

Entrepreneurship

COURSE OUTLINE

- 1. Course Title: Entrepreneurship A-G**
- 2. CBEDS Title: Small Business Ownership and Management**
- 3. CBEDS Number: 4121**
- 4. Job Titles:**

Bill & Account Collector	Billing & Posting Clerk & Machine Operator
Brokerage Clerk	Cashier
Counter & Rental Clerk	Customer Service Representative
Data Entry & Information Processing Worker	File Clerk
Financial Clerk	Human Resources Assistant
Information & Record Clerk	Manager
Office & Administrative Support Worker	Office Clerk
Order Clerk	Procurement Clerk
Production, Planning & Expediting Clerk	Purchasing Managers, Buyers & Purchasing Agent
Receptionist	Shipping & Receiving Clerk
Stock Clerk	Sales Representative
Sales Service Promoter	Shift Supervisor
Supervisor	Teller

5. Course Description:

This competency-based course trains students in business planning, management, marketing and basic financial concepts while learning how to organize and operate a small business. Students will understand the elements of a business plan and its effect on the success of a small business. Students will demonstrate competency by preparing, describing (defending) and presenting a basic business plan. Students will participate in a world trade simulation demonstrating competency in fundamental economic concepts within the context of international trade. This course includes classroom instruction and computer laboratory activities.

Student Outcomes and Objectives:

Students will:

1. Define the terms and describe the concepts of business ownership and characteristics of successful entrepreneurs.
2. Explain the relationship of economic theory to economic decision-making and the way scarcity and allocation impact business.
3. Identify the major parts of and create a Business Plan.
4. Explain the major functions of marketing and create a Marketing Plan.
5. Describe the importance of and factors to consider in location a business.
6. Evaluate the importance of financing a business and identify two basic methods of financing.
7. Identify record keeping requirements in a business.
8. List the four major functions of management.
9. Describe good techniques in managing human resources and describe the consequences of poor management.
10. Explain why all businesses must promote their goods and services and list the four major methods of promotion.

11. Identify procedures and methods for controlling inventory.
12. Demonstrate enhanced knowledge of personal finance and increased confidence in managing money.
13. Research social, political and economic conditions impacting global living standards.

Integrated throughout the course are career preparation standards, which include basic academic skills, communication, interpersonal skills, problem solving, workplace safety, technology, and employment literacy.

Pathway

Recommended Sequence	Courses	
Introductory	Computer Foundations	
Skill Building	Computer Applications Multi Media & Desktop Publishing	Accounting 1 & 2 Entrepreneurship A-G Retail Merchandising
Advanced Skill	Accounting 3, 4 or Business Management or Business Coop or Marketing or Retail Co-op	

6. Hours: *Students receive up to 180 hours of classroom instruction*

7. Prerequisites: Computer Foundations

8. Date (of creation/revision): July 2010

9. Course Outline

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Upon successful completion of this course, students will be able to demonstrate the following skills necessary for entry-level employment.				
Instructional Units and Competencies	Course Hours	Model Curr. Standards	CA Academic Content Standards	CAHSEE
<p>I. CAREER PREPARATION STANDARDS</p> <p>A. Career Planning and Management</p> <ol style="list-style-type: none"> 1. Know the personal qualifications, interests, aptitudes, knowledge, and skills necessary to succeed in careers. <ol style="list-style-type: none"> a. Students will identify skills needed for job success. b. Students will identify the education and experience required for moving along a career ladder. 2. Understand the scope of career opportunities and know the requirements for education, training, and licensure. <ol style="list-style-type: none"> a. Students will describe how to find a job. b. Students will select two jobs in the field and map out a timeline for completing education, certification or licensing requirements. c. Students will describe career opportunities in the industry sector. 3. Develop a career plan that is designed to reflect career interests, pathways and postsecondary options. <ol style="list-style-type: none"> a. Students will conduct a self-assessment and explain how professional qualifications affect career choices. 4. Understand the role and function of professional organizations, industry associations, and organized labor in a productive society. <ol style="list-style-type: none"> a. Contact two professional organizations and identify the steps to become a member. 5. Understand the past, present and future trends that affect careers, such as technological developments and societal trends, and the resulting need for lifelong learning. <ol style="list-style-type: none"> a. Students will describe careers in business. b. Students will identify work-related cultural differences to prepare for a global marketplace. c. Students will relate the importance of the business management to the California economy. 6. Know the main strategies for self-promotion in the hiring process, such as completing job applications, resume writing, interviewing skills, and preparing a portfolio. <ol style="list-style-type: none"> a. Students will write and key a resume, cover and thank you letters, and complete a job application. <p>B. Technology</p> <ol style="list-style-type: none"> 1. Understand past, present and future technological advances as they related to a chosen pathway. 2. Understand the use of technological resources to gain access to, manipulate, and produce information, products and services. <ol style="list-style-type: none"> a. Students will demonstrate the ability to complete simple tasks on the computer, including word processing, wiring and order and inventory control. 3. Understand the influence of current and emerging technology on selected segments of the economy. 4. Use appropriate technology in the chosen career pathway. 	<p>20</p> <p>Additional hours are integrated throughout the course.</p>	<p>Marketing, Sales & Service Industry Sector</p> <p>Foundation Standards:</p> <p>Reading 2.1, 2.3, 2.6</p> <p>Writing 2.2 (1.8) (2.5) (2.6) 2.5</p> <p>Career Planning & Mgmt. 3.1, 3.2, 3.3, 3.4, 3.5,3.6, 3.7</p> <p>Technology 4.3, 4.5</p>	<p><u>Language Arts</u> (8) R 1.3, 2.6 W1.3, 2.5, LC 1.4,1.5 1.6 LS1.2, 1.3, (9/10) R2.1,2.3,2 W2.5 LC1.4 LS 1.1, 2.3 (11/12) R2.3 W2.5 LC1.2 <u>Math</u> (7) NS1.2, 1.7 MR 1.1,1.3 2.7,2.8, 3.1</p>	<p>Lang. Arts R 8.2.1 (9/10) R 2.1, 2.3 W2.5 Math (7) NS 1.2, 1.3, 1.7 MR 1.1, 2.1, 3.1</p>

<p>C. Problem Solving and Critical Thinking</p> <ol style="list-style-type: none"> 1. Apply appropriate problem-solving strategies and critical thinking to work-related issues and tasks. 2. Use critical thinking skills to make informed decisions and solve problems. <p>D. Health and Safety</p> <ol style="list-style-type: none"> 1. Know policies, procedures, and regulations, regarding health and safety in the workplace, including employers’ 2. Use tools and machines safely and appropriately. 3. Know how to both prevent and respond to accidents in the industry. <p>E. Responsibility and Flexibility</p> <ol style="list-style-type: none"> 1. Understand the qualities and behaviors that constitute a positive and professional work demeanor. 2. Understand the importance of accountability and responsibility in fulfilling personal, community, and work place roles. 3. Understand the need to adapt to varied roles and responsibilities. <p>F. Ethics and Legal Responsibilities</p> <ol style="list-style-type: none"> 1. Know the major local, district, state and federal regulatory agencies and entities that affect the industry and how they enforce laws and regulations. 2. Understand the concept and application of ethical and legal behavior consistent with workplace standards. <ol style="list-style-type: none"> a. Contact a business and obtain a copy of their rules for employment. b. Role play difference ethical scenarios. 3. Understand the role of personal integrity and ethical behavior in the workplace. <p>G. Leadership and Teamwork</p> <ol style="list-style-type: none"> 1. Understand the ways in which preprofessional associations such as the Future Business Leaders of America (FBLA), Developing Future Leaders in Marketing, Management and Entrepreneurship (DECA). and competitive career development activities enhance academic skills, promote career choices, and contribute to employability. 2. Understand leadership, cooperation, collaboration, and effective decision-making skills applied in group or team activities, including the student organization. <p>H. Technical Knowledge and Skills</p> <ol style="list-style-type: none"> 1. Understand the aims, purposes, history, and structure of the FBLA and/or DECA student organization, and know the opportunities they makes available. 				
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Instructional Units and Competencies	Hours	Model Curr. Standards.	CA Academic Standards	CAHSEE
<p>II. ECONOMICS AND BUSINESS OWNERSHIP</p> <p>A. Choices: Individuals, Business and Society</p> <ol style="list-style-type: none"> 1. Define terms related to the economic way of thinking. 2. Discuss why the study of economics is important. 3. State the basic economic problem in general terms. 4. Explain the relationship of economics theory to economic decision-making. <p>B. Scarcity</p> <ol style="list-style-type: none"> 1. Describe scarcity. 2. State what kind of science economics is. 3. List four ways that scarcity is handled by the economic system. 4. Explain the way scarcity and allocation impact business. <p>C. Trade-offs and Opportunity Costs</p> <ol style="list-style-type: none"> 1. Explain the relationship of trade-offs to opportunity cost. 2. Define opportunity cost. 3. Demonstrate the uses of opportunity cost in their own personal circumstances in a business setting and in the society (country) as a whole. <p>C. Entrepreneurial Careers and Concepts</p> <ol style="list-style-type: none"> 1. Define entrepreneurship 2. Describe the characteristics of a successful entrepreneur 3. Describe the risks involved in entrepreneurship and list ways to minimize. <p>D. Forms of Business Ownership</p> <ol style="list-style-type: none"> 1. Compare and contrast proprietorship, partnership, franchise and corporation. 2. List the advantages and disadvantages of each form of business ownership. 	15	<p>Marketing, Sales and Service Industry Sector</p> <p>Entrepreneur Pathway</p> <p>B5.0 B5.1 B5.5</p>	SS 12; E; 12.1.1-5	
<p>III. CREATING THE BUSINESS PLAN</p> <p>A. Overview of the Business Plan</p> <ol style="list-style-type: none"> 1. Define a business plan. 2. List five reasons for having a business plan. <p>B. Basic Ingredients of the Business Plan</p> <ol style="list-style-type: none"> 1. Describe the four major sections of a business plan. 2. Explain the purpose of each of the four sections. <p>C. Coverage of a Sample Business Plan</p> <ol style="list-style-type: none"> 1. Identify each of the major parts of the sample business plan. 2. Draw up a simple (rough) business plan. <p>D. Strategy and Policy Formulation</p> <ol style="list-style-type: none"> 1. S.W.O.T. analysis for formulating business strategy <ol style="list-style-type: none"> i. Provide examples of strengths, weaknesses, opportunities, and threats. 2. Scientific problem solving <ol style="list-style-type: none"> i. Identify the problem ii. List possible solutions iii. Analyze solutions iv. Select best solution 	20	<p>Marketing, Sales and Service Industry Sector</p> <p>Entrepreneur Pathway</p> <p>B2.1 B2.4</p>	ELA 11-12; 2.1 – 2.6	

Instructional Units and Competencies	Hours	Model Curr. Standards.	CA Academic Standards	CAHSEE
<p>IV. ESSENTIALS OF MARKETING</p> <p>A. Major Functions of Marketing</p> <ol style="list-style-type: none"> 1. Identify the eight functions as presented. 2. Match local business activities to each of the functions. 3. Discuss the importance of each of the functions to the total marketing concept. <p>B. The Four Questions of Marketing</p> <ol style="list-style-type: none"> 1. List the Four Questions of Marketing. 2. Relate the four questions to established businesses. 3. Relate the four marketing questions to the four questions economists ask regarding what goods and services to produce, how much to produce, how to produce them, and for whom. <p>C. Marketing Planning</p> <ol style="list-style-type: none"> 1. Define target marketing, marketing mix, and competitive advantage. 2. Relate marketing mix to existing businesses or products in their local community. 3. Describe a marketing mix for a probable product. <p>E. The Marketing Plan</p> <ol style="list-style-type: none"> 1. Describe the purpose of a marketing plan. 2. Explain the six parts of a marketing plan. 	23	<p>Marketing, Sales and Service Industry Sector</p> <p>Entrepreneur Pathway B4.1 B4.2 B4.3 B4.4</p>	ELA 9-10; W; 1.3 – 1.7, 1.9	
<p>V. LOCATING THE BUSINESS</p> <p>A. Importance of Locating the Business</p> <ol style="list-style-type: none"> 1. Explain the importance of a business location. <p>B. Factors to Consider in Locating a Business</p> <ol style="list-style-type: none"> 1. List the factors to consider in locating a business. 2. Evaluate each of the factors as to their relative importance to each type of business. 3. List the steps involved in selecting a business site. 	10			
<p>VI.FINANCING THE BUSINESS</p> <p>A. Borrowing and Interest Rates</p> <ol style="list-style-type: none"> 1. List the ways money is borrowed. 2. State three reasons for the entrepreneur to borrow. 3. Explain how interest rates are determined. 4. Compare two annual percentage rates (APR's) involved in purchasing a new car. <p>B. Saving and Investment in the U.S. Economy</p> <ol style="list-style-type: none"> 1. List the reasons for saving. 2. Identify three ways to save. 3. Identify two possible investment vehicles. 4. Design a personal investment portfolio. <p>C. Financing the Business</p> <ol style="list-style-type: none"> 1. Explain the importance of financing in order to ensure business success. <p>D. Various Aspects of the Business that Need to be Financed</p> <ol style="list-style-type: none"> 1. List three areas that are most often in need of financing. 2. Explain why each of these three areas needs to be financed. 3. Identify 2 basic methods of financing: debt and equity. 4. Describe how debt and equity financing could be combined in financing a business. <p>E. How Banking Institutions Grant Credit</p> <ol style="list-style-type: none"> 1. List the three "C's" of credit evaluation. 2. Evaluate each of the "C's" in the light of their own personal situation. 	10	<p>Marketing, Sales and Service Industry Sector</p> <p>Entrepreneur Pathway B5.2 B5.3</p>	SS 12; E; 12.3.3& 12.3.4	

Instructional Units and Competencies	Hours	Model Curr. Standards.	CA Academic Standards	CAHSEE
<p>VII.MANAGING THE RECORD KEEPING FUNCTION</p> <p>A. RECORD KEEPING in the Business Enterprise</p> <ol style="list-style-type: none"> 1. List five reasons for keeping records in a business. 2. Identify all of the accounting records required in bookkeeping. 3. Identify software available to assist in record keeping. <p>B. Bank Statements and Reconciliation</p> <ol style="list-style-type: none"> 1. Reconcile a bank statement that includes six different types of transactions. <p>C. Computation of Employee Wages</p> <ol style="list-style-type: none"> 1. Compute employee wages and deduction problems. 2. Explain the procedures involved in documenting each transaction. <p>D. Wages in the Business Enterprise</p> <ol style="list-style-type: none"> 1. Describe how to determine a wage rate for employees. 2. Define minimum wage laws. 3. Explain the origin of minimum wage laws. 	15	<p>Marketing, Sales and Service Industry Sector</p> <p>Entrepreneur Pathway B1.3</p>	<p>SS 12; E; 12.3.3</p>	<p>M 7; NS; 1.2, 1.3</p>
<p>VIII.PROPERTY RIGHTS AND CONTRACTS</p> <p>A. Define property rights.</p> <p>B. Describe ownership of labor.</p> <p>C. Explain the role of government in establishing and enforcing laws and defining the rights of the small business owner.</p> <p>D. Define a contract.</p> <p>E. Explain the relationship of contracts to effective small business ownership and management.</p>	15	<p>Marketing, Sales and Service Industry Sector</p> <p>Entrepreneur Pathway B1.4 B1.5</p>	<p>ELA 9-10; 2.1 (2.1) ELA 11-12; (1.6)</p>	
<p>IX.MANAGING THE BUSINESS</p> <p>A. Major Functions of Management</p> <ol style="list-style-type: none"> 1. List the four major functions of management. 2. Explain the importance each of the functions of management to a profitable business. <p>B. Decision Making in the Business</p> <ol style="list-style-type: none"> 1. Explain the six steps included in decision-making. 2. Utilize the six-step model in a small business problem. 	10	<p>Marketing, Sales and Service Industry Sector</p> <p>Entrepreneur Pathway B1.2</p>	<p>ELA 9-10; R; 2.3, 2.5, 2.8</p>	
<p>X.MANAGING HUMAN RESOURCES</p> <p>A. Management of Human Resources</p> <ol style="list-style-type: none"> 1. Explain the importance of managing employees efficiently. 2. Describe the consequences of poor management and good techniques in management. <p>B. Business Owners' Responsibilities in Managing Human Resources</p> <ol style="list-style-type: none"> 1. List the six major responsibilities in managing human resources. <p>C. Hiring and Placing New Employees</p> <ol style="list-style-type: none"> 1. List the four steps involved in hiring employees. <p>D. Training New and Current Employees</p> <ol style="list-style-type: none"> 1. Describe the basics of a training plan. <p>E. Different Types of Compensation</p> <ol style="list-style-type: none"> 1. List the different types of compensation. <p>F. Helping Employees Improve Performance</p> <ol style="list-style-type: none"> 1. Explain why helping is so important to employees. 2. Suggest ways that helping might be accomplished. 	10	<p>Marketing, Sales and Service Industry Sector</p> <p>Entrepreneur Pathway B1.7</p>	<p>ELA 9-10; LS; 1.1, 1.3, 1.4, 1.11, 1.12</p>	

Instructional Units and Competencies	Hours	Model Curr. Standards.	CA Academic Standards	CAHSEE
<p>XI PROMOTING THE BUSINESS</p> <p>A. Promotion in the Business</p> <ol style="list-style-type: none"> 1. Define promotion. 2. Explain why all businesses must promote their goods and services. <p>B. Major Methods of Promotion</p> <ol style="list-style-type: none"> 1. List and define the four major methods of promotion utilized by the entrepreneur. 2. Give two examples of each method of promotion. <p>C. Promotional Planning</p> <ol style="list-style-type: none"> 1. Explain why promotional planning is needed. 2. List 5 questions to be asked in promotional planning. <p>D. Media Used in Advertising</p> <ol style="list-style-type: none"> 1. Contrast methods of media 2. Evaluate media techniques 	15	<p>Marketing, Sales and Service Industry Sector</p> <p>Entrepreneur Pathway B3.3</p>	ELA 9-10; LS; 1.2	
<p>XII INVENTORY CONTROL</p> <p>A. Identify procedures and methods for controlling inventory</p>	2	<p>Marketing, Sales and Service Industry Sector</p> <p>Entrepreneur Pathway B2.1 B2.4</p>	M 8-12; (13.0) S 8-12; (1.a)	
<p>XIII INTERNATIONAL ECONOMIC SUMMIT (WORLD TRADE SIMULATION)</p> <p>A. Research and Assessment (in teams)</p> <ol style="list-style-type: none"> 1. Assess the social, political, and economic conditions within the assigned country 2. Consider a course of action that will benefit the country 3. Develop an understanding of the country's economic strengths and weaknesses <p>B. Strategic Planning and Goal Setting</p> <ol style="list-style-type: none"> 1. Develop specific goals for improving the quality of life in the assigned country 2. Examine the category of experts assigned to their country and determine the categories of goods and services to import 3. Develop a Strategic Plan designed to benefit the country's inhabitants <p>C. Implementation of Tactics</p> <ol style="list-style-type: none"> 1. Participate in a day of negotiation and trade with other countries. 2. Comprehend the interdependence and complexity of world trade 3. Recognize the difficulties associated with efforts to improve worldwide standards of living 4. Evaluate the consequences of trade arrangements 5. Defend the ability of trade to create benefits for participants 6. Explain how currency facilitates trade 7. Meet the goals of the Strategic Plan 	15			

Instructional Units and Competencies	Hours	Model Curr. Standards.	CA Academic Standards	CAHSEE
<p>XIV. PERSONAL FINANCIAL PLANNING</p> <p>A. Your Personal Financial Plan</p> <ol style="list-style-type: none"> 1. Describe the importance of financial planning 2. Set smart financial goals 3. Analyze information on how you spend money 4. Create, implement, monitor, and modify a financial plan <p>B. Budgeting</p> <ol style="list-style-type: none"> 1. Identify income and expenses 2. Build, keep and stay on track <p>C. Good Debt and Bad Debt</p> <ol style="list-style-type: none"> 1. Define credit and identify the types of credit 2. Identify the cost of credit 3. Describe your rights when your credit report is wrong 4. Define bankruptcy and its consequences <p>D. Keeping Your Money Safe and Secure</p> <ol style="list-style-type: none"> 1. Describe the various types of financial services providers 2. Compare and contrast checking, savings, and certificates of deposits 3. Describe how to respond to situations involving identify theft and deceptive practices <p>E. Insurance</p> <ol style="list-style-type: none"> 1. Identify ways to manage risk 2. Describe how insurance is used to protect against potential financial loss 3. Explain the features and processes related to automobile insurance 4. Examine how insurance needs vary from person to person because of lifestyle and life situation 5. Assess how insurance fits into your financial plan <p>F. Investing</p> <ol style="list-style-type: none"> 1. Distinguish between saving and investing 2. Describe the time value of money 3. Compare investment options 4. Identify the risks and rewards of investing 5. Describe how to integrate investing into your financial planning 				

10. Additional recommended/optional items

- a. Articulation: Formalized articulation agreements should be mentioned.
- b. Academic credit: U.C. approved for G-Elective credit 06/14/11.
- c. Instructional strategies:
 - Methods of Instruction:
 - Lecture
 - Audio Visual Materials
 - Research Readings and Written Presentations
 - Homework Assignments
 - Group & Individual Projects
 - Discussion & Group Dynamics
 - Quizzes, Tests, Performance Evaluations & Final Exam, Preliminary & Intermediate Business Plans
 - Guest Speakers
 - Internet Exploration
- d. Key Assignments:
 - Create a PowerPoint presentation that assesses economic principles that influence entrepreneurship and identify the financial impact of changes in economic conditions.
 - Write a two page report that assesses how market prices ration goods and services among those who want them. Explain how market prices provide an incentive to produce goods and services.
 - Brainstorm (in teams) a list of ten businesses the team might like to start considering the interests and skills of the group. Write a one page report that describes the business including the product or service to be provided and identify the resources needed.
 - Poll owners of local businesses to find out if they are members of trade organizations and identify what benefits they receive. Present findings in a written report and utilize Excel to create a chart to visually represent the poll data.
 - Draft a letter to the teacher explaining how to think and act like an achiever and include a checklist of things that can be done to develop entrepreneurial skills.
 - Deliver an oral presentation to the class (in teams) on the number of franchises in the area and identify the cost of the franchise, the planning, training and management expertise offered, and the national advertising offered.
 - Identify a U.S. product that you wish to export and research exporting requirements. In a written memo to the teacher, describe the product or service, the country to which you want to export, the country's demographics, the exporting strategy, and explain the exporting requirements.
 - Locate and analyze vision statements from various businesses and write two or more paragraphs describing the similarities and differences among the statements. Describe how the vision statements address future trends.
 - Identify a problem in the community that might be solved through a business you create. Develop a business concept statement for a product or service to solve the problem and include the customer, the benefit provided, and the delivery method.
 - Choose a business concept you are interested in and in a one-page report, analyze barriers to entry that you can build to keep out competitors.
 - Compile demographic information about potential customers and write a paragraph summarizing who your customers are based on your research. Create electronic charts and graphs that visually represent the data.

- Create an electronic table that describes the legal forms of business ownership, and explains the implications and taxes for each form. Include an explanation of how to register each type of business.
- Describe the various forms of intellectual property protection in a one-page report.
- Select a site for your business and analyze the factors to consider including population, demographic, and zoning data, potential competitors, and transportation routes.
- Conduct market research on a product or service sold at school to determine whether possible product or place changes are needed. Create and conduct the survey, compile the results, and make recommendations in writing to the principal based on your findings.
- Choose a product sold by your company (if not employed interview a local businessperson) and determine the pricing structure at each point in the channel of distribution, the pricing strategy utilized by the company, the stage in the life cycle of the product, and any recent price changes and the reasons they were made. Present findings orally to the class.
- Contact the media you plan to sue for advertising your proposed business and obtain information about rates and services they provide. Write a summary of your results for comparison for with your classmates.
- Prepare a sales presentation using PowerPoint that includes the benefits of the product, how the product will meet prospective customers' needs, potential objections that might be raised about the product, and follow up activities you can use to ensure your customers are satisfied for presentation to the class.
- Establish goals and objectives for your planned business and outline strategic, tactical, and operational plans to meet your goals and objectives.
- Write a report describing the inventory you will need for your proposed business by categories and quantities and what the turnover rate would be.
- Identify activities associated with transportation, storage, and handling for your product for presenting to the class.
- Write a memo to employees explaining the value of formal performance evaluations.
- Research and identify three sources of financing for your business and evaluate each type based on the risk of that type of financing and repayment plans and present orally to the class.
- Prepare an income statement, balance sheet, and cash flow statement for your business utilizing an electronic spreadsheet.
- Write a report justifying expanding your business internationally and include the market(s), growth strategy options, and methods for raising expansion capital.
- Develop and implement a service project to promote the idea of social responsibility in your community by organizing into teams and select the project, coordinate students' activities, create a marketing and promotion plan for the event, and implement the event.
- Create a Business Plan, and present and defend it in an oral presentation including an Executive Summary, Cover Page, Title page, Table of Contents, Management Team Plan, Company Description, Product and Service Plan, Mission/Vision Statement, Industry Overview, Market Analysis, Competitive Analysis, Marketing Plan, Operational Plan, Organizational Plan, and Financial Performa's.
- Negotiate and trade in a day-long global trade simulation to meet the goals of their Strategic Plan of benefiting each countries inhabitant.

- Create, implement, monitor, and modify a personal financial plan.

d. Instructional materials:

Text book:

Steve Mariotti; How to Start & Operate A Small Business (text & workbook); The National Foundation for Teaching Entrepreneurship, Inc.; New York, NY; 2001.

Supplemental Materials:

Kathleen Allen, Earl Meyer; Entrepreneurship and Small Business Management; McGraw-Hill/Glencoe, Woodland Hills CA, 2006

The Federal Reserve Bank of San Francisco, International Economic Summit; www.frbsf.org/ies, 2010.

National Endowment for Financial Education (NEFE), High School Financial Planning Program; www.hsfpp.nefe.org, 2007.

www.PracticalMoney.com
www.MoneyInstructor.com

Software:

MS Office 2003
QuickBooksPro 6.0

e. Certificates: ROP Certificate of Achievement