

Business

Marketing, Management and Entrepreneurship

2007

Entrepreneurs & Opportunities in Entrepreneurship	Marketing	Finance and Accounting	Management
Definition: Recognize that entrepreneurs possess unique characteristics & evaluate the degree to which one possesses those characteristics.	Definition: Analyze customer groups and develop marketing plans to specific target markets.	Definition: Entrepreneurs must recognize the need to understand the principles of finance and accounting.	Definition: Develop a management plan for an entrepreneurial venture.
Questions: Who should be an entrepreneur? How does one start a business?	Questions: How do marketers find potential customers? Why do customers come back?	Questions: How much money is needed to start a business?	Questions: How does a business get where it wants to go? Can a business ever be "Risk Free?"
Indicators: 1. Identify characteristics of successful entrepreneurs. 2. Differentiate between a manager and an entrepreneur. 3. Describe opportunities that lead to the development of successful entrepreneurial adventures. 4. Compare and contrast the ways to start a business.	Indicators: 5. Identify target markers for potential new businesses. 6. Formulate a customer profile for a planned business. 7. Design a marketing plan for a business. (Include the use of technology where appropriate.) 8. Design policies and procedures for serving customers. 9. Design strategies for maintaining customer loyalty.	Indicators: 10. Project total cash needed to start a business. 11. Identify major sources of funding for a business. 12. Identify records needed for the day-to-day operation of a planned business. 13. Understand the importance of inventory control.	Indicators: 14. Create a vision and mission statement. 15. Identify situations where outsourcing should be used for various business needs. 16. Diagram the organizational structure of a planned business. 17. Explain the principles of a sound risk-management program.
Global Markets	Legal	Business Plans	Marketing/Management Seminar
Definition: Analyze export/import opportunities in a global marketplace.	Definition: Analyze how forms of business ownership, government regulations, and ethics affect entrepreneurial ventures.	Definition: Develop a business plan.	Definition: Acquire practical business experience through various marketing / management activities.
Questions: Why would a business want to conduct trade in/with another country?	Questions: Which form of business ownership is best? How do government regulations affect businesses?	Questions: Why does an entrepreneur need a business plan?	Questions: How do business concepts and principles work in reality?
Indicators: 18. Identify challenges to selling to consumers in other countries. 19. Compare/contrast business practices in different cultures. 20. Recognize how the internet is used to expand business globally.	Indicators: 21. Compare/contrast the advantages / disadvantages of the various forms of business ownership. 22. Select appropriate form of business ownership for a planned business. 23. Analyze the effect of government intervention on entrepreneurial activities. 24. Identify strategies that facilitate ethical behavior in business.	Indicators: 25. Identify the major components of a business plan. 26. Identify the information to be included in each component of a business plan. 27. Write a business plan for a proposed business.	Indicators: 28. Analyze marketing foundations, functions and concepts in an established local business. 29. Investigate how current managerial practices are conducted in local businesses. 30. Develop managerial skills.