controls growth. Growth strategies include, market penetration, geographic expansion, and new product diversification.</li> <li>• Describes the trends and opportunities for expansion in the global marketplace, including importing and exporting.</li> <li>• Discusses the advantages and disadvantages of entering the global marketplace and explains government regulation of international trade.</li> <li>• Discusses the advantages, disadvantages and social and ethical responsibilities of exporting American jobs overseas.</li> <li>• Describes how to market to the diversity of cultures in the United States and suggests ways to succeed in different cultures in the global marketplace.</li> </ul>
<p><b>Essential Questions (Instructional Objective)</b></p>	<ul style="list-style-type: none"> <li>• How would you develop a strategic growth plan?</li> <li>• How do you choose and control a growth strategy?</li> <li>• Describe global trends and opportunities in import and export?</li> <li>• Describe how to penetrate the market and expand, globally?</li> <li>• How do you diversify with new products and services?</li> <li>• What are the pros and cons to competing globally?</li> <li>• Analyze a global market and write an international business plan?</li> <li>• Describe the influence of government on international trade? (Quotas, tariffs, NAFTA, qualitative restrictions, etc.)</li> <li>• What is the importance of understanding culture when competing globally?</li> </ul>
<p><b>Content (Subject Matter)</b></p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>• Determine when a business is ready to expand, whether international business is right for a business, and why knowledge of different cultures in important for entrepreneurs.</li> <li>• Discuss how to manage the growth of business.</li> <li>• Select a growth strategy.</li> <li>• List the different ways a business can export and import.</li> <li>• Evaluate trade regulations that will affect businesses.</li> <li>• Identify and respect different cultures.</li> </ul>

<b>Skills/ Benchmarks (CCSS Standards)</b>	<ul style="list-style-type: none"> <li>• 9.4.12.D.1 Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities.</li> <li>• 9.4.12.D.(3).1 Demonstrate knowledge of economic concepts fundamental to global business operations.</li> <li>• 9.4.12.D.(3).5 Develop strategic plans to manage business growth, profit, and goals.</li> <li>• 9.1.8.D.5 Justify the need for greater cross-cultural understanding due to globalization.</li> <li>• 9.1.8.B.2 Assess data gathered to solve a problem for which there are varying perspectives (e.g., cross-cultural, gender-specific, generational), and determine how the data can best be used to design multiple solutions.-</li> </ul>
<b>Materials and Resources</b>	Computer, Internet, projector, PowerPoint, Entrepreneurship Ideas in Action Chapter 15 pp. 362-387, slide presentation
<b>Notes</b>	