

Course Title: Small Bus. Management

Board Approval Date: 05/19/14

Credit / Hours: .5 credit

Course Description:

This course focuses on mastery of the PA Academic Standards for Science and Technology and Business, Computer, and Information Technology. Today's global economy and the "mean and lean" attitude of corporate America has created an ever-increasing number of entrepreneurs in the US work force. In the process new businesses, new jobs, and whole new industries are sometimes created.

Developing an original idea and writing a business plan are only the first steps of a successful business. Today's entrepreneurs must also understand production, marketing, finance, human resources, global competition, and social, environmental, and legal issues. Communication skills, initiative, creativity, flexibility, and problem solving techniques are also critical.

Learning Activities / Modes of Assessment:

Large group instruction
Checklists / Teacher Observation
Small group work
Computer based projects
Projects with Rubrics
Group presentation with research component

Instructional Resources:

Entrepreneurship and Small Business Management textbook, Second Edition, (Meyer & Allen) Glencoe.

Varied research projects.

Course Pacing Guide

Course: **Small Business Management**

Course Unit (Topic)

Length of Instruction (Days/Periods)

1. Going into Business for Yourself

25 days

2. Researching/Planning

25 days

3. The Business Plan

25 days

4. Stock Market

15 days

DAYS TOTAL

90 Days

Topic: 1. Going Into Business for Yourself

Days: 25

Subject(s):

Grade(s):

Know:	Understand:	Do:
<p>6.2.C.A. – Unranked Analyze the flow of goods and services in the national economy.</p> <p>6.2.C.G. – Unranked Compare and contrast various economic systems.</p> <p>The role of entrepreneurship in the economy.</p> <p>The laws of supply and demand.</p> <p>How businesses succeed.</p>	<p>How the economy works is essential to business survival.</p> <p>The free market system allows entrepreneurs to compete and succeed.</p> <p>The entrepreneurial process helps build a more effective business that creates value.</p> <p>Business success and failure facts will help make wiser business decisions.</p>	<p>6.2.C.A. – Unranked Analyze the flow of goods and services in the national economy.</p> <p>6.2.C.G. – Unranked Compare and contrast various economic systems.</p> <p>6.3.C.B. – Unranked Assess the government's role in regulating and stabilizing the state and national economy.</p> <p>Describe the entrepreneurial process.</p> <p>List what entrepreneurs contribute to the economy</p> <p>15.5.12.F. - Research the opportunities for local entrepreneurship in the global economy and discuss the impact of government regulations.</p> <p>15.8.12.A. - Predict and chart trends that show how future economic growth/decline impacts business.</p> <p>CCR.W.7 - Conduct short as well as more sustained research projects based on focused questions, demonstrating understanding of the subject under investigation.</p> <p>CCR.W.9 - Draw evidence from literary or informational texts to support analysis, reflection, and research.</p> <p>CCR.L.4 - Determine or clarify the meaning of unknown and multiple-meaning words and phrases by using context clues, analyzing meaningful word parts, and consulting general and specialized reference materials, as appropriate.</p>

Topic: 2. Researching/Planning

Days: 25

Subject(s):

Grade(s):

Know:

Understand:

Do:

<p>Developing a business concept for a new business.</p> <p>Preparation of a business plan and its components.</p>	<p>The importance of a business plan.</p>	<p>Test the concept with a feasibility study.</p> <p>Explain the value of a business plan.</p> <p>List the parts of a business plan.</p> <p>13.4.C - Identify and describe the basic components of a business plan, such as, but not limited to: Business idea, Competitive analysis, Daily operations, Finances/budget, Marketing, Productive resources(human, capital, natural)and Sales forecasting.</p> <p>15.5.12.D. - Create a business plan using appropriate data to support the business concept.</p> <p>CCR.W.4 - Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.</p> <p>CCR.W.6 - Use technology, including the Internet, to produce and publish writing and to interact and collaborate with others.</p>
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Topic: 3. The Business Plan

Days: 25

Subject(s):

Grade(s):

Know:

the parts of a business plan

Understand:

how to create a business plan

Do:

create a business plan

13.4.C - Identify and describe the basic components of a business plan, such as, but not limited to: Business idea, Competitive analysis, Daily operations, Finances/budget, Marketing, Productive resources(human, capital, natural)and Sales forecasting.

15.5.12.A. - Analyze personal choices in preparation for entrepreneurship.

15.5.12.D. - Create a business plan using appropriate data to support the business concept.

15.5.12.L. - Analyze an innovation/ business concept and develop a comprehensive business plan.

Reference Career Education and Work 13.4.12 A - B

11-12.W.8 - Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the strengths and limitations of each source in terms of the task, purpose, and audience; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and overreliance on any one source and following a standard format for citation.

S.IC.2 - Understand statistics as a process for making inferences about population parameters based on a random sample from that population.

S.IC.3 - Recognize the purposes of and differences among sample surveys, experiments, and observational studies; explain how randomization relates to each.

S.IC.5 - Use data from a randomized experiment to compare two treatments; use simulations to decide if differences between parameters are significant.

Topic: 4. Stock Market

Days: 15

Subject(s):

Grade(s):

Know:	Understand:	Do:
<p>6.2.C.G. – Unranked Compare and contrast various economic systems.</p> <p>6.2.C.A. – Unranked Analyze the flow of goods and services in the national economy.</p> <p>Stock Market Introduction</p> <p>Purchasing stock parent companies industries portfolios indexes</p> <p>Stock Market Game passwords reading stock market info ticker symbols</p> <p>Choosing stocks portfolios sectors</p> <p>Mutual funds selecting/evaluating 15.6.12.P. - Develop financial investment plans to accommodate various economic and personal scenarios. 15.6.12.R. - Compare and contrast various investment plans to achieve goals of liquidity, income, and growth.</p>	<p>Basics of the stock market help us make wise investing decisions.</p> <p>Using the stock market game is a great tool to apply knowledge of stock market and investing.</p>	<p>6.2.C.G. – Unranked Compare and contrast various economic systems.</p> <p>6.2.C.F. – Unranked Intentionally Blank</p> <p>6.2.C.A. – Unranked Analyze the flow of goods and services in the national economy.</p> <p>11.1.9.F – Important Evaluate different strategies to obtain consumer goods and services.</p> <p>Complete packets on stock market introductory materials.</p> <p>Play stock market game.</p> <p>Research companies on Internet</p> <p>Choose companies to invest in</p> <p>Use spreadsheet to keep track of stock 15.6.12.P. - Develop financial investment plans to accommodate various economic and personal scenarios. 15.6.12.R. - Compare and contrast various investment plans to achieve goals of liquidity, income, and growth. S.MD.5 - (+) Weigh the possible outcomes of a decision by assigning probabilities to payoff values and finding expected values. S.MD.5.a - Find the expected payoff for a game of chance. For example, find the expected winnings from a state lottery ticket or a game at a fastfood restaurant. 2 - Reason abstractly and quantitatively.</p>