



Switched-On
SCHOOLHOUSE

Course Catalog

Career and Technical Education Series:
Small Business Entrepreneurship

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COURSE OVERVIEW

This semester-long course is designed to provide the skills needed to effectively organize, develop, create, and manage your own business, while exposing you to the challenges, problems, and issues faced by entrepreneurs. Throughout this course, you will be given the chance to see what kinds of opportunities exist for small business entrepreneurs and become aware of the necessary skills for running a business. You will become familiar with the traits and characteristics that are found in successful entrepreneurs, and you will see how research, planning, operations, and regulations can affect small businesses. You will learn how to develop plans for having effective business management and marketing strategies.

Small Business Entrepreneurship will teach you basic principles of entrepreneurship and business ethics. You'll look at the major steps relevant to starting a new business. These steps include financing, marketing, and managing. Knowing how to analyze a business plan will help you develop one, while at the same time making it easier for you to understand the reasons businesses have to write one. Small Business Entrepreneurship is designed to give you an overview on running a business from start to finish.

Objectives

- Understand the basic aspects of entrepreneurship.
- Recognize the legal environment of a small business.
- Describe basic economic principles.
- Understand scarcity and forecasting.
- Identify different kinds of costs.
- Explain the principles of financing.
- Identify kinds of financial records.
- Know the sources of financing.
- Explain target markets.
- Analyze market research and competition.
- Describe marketing mix.
- Recognize the roles of management.
- Construct a business plan.

Small Business Entrepreneurship Course Requirements

Students must be computer literate and have Internet access. Students should have basic research skills, as well as the ability to conduct online searches and access recommended websites. Word processing and presentation software may be required to produce projects.

UNIT 1: OVERVIEW OF SMALL BUSINESS ENTREPRENEURSHIP				
Assignment Titles				
SMALL BUSINESS ENTREPRENEURSHIP	1.	Course Overview	14.	Business Risks
	2.	What Is Entrepreneurship?	15.	Project: Business Risks
	3.	Entrepreneurial Traits	16.	Sources of Assistance
	4.	Project: Characteristics of Successful Entrepreneurs	17.	Roles of Government
	5.	Education, Aptitudes, and Skills	18.	Quiz 2: Legal Environment of a Small Business
	6.	Goals	19.	Alternate Quiz 2 - Form A: Legal Environment of a Small Business*
	7.	Personal Interests	20.	Alternate Quiz 2 - Form B: Legal Environment of a Small Business*
	8.	Quiz 1: Basic Aspects of Entrepreneurship	21.	Unit Project: Business Ventures - Part 1
	9.	Alternate Quiz 1 - Form A: Basic Aspects of Entrepreneurship*	22.	Special Project*
	10.	Alternate Quiz 1 - Form B: Basic Aspects of Entrepreneurship*	23.	Review
	11.	Ethics	24.	Test
	12.	Project: Ethics	25.	Alternate Test - Form A*
	13.	Legal Forms of Business Ownership	26.	Alternate Test - Form B*
			27.	Glossary and Credits

UNIT 2: ECONOMICS

SMALL BUSINESS
ENTREPRENEURSHIP

Assignment Titles

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| <ol style="list-style-type: none"> 1. What Is the Role and Importance of Small Business Entrepreneurship in the Economy? 2. Project: How Entrepreneurs Improve the Economy 3. Supply and Demand 4. Pricing and Production 5. Project: Supply and Demand Graph 6. Equilibrium 7. Project: Equilibrium Graph 8. Quiz 1: Basic Economic Principles 9. Alternate Quiz 1 - Form A: Basic Economic Principles* 10. Alternate Quiz 1 - Form B: Basic Economic Principles* 11. Scarcity 12. Economic Measurement 13. Project: Economic Forecast 14. Quiz 2: Scarcity and Forecasting | <ol style="list-style-type: none"> 15. Alternate Quiz 2 - Form A: Scarcity and Forecasting* 16. Alternate Quiz 2 - Form B: Scarcity and Forecasting* 17. Fixed and Variable Costs 18. Opportunity Costs 19. Project: Opportunity Costs 20. Profit Motive 21. Quiz 3: Costs 22. Alternate Quiz 3 - Form A: Costs* 23. Alternate Quiz 3 - Form B: Costs* 24. Unit Project: Business Ventures - Part 2 25. Special Project* 26. Review 27. Test 28. Alternate Test - Form A* 29. Alternate Test - Form B* 30. Glossary and Credits |
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UNIT 3: FINANCING

SMALL BUSINESS
ENTREPRENEURSHIP

Assignment Titles

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| <ol style="list-style-type: none"> 1. Start-Up Costs 2. Costs of Goods Sold 3. Operating Expenses 4. Gross Income, Net Income, and Break-Even Point 5. Quiz 1: Principles of Financing 6. Alternate Quiz 1 - Form A: Principles of Financing* 7. Alternate Quiz 1 - Form B: Principles of Financing* 8. Income Statement 9. Project: Income Statement 10. Balance Sheet 11. Project: Balance Sheet 12. Profitability and Projecting Cash Flow 13. Project: Financial Records 14. Quiz 2: Financial Records 15. Alternate Quiz 2 - Form A: Financial Records* | <ol style="list-style-type: none"> 16. Alternate Quiz 2 - Form B: Financial Records* 17. Sources of Financing 18. Assess Collateral 19. Project: Financing Sources 20. Interest Rate and Monthly Payments 21. Quiz 3: Sources of Financing 22. Alternate Quiz 3 - Form A: Sources of Financing* 23. Alternate Quiz 3 - Form B: Sources of Financing* 24. Unit Project: Business Ventures - Part 3 25. Special Project* 26. Review 27. Test 28. Alternate Test - Form A* 29. Alternate Test - Form B* 30. Glossary and Credits |
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UNIT 4: MARKETING

SMALL BUSINESS
ENTREPRENEURSHIP

Assignment Titles

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| <ol style="list-style-type: none"> 1. Analyze a Market's Customers 2. Target Market 3. Project: Target Market 4. Quiz 1: Target Markets 5. Alternate Quiz 1 - Form A: Target Markets* 6. Alternate Quiz 1 - Form B: Target Markets* 7. Steps of Market Research 8. Uses for Market Research 9. Project: Current Event - Market Research 10. Project: Assessing Competitors' Strengths and Weaknesses 11. Industry Characteristics 12. Quiz 2: Market Research and Competition 13. Alternate Quiz 2 - Form A: Market Research and Competition* 14. Alternate Quiz 2 - Form B: Market Research and Competition* | <ol style="list-style-type: none"> 15. Marketing Terminology 16. Marketing Functions 17. 4P's and 7P's 18. Project: Marketing Mix 19. Project: Promotion 20. Marketing Plan 21. Quiz 3: Marketing Mix 22. Alternate Quiz 3 - Form A: Marketing Mix* 23. Alternate Quiz 3 - Form B: Marketing Mix* 24. Unit Project: Business Ventures - Part 4 25. Special Project* 26. Review 27. Test 28. Alternate Test - Form A* 29. Alternate Test - Form B* 30. Glossary and Credits |
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UNIT 5: MANAGEMENT AND BUSINESS PLANS		
Assignment Titles		
SMALL BUSINESS ENTREPRENEURSHIP	1. Functions of Management	14. Project: Analyze a Business Plan - Part 3
	2. Project: Leadership Styles	15. Project: Analyze a Business Plan - Part 4
	3. Organization Structure	16. Quiz 2: Business Plan
	4. Project: Organizational Chart	17. Alternate Quiz 2 - Form A: Business Plan*
	5. Regulations to Protect Employees	18. Alternate Quiz 2 - Form B: Business Plan*
	6. Quiz 1: Management	19. Unit Project: Business Ventures - Part 5
	7. Alternate Quiz 1 - Form A: Management*	20. Special Project*
	8. Alternate Quiz 1 - Form B: Management*	21. Review
	9. Business Plan	22. Test
	10. Project: Business Plan	23. Alternate Test - Form A*
	11. Project: Business Plan Sources	24. Alternate Test - Form B*
	12. Project: Analyze a Business Plan - Part 1	25. Glossary and Credits
	13. Project: Analyze a Business Plan - Part 2	

UNIT 6: COURSE REVIEW, AND EXAM		
Assignment Titles		
SMALL BUSINESS ENTREPRENEURSHIP	1. Review	3. Alternate Exam - Form A*
	2. Exam	4. Alternate Exam - Form B*

(*) Indicates alternate assignment