



ORGANIZING THEME/TOPIC	FOCUS STANDARDS & SKILLS
<p>Introduction to Entrepreneurship</p> <ul style="list-style-type: none"> • Characteristics of entrepreneurs • Recognizing business opportunities • Basic economic concepts • How to run your own business <p>Time Frame: 2 weeks</p>	<p>KS 12053.3.01 3.01 Describe an entrepreneur's responsibility to know and abide by laws and regulations that affect all individuals involved in the business operations.</p> <ul style="list-style-type: none"> • Identify types of business ownership. • Distinguish between goods and services. • Explain difference between supply and demand. • Determine the impact of business cycles on business activities.
<p>Marketing</p> <ul style="list-style-type: none"> • The 4 P's of Marketing Strategy <ul style="list-style-type: none"> ○ Product, Price, Place, Promotion (People) • Competitive Analysis <p>Time Frame: 3 weeks</p>	<p>KS 12053. 7.01 Manage marketing activities to facilitate business development and growth.</p> <ul style="list-style-type: none"> • Determine which services to offer customers. • Identify elements of the marketing mix. • Explain why and how a small business creates a competitive advantage. • Examine the importance of strategic marketing.
<p>Management</p> <ul style="list-style-type: none"> • Personnel decisions • Daily business operation decisions • Buying and selling process <p>Time Frame: 3 weeks</p>	<p>KS 12053.5.01 Examine and describe the entrepreneurial business creation process. KS 12053.5.02 Student will identify and define the importance of managing risks in developing a business venture.</p> <ul style="list-style-type: none"> • Develop company goals and objectives. • Manage financial decisions. • Hire and manage employees. • Develop personnel and customer service policies.
<p>Finance</p> <ul style="list-style-type: none"> • Business financial statements • Income and expenses • Credit and taxes <p>Time Frame: 2 weeks</p>	<p>KS 12053. 8.02 Understand organizational and financial tools used in making business decisions as it relates to entrepreneurship/small business ownership.</p> <ul style="list-style-type: none"> • Establish financial goals and objectives. • Prepare estimated/projected financial statements. • Establish credit policies. • Explain sources of financial assistance.

Business Plan

- Develop a business plan
- Present a business plan

Time Frame: 8 weeks

KS 12053. 5.01 Examine and describe the entrepreneurial business creation process.

KS 12053. 8.01 Conduct a needs assessment for a business and propose a business plan.

- Analyze product features and benefits
- Generate product/service ideas
- Determine initial feasibility of product/service ideas
- Develop strategies to position product/service