

Ocean Township High School

| Week | Marking Period 1 | Week | Marking Period 3 |
|------|--|------|--|
| 1 | Should You Become an Entrepreneur? | 19 | |
| 2 | Selecting a Type of Ownership | 20 | |
| 3 | | 21 | |
| 4 | Identify And Meet a Market Need | 22 | Choose Your Location and Set Up for Business |
| 5 | | 23 | |
| 6 | | 24 | Hire and Manage a Staff |
| 7 | Finance, Protect, and Insure Your Business | 25 | |
| 8 | | 26 | Record Keeping and Accounting |
| 9 | | 27 | |
| Week | Marking Period 2 | Week | Marking Period 4 |
| 10 | | 28 | |
| 11 | | 29 | |
| 12 | Developing a Business Plan | 30 | Market Your Business |
| 13 | | 31 | |
| 14 | | 32 | |
| 15 | | 33 | Capstone Project |
| 16 | | 34 | |
| 17 | | 35 | |
| 18 | | 36 | |

| | |
|---|---------------|
| Time Frame | 5 Days |
| Topic | |
| Should You Become an Entrepreneur | |
| Essential Questions | |
| How are business opportunities identified? What skills do Entrepreneur past and present possess? Why is it important to identify business opportunities and set goals? | |
| Enduring Understandings | |
| After the completion of this unit, students will be able to: <ul style="list-style-type: none">• Define what an entrepreneur is.• Identify types of Entrepreneurial Business.• Discuss Entrepreneurs in United States history.• Describe the characteristics of successful entrepreneurs.• Assess their suitability for entrepreneurship.• Distinguish viable opportunities for entrepreneurship.• Describe types of goals. | |
| Alignment to NJSLs | |
| <u>8.1 Educational Technology</u> <ul style="list-style-type: none">• <u>A. Technology Operations and Concepts</u>• <u>B. Creativity and Innovation</u>• <u>C. Communication and Collaboration</u>• <u>D. Digital Citizenship</u>• <u>E. Research and Information Literacy</u>• <u>F. Critical Thinking, Problem Solving, and Decision Making</u> | |
| <u>8.2 Technology Education, Engineering and Design</u> <ul style="list-style-type: none">• <u>C. Technological Citizenship, Ethics and Society</u>• <u>D. Research and Information Fluency</u>• <u>E. Communication and Collaboration</u>• <u>F. Resources for a technological world</u> | |
| <u>9.1 21st Century Life Skills</u> <ul style="list-style-type: none">• <u>A. Critical Thinking & Problem Solving</u>• <u>B. Creativity and Innovation</u>• <u>C. Collaboration, Teamwork and Leadership</u>• <u>D. Cross-Cultural Understanding and Interpersonal Communications</u>• <u>E. Communication and Media Fluency</u>• <u>F. Accountability, Productivity and Ethics</u> | |
| <u>9.2 Personal Financial Literacy</u> <ul style="list-style-type: none">• <u>A. Income and Careers</u>• <u>F. Civic Financial Responsibility</u> | |
| <u>9.3 21st Career Awareness, Exploration & Preparation</u> <ul style="list-style-type: none">• <u>A. Career Awareness</u>• <u>B. Career Exploration</u>• <u>C. Career Preparation</u> | |
| <u>9.4 Career and Technical Education</u> | |
| Key Concepts and Skills | |
| I. Entrepreneurs and Entrepreneurial Opportunities Achievement Standard: Recognize that entrepreneurs possess unique characteristics and evaluate the | |

degree to which one possesses those characteristics.

II. Marketing

Achievement Standard: Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.

From the National Standards for Business Education © 2007 by the National Business Education Association, 1914 Association Drive, Reston, VA 20191

Learning Activities

Virtual Business® Retailing Online Module

□ Market Research

Guided Practice

Key Term Review

Student Activity Workbook Standard

& Poor’s Case Study

Internet Activity

Discussion

PowerPoint Presentation

Cooperative Learning Exercise

Virtual Field Trips

DECA Connection Role Play Activity

Chapter 1 & 2 of South-Western *Entrepreneurship: Ideas in Action* ©2000

Assessments

Unit Comprehensive Online Assessment

Completion of Virtual Business® Retailing Formative Assessments

Practical Demonstration Formative Assessment

Self-Assessment Quizzes

Key Term Quiz

21st Century Skills

| | | | | | | | |
|---|----------------------|---|----------------------|---|----------------|---|---------------|
| X | Creativity | X | Critical Thinking | X | Communication | X | Collaboration |
| X | Life & Career Skills | X | Information Literacy | X | Media Literacy | | |

Interdisciplinary Connections

Technology Integration

Virtual Business® Retailing Simulation Software

South-Western® Online Resource Material

Lenovo Chromebook™

Microsoft Office Suite

SMART Board™

SMART Classroom Visual Presenter

SMART Responder XE™ Interactive Response System

| | |
|--|----------------|
| Time Frame | 10 Days |
| Topic | |
| Selecting a Type of Ownership | |
| Essential Questions | |
| How do I run an existing business? Should I own a franchise or start a business? What are the legal forms of business? | |
| Enduring Understandings | |
| After the completion of this unit, students will be able to: <ul style="list-style-type: none">• Identify the advantages and disadvantages of• Identify the steps involved in purchasing an existing business.• Identify the steps involved in joining a family business.• Identify the steps involved in starting a new business.• Explain the steps involved in buying a business. □ Evaluate franchise ownership.• Analyze the different legal forms for a business. | |
| Alignment to NJSLs | |
| <u>8.1 Educational Technology</u> <ul style="list-style-type: none">• <u>A. Technology Operations and Concepts</u>• <u>B. Creativity and Innovation</u>• <u>C. Communication and Collaboration</u>• <u>D. Digital Citizenship</u>• <u>E. Research and Information Literacy</u>• <u>F. Critical Thinking, Problem Solving, and Decision Making</u> <u>8.2 Technology Education, Engineering and Design</u> <ul style="list-style-type: none">• <u>C. Technological Citizenship, Ethics and Society</u>• <u>D. Research and Information Fluency</u>• <u>E. Communication and Collaboration</u>• <u>F. Resources for a technological world</u> <u>9.1 21st Century Life Skills</u> <ul style="list-style-type: none">• <u>A. Critical Thinking & Problem Solving</u>• <u>B. Creativity and Innovation</u>• <u>C. Collaboration, Teamwork and Leadership</u>• <u>D. Cross-Cultural Understanding and Interpersonal Communications</u>• <u>E. Communication and Media Fluency</u>• <u>F. Accountability, Productivity and Ethics</u> <u>9.2 Personal Financial Literacy</u> <ul style="list-style-type: none">• <u>A. Income and Careers</u>• <u>F. Civic Financial Responsibility</u> <u>9.3 21st Career Awareness, Exploration & Preparation</u> <ul style="list-style-type: none">• <u>A. Career Awareness</u>• <u>B. Career Exploration</u>• <u>C. Career Preparation</u> <u>9.4 Career and Technical Education</u> | |
| Key Concepts and Skills | |
| I. Entrepreneurs and Entrepreneurial Opportunities Achievement Standard: Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics. | |
| II. Marketing | |

Achievement Standard: Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.

III. Economics

Achievement Standard: Apply economic concepts when making decisions for an entrepreneurial venture.

IV. Finance

Achievement Standard: Use the financial concepts and tools needed by the entrepreneur in making business decisions.

V. Accounting

Achievement Standard: Recognize that entrepreneurs must establish, maintain, and analyze appropriate records to make business decisions.

VI. Management

Achievement Standard: Develop a management plan for an entrepreneurial venture.

VII. Global Markets

Achievement Standard: Analyze the effect of cultural differences, export/import opportunities, and trends on an entrepreneurial venture in the global marketplace.

VIII. Legal

Achievement Standard: Analyze how forms of business ownership, government regulations, and business ethics affect entrepreneurial ventures.

IX. Business Plans

Achievement Standard: Develop a business plan.

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Learning Activities

Virtual Business® Retailing Modules

- Place
- Pricing

Guided Practice

Key Term Review

Student Activity Workbook Standard

& Poor's Case Study

Internet Activity

Discussion

PowerPoint Presentation

Cooperative Learning Exercise

Virtual Field Trips

DECA Connection Role Play Activity

Chapter 4 of South-Western *Entrepreneurship: Ideas in Action* ©2000

Assessments

Unit Comprehensive Online Assessment

Completion of Virtual Business® Retailing Formative Assessments

Practical Demonstration Formative Assessment

Self-Assessment Quizzes

Key Term Quiz

Marketing Plan Creation

21st Century Skills

| | | | | | | | |
|---|------------|---|-------------------|---|---------------|---|---------------|
| X | Creativity | X | Critical Thinking | X | Communication | X | Collaboration |
|---|------------|---|-------------------|---|---------------|---|---------------|

| | | | | | |
|---|----------------------|---|----------------------|---|----------------|
| X | Life & Career Skills | X | Information Literacy | X | Media Literacy |
| Interdisciplinary Connections | | | | | |
| Technology Integration | | | | | |
| Virtual Business® Retailing Simulation Software | | | | | |
| South-Western® Online Resource Material | | | | | |
| Samsung Chromebook™ | | | | | |
| MS Office Suite | | | | | |
| SMART Board™ | | | | | |
| ELMO Classroom Visual Presenter | | | | | |
| SMART Responder XE™ Interactive Response System | | | | | |

| | |
|--|----------------|
| Time Frame | 15 Days |
| Topic | |
| Identify and Meet a Market Need | |
| Essential Questions | |
| What is the value of market research? How do I perform market research? Why should I identify my competition? | |
| Enduring Understandings | |
| After the completion of this unit, students will be able to: <ul style="list-style-type: none">• Identify a target market by understanding customers• Describe the five steps involved in primary data market research.• Research markets using primary and secondary data.• Design a questionnaire.• Determine your direct and indirect competition.• Analyze the strengths and weaknesses of competitors.• Establish strategies for maintaining customer loyalty. □ Calculate answers to math applications | |
| Alignment to NJSL | |
| 8.1 Educational Technology <ul style="list-style-type: none">• <u>A. Technology Operations and Concepts</u>• <u>B. Creativity and Innovation</u>• <u>C. Communication and Collaboration</u>• <u>D. Digital Citizenship</u>• <u>E. Research and Information Literacy</u>• <u>F. Critical Thinking, Problem Solving, and Decision Making</u> | |
| 8.2 Technology Education, Engineering and Design <ul style="list-style-type: none">• <u>C. Technological Citizenship, Ethics and Society</u>• <u>D. Research and Information Fluency</u>• <u>E. Communication and Collaboration</u>• <u>F. Resources for a technological world</u> | |
| 9.1 21st Century Life Skills <ul style="list-style-type: none">• <u>A. Critical Thinking & Problem Solving</u>• <u>B. Creativity and Innovation</u>• <u>C. Collaboration, Teamwork and Leadership</u>• <u>D. Cross-Cultural Understanding and Interpersonal Communications</u>• <u>E. Communication and Media Fluency</u>• <u>F. Accountability, Productivity and Ethics</u> | |
| 9.2 Personal Financial Literacy <ul style="list-style-type: none">• <u>A. Income and Careers</u>• <u>F. Civic Financial Responsibility</u> | |
| 9.3 21st Career Awareness, Exploration & Preparation <ul style="list-style-type: none">• <u>A. Career Awareness</u>• <u>B. Career Exploration</u>• <u>C. Career Preparation</u> | |
| 9.4 Career and Technical Education | |
| Key Concepts and Skills | |
| I. Entrepreneurs and Entrepreneurial Opportunities Achievement Standard: Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics. | |

II. Marketing

Achievement Standard: Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.

III. Economics

Achievement Standard: Apply economic concepts when making decisions for an entrepreneurial venture.

IV. Finance

Achievement Standard: Use the financial concepts and tools needed by the entrepreneur in making business decisions.

V. Accounting

Achievement Standard: Recognize that entrepreneurs must establish, maintain, and analyze appropriate records to make business decisions.

VI. Management

Achievement Standard: Develop a management plan for an entrepreneurial venture.

VI. Global Markets

Achievement Standard: Analyze the effect of cultural differences, export/import opportunities, and trends on an entrepreneurial venture in the global marketplace.

VII. Legal

Achievement Standard: Analyze how forms of business ownership, government regulations, and business ethics affect entrepreneurial ventures.

VIII. Business Plans

Achievement Standard: Develop a business plan.

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Learning Activities

Virtual Business® Retailing Modules

- Promotion-Traditional
- Promotion-Email

Guided Practice

Key Term Review

Student Activity Workbook Standard

& Poor's Case Study

Internet Activity

Discussion

PowerPoint Presentation

Cooperative Learning Exercise

Virtual Field Trips

DECA Connection Role Play Activity

Chapter 6 of South-Western *Entrepreneurship: Ideas in Action* ©2000

Assessments

Unit Comprehensive Online Assessment

Completion of Virtual Business® Retailing Formative Assessments

Practical Demonstration Formative Assessment

Self-Assessment Quizzes

Key Term Quiz

| | | | | | | | |
|---|----------------------|---|----------------------|---|----------------|---|---------------|
| X | Creativity | X | Critical Thinking | X | Communication | X | Collaboration |
| X | Life & Career Skills | X | Information Literacy | X | Media Literacy | | |

Interdisciplinary Connections

Technology Integration

Virtual Business® Retailing Simulation Software
South-Western® Online Resource Material
Samsung Chromebook™
MS Office Suite
SMART Board™
ELMO Classroom Visual Presenter
SMART Responder XE™ Interactive Response System

| | |
|--|----------------|
| Time Frame | 30 Days |
| Topic | |
| Finance, Protect, and Insure Your Business | |
| Essential Questions | |
| How do I put together a financial plan? What are the methods in obtaining financing for my business? Why is it important to theft proof my business? How do I insure your business | |
| Enduring Understandings | |
| After the completion of this unit, students will be able to: <ul style="list-style-type: none">• Calculate start-up costs.• Create and evaluate a cash flow statement.• Create and evaluate an income statement.• Create and evaluate a balance sheet.• Create and evaluate a personal financial statement.• Analyze different types of bank loans for a business □ Analyze different types of insurance needed for a business.• Explain Small Business Administration loans.• Evaluate other sources that can provide debt capital.• Identify ways to protect a business against different types of theft | |
| Alignment to NJSL | |
| <u>8.1 Educational Technology</u> <ul style="list-style-type: none">• <u>A. Technology Operations and Concepts</u>• <u>B. Creativity and Innovation</u>• <u>C. Communication and Collaboration</u>• <u>D. Digital Citizenship</u>• <u>E. Research and Information Literacy</u>• <u>F. Critical Thinking, Problem Solving, and Decision Making</u> | |
| <u>8.2 Technology Education, Engineering and Design</u> <ul style="list-style-type: none">• <u>C. Technological Citizenship, Ethics and Society</u>• <u>D. Research and Information Fluency</u>• <u>E. Communication and Collaboration</u>• <u>F. Resources for a technological world</u> | |
| <u>9.1 21st Century Life Skills</u> <ul style="list-style-type: none">• <u>A. Critical Thinking & Problem Solving</u>• <u>B. Creativity and Innovation</u>• <u>C. Collaboration, Teamwork and Leadership</u>• <u>D. Cross-Cultural Understanding and Interpersonal Communications</u>• <u>E. Communication and Media Fluency</u>• <u>F. Accountability, Productivity and Ethics</u> | |
| <u>9.2 Personal Financial Literacy</u> <ul style="list-style-type: none">• <u>A. Income and Careers</u>• <u>F. Civic Financial Responsibility</u> | |
| <u>9.3 21st Career Awareness, Exploration & Preparation</u> <ul style="list-style-type: none">• <u>A. Career Awareness</u>• <u>B. Career Exploration</u>• <u>C. Career Preparation</u> | |
| <u>9.4 Career and Technical Education</u> | |

Key Concepts and Skills

- I. Entrepreneurs and Entrepreneurial Opportunities
Achievement Standard: Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics.
- II. Marketing
Achievement Standard: Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.
- III. Economics
Achievement Standard: Apply economic concepts when making decisions for an entrepreneurial venture.
- IV. Finance
Achievement Standard: Use the financial concepts and tools needed by the entrepreneur in making business decisions.
- V. Accounting
Achievement Standard: Recognize that entrepreneurs must establish, maintain, and analyze appropriate records to make business decisions.
- VI. Management
Achievement Standard: Develop a management plan for an entrepreneurial venture.
- VII. Global Markets
Achievement Standard: Analyze the effect of cultural differences, export/import opportunities, and trends on an entrepreneurial venture in the global marketplace.
- VIII. Legal
Achievement Standard: Analyze how forms of business ownership, government regulations, and business ethics affect entrepreneurial ventures.
- IX. Business Plans
Achievement Standard: Develop a business plan.

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Learning Activities

- Virtual Business® Retailing Modules
 - Purchasing & Inventory Control
 - Financing & Business Planning
 - Guided Practice
 - Key Term Review
 - Student Activity Workbook
 - Standard & Poor's Case Study
 - Internet Activity
 - Discussion
 - PowerPoint Presentation
 - Cooperative Learning Exercise
 - Virtual Field Trips
 - DECA Connection Role Play Activity
- Chapter 7 of South-Western *Entrepreneurship: Ideas in Action* ©2000

Assessments

- Unit Comprehensive Online Assessment
- Completion of Virtual Business® Retailing Formative Assessments
- Practical Demonstration Formative Assessment
- Self-Assessment Quizzes

Key Term Quiz

| 21st Century Skills | | | | | | | |
|--|----------------------|---|----------------------|---|----------------|---|---------------|
| X | Creativity | X | Critical Thinking | X | Communication | X | Collaboration |
| X | Life & Career Skills | X | Information Literacy | X | Media Literacy | | |
| Interdisciplinary Connections | | | | | | | |
| | | | | | | | |
| Technology Integration | | | | | | | |
| Virtual Business® Retailing Simulation Software South-Western® Online Resource Material Samsung Chromebook™ MS Office Suite SMART Board™ ELMO Classroom Visual Presenter SMART Responder XE™ Interactive Response System | | | | | | | |

| | |
|--|----------------|
| Time Frame | 10 Days |
| Topic | |
| Choose Your Location and Set-Up for Business | |
| Essential Questions | |
| How do I choose a retail business location? How do I choose a location for a service business? What are the requirements for obtaining space and designing physical layout? How do I purchase equipment? | |
| Enduring Understandings | |
| After the completion of this unit, students will be able to: <ul style="list-style-type: none">• Examine the essential elements of locating a business.• Discuss benefits of operating a business from home.• Evaluate leasing versus buying space and acquiring equipment and supplies from different vendors.• Identify and analyze the costs and kinds of leases.• Design the layout for different types of businesses. | |
| Alignment to NJSLs | |
| 8.1 Educational Technology <ul style="list-style-type: none">• <u>A. Technology Operations and Concepts</u>• <u>B. Creativity and Innovation</u>• <u>C. Communication and Collaboration</u>• <u>D. Digital Citizenship</u>• <u>E. Research and Information Literacy</u>• <u>F. Critical Thinking, Problem Solving, and Decision Making</u> | |
| 8.2 Technology Education, Engineering and Design <ul style="list-style-type: none">• <u>C. Technological Citizenship, Ethics and Society</u>• <u>D. Research and Information Fluency</u>• <u>E. Communication and Collaboration</u>• <u>F. Resources for a technological world</u> | |
| 9.1 21st Century Life Skills <ul style="list-style-type: none">• <u>A. Critical Thinking & Problem Solving</u>• <u>B. Creativity and Innovation</u>• <u>C. Collaboration, Teamwork and Leadership</u>• <u>D. Cross-Cultural Understanding and Interpersonal Communications</u>• <u>E. Communication and Media Fluency</u>• <u>F. Accountability, Productivity and Ethics</u> | |
| 9.2 Personal Financial Literacy <ul style="list-style-type: none">• <u>A. Income and Careers</u>• <u>F. Civic Financial Responsibility</u> | |
| 9.3 21st Career Awareness, Exploration & Preparation <ul style="list-style-type: none">• <u>A. Career Awareness</u>• <u>B. Career Exploration</u>• <u>C. Career Preparation</u> | |
| 9.4 Career and Technical Education | |
| Key Concepts and Skills | |
| I. Entrepreneurs and Entrepreneurial Opportunities Achievement Standard: Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics. | |

II. Marketing

Achievement Standard: Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.

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Achievement Standard: Analyze how forms of business ownership, government regulations, and business ethics affect entrepreneurial ventures.

IX. Business Plans

Achievement Standard: Develop a business plan.

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Learning Activities

Virtual Business® Retailing Modules

□ Merchandising

Guided Practice

Key Term Review

Student Activity Workbook Standard

& Poor's Case Study

Internet Activity

Discussion

PowerPoint Presentation

Cooperative Learning Exercise

Virtual Field Trips

DECA Connection Role Play Activity

Chapter 8 of South-Western *Entrepreneurship: Ideas in Action* ©2000

Assessments

Unit Comprehensive Online Assessment

Completion of Virtual Business® Retailing Formative Assessments

Practical Demonstration Formative Assessment

Self-Assessment Quizzes

Key Term Quiz

21st Century Skills

| | | | | | | | |
|---|------------|---|-------------------|---|---------------|---|---------------|
| X | Creativity | X | Critical Thinking | X | Communication | X | Collaboration |
|---|------------|---|-------------------|---|---------------|---|---------------|

| | | | | | |
|---|----------------------|---|----------------------|---|----------------|
| X | Life & Career Skills | X | Information Literacy | X | Media Literacy |
| Interdisciplinary Connections | | | | | |
| Technology Integration | | | | | |
| Virtual Business® Retailing Simulation Software | | | | | |
| South-Western® Online Resource Material | | | | | |
| Samsung Chromebook™ | | | | | |
| MS Office Suite | | | | | |
| SMART Board™ | | | | | |
| ELMO Classroom Visual Presenter | | | | | |
| SMART Responder XE™ Interactive Response System | | | | | |

| | |
|--|----------------|
| Time Frame | 10 Days |
| Topic | |
| Hire and Manage a Staff | |
| Essential Questions | |
| <p>How do I hire employees? What are the elements of creating a compensation package? What skills do I need to manage my staff?</p> | |
| Enduring Understandings | |
| <p>After the completion of this unit, students will be able to:</p> <ul style="list-style-type: none"> • Determine the employment needs of a business. • Determine the compensation level for employees. • Recruit, interview and select an employees. • Consider alternatives to hiring permanent staff. • Identify benefits for compensation packages. • Discuss how to lead employees by enforcing policies. • Design and conduct employment training. • Motivate employees by delegating responsibility. • Conduct employee evaluations. | |
| Alignment to NJSLs | |
| <p><u>8.1 Educational Technology</u></p> <ul style="list-style-type: none"> • <u>A. Technology Operations and Concepts</u> • <u>B. Creativity and Innovation</u> • <u>C. Communication and Collaboration</u> • <u>D. Digital Citizenship</u> • <u>E. Research and Information Literacy</u> • <u>F. Critical Thinking, Problem Solving, and Decision Making</u> <p><u>8.2 Technology Education, Engineering and Design</u></p> <ul style="list-style-type: none"> • <u>C. Technological Citizenship, Ethics and Society</u> • <u>D. Research and Information Fluency</u> • <u>E. Communication and Collaboration</u> • <u>F. Resources for a technological world</u> <p><u>9.1 21st Century Life Skills</u></p> <ul style="list-style-type: none"> • <u>A. Critical Thinking & Problem Solving</u> • <u>B. Creativity and Innovation</u> • <u>C. Collaboration, Teamwork and Leadership</u> • <u>D. Cross-Cultural Understanding and Interpersonal Communications</u> • <u>E. Communication and Media Fluency</u> • <u>F. Accountability, Productivity and Ethics</u> <p><u>9.2 Personal Financial Literacy</u></p> <ul style="list-style-type: none"> • <u>A. Income and Careers</u> • <u>F. Civic Financial Responsibility</u> <p><u>9.3 21st Career Awareness, Exploration & Preparation</u></p> <ul style="list-style-type: none"> • <u>A. Career Awareness</u> • <u>B. Career Exploration</u> • <u>C. Career Preparation</u> <p><u>9.4 Career and Technical Education</u></p> | |
| Key Concepts and Skills | |
| <p>I. Entrepreneurs and Entrepreneurial Opportunities</p> | |

Achievement Standard: Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics.

II. Marketing

Achievement Standard: Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market. III. Economics

Achievement Standard: Apply economic concepts when making decisions for an entrepreneurial venture. IV. Finance

Achievement Standard: Use the financial concepts and tools needed by the entrepreneur in making business decisions. V. Accounting

Achievement Standard: Recognize that entrepreneurs must establish, maintain, and analyze appropriate records to make business decisions.

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VIII. Legal

Achievement Standard: Analyze how forms of business ownership, government regulations, and business ethics affect entrepreneurial ventures.

IX. Business Plans

Achievement Standard: Develop a business plan.

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Learning Activities

Virtual Business® Retailing Modules

□ Staffing, Selling & Customer Service

Guided Practice

Key Term Review

Student Activity Workbook Standard

& Poor's Case Study

Internet Activity

Discussion

PowerPoint Presentation

Cooperative Learning Exercise

Virtual Field Trips

DECA Connection Role Play Activity

Chapter 10 of South-Western *Entrepreneurship: Ideas in Action* ©2000

Assessments

Unit Comprehensive Online Assessment

Completion of Virtual Business® Retailing Formative Assessments

Practical Demonstration Formative Assessment

Self-Assessment Quizzes

Key Term Quiz

21st Century Skills

| | | | | | | | |
|---|----------------------|---|----------------------|---|----------------|---|---------------|
| X | Creativity | X | Critical Thinking | X | Communication | X | Collaboration |
| X | Life & Career Skills | X | Information Literacy | X | Media Literacy | | |

Interdisciplinary Connections

Technology Integration

Virtual Business® Retailing Simulation Software
South-Western® Online Resource Material
Samsung Chromebook™
MS Office Suite
SMART Board™
ELMO Classroom Visual Presenter
SMART Responder XE™ Interactive Response System

| | |
|---|----------------|
| Time Frame | 20 Days |
| Topic | |
| Record Keeping and Accounting | |
| Essential Questions | |
| How do I set up a record keeping system? What accounting knowledge must I have to run a business? How do I track my inventory? | |
| Enduring Understandings | |
| After the completion of this unit, students will be able to: <ul style="list-style-type: none">• Explain electronic record keeping and how to create journals, ledgers and other types of business records.• Determine when a business needs a professional to help with record keeping and accounting.• Discuss balance sheets, income statements, and cash flow statements.• Track inventory using a perpetual inventory and a periodic inventory method.• Determine how much inventory to keep in stock. | |
| Alignment to NJSLs | |
| <u>8.1 Educational Technology</u> <ul style="list-style-type: none">• <u>A. Technology Operations and Concepts</u>• <u>B. Creativity and Innovation</u>• <u>C. Communication and Collaboration</u>• <u>D. Digital Citizenship</u>• <u>E. Research and Information Literacy</u>• <u>F. Critical Thinking, Problem Solving, and Decision Making</u> | |
| <u>8.2 Technology Education, Engineering and Design</u> <ul style="list-style-type: none">• <u>A. Nature of Technology: Creativity and Innovation</u>• <u>B. Design: Critical Thinking, Problem Solving, and Decision Making</u>• <u>C. Technological Citizenship, Ethics and Society</u>• <u>D. Research and Information Fluency</u>• <u>E. Communication and Collaboration</u>• <u>F. Resources for a technological world</u>• <u>G. The Designed World</u> | |
| <u>9.1 21st Century Life Skills</u> <ul style="list-style-type: none">• <u>A. Critical Thinking & Problem Solving</u>• <u>B. Creativity and Innovation</u>• <u>C. Collaboration, Teamwork and Leadership</u>• <u>D. Cross-Cultural Understanding and Interpersonal Communications</u>• <u>E. Communication and Media Fluency</u>• <u>F. Accountability, Productivity and Ethics</u> | |
| <u>9.2 Personal Financial Literacy</u> <ul style="list-style-type: none">• <u>A. Income and Careers</u>• <u>B. Money Management</u>• <u>C. Credit and Debt Management</u>• <u>D. Planning, Saving, and Investing</u>• <u>E. Becoming a Critical Consumer</u>• <u>F. Civic Financial Responsibility</u>• <u>G. Risk Management and Insurance</u> | |
| <u>9.3 21st Career Awareness, Exploration & Preparation</u> <ul style="list-style-type: none">• <u>A. Career Awareness</u> | |

- B. Career Exploration
- C. Career Preparation

9.4 Career and Technical Education

- 9.4.D Business, Management & Administration Career Cluster o
 - o 9.4.D(1) Administrative Services
 - o 9.4.D(2) Business Information Technology
 - o 9.4.D(3) General Management
 - o 9.4.D(4) Business Financial Management & Accounting
 - o 9.4.D(5) Human Resources o 9.4.D(6) Operations Management
- 9.4.F Finance Career Cluster o
 - o 9.4.F(1) Accounting o 9.4.F(2) Banking o 9.4.F(3) Business Finance
 - o 9.4.F(4) Insurance
 - o 9.4.F(5) Securities and Investment
- 9.4.M. Manufacturing Career Cluster o
 - o 9.4.M(1) Manufacturing Production Process Development o
 - o 9.4.M(2) Production
 - o 9.4.M(3) Maintenance, Installation, and Repair o 9.4.M(4) Quality Assurance
 - o 9.4.M(5) Logistics and Inventory Control
 - o 9.4.M(6) Health, Safety, and Environmental Assurance
- 9.4.N Marketing Career Cluster o
 - o 9.4.N(1) Marketing Communications o 9.4.N(2) Marketing Management o 9.4.N(3) Marketing Research
 - o 9.4.N(4) Management & Entrepreneurship o 9.4.N(5) Merchandising

Key Concepts and Skills

I. Entrepreneurs and Entrepreneurial Opportunities

Achievement Standard: Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics.

II. Marketing

Achievement Standard: Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.

III. Economics

Achievement Standard: Apply economic concepts when making decisions for an entrepreneurial venture.

IV. Finance

Achievement Standard: Use the financial concepts and tools needed by the entrepreneur in making business decisions.

V. Accounting

Achievement Standard: Recognize that entrepreneurs must establish, maintain, and analyze appropriate records to make business decisions.

IV. Management

Achievement Standard: Develop a management plan for an entrepreneurial venture.

V. Global Markets

Achievement Standard: Analyze the effect of cultural differences, export/import opportunities, and trends on an entrepreneurial venture in the global marketplace.

VI. Legal

Achievement Standard: Analyze how forms of business ownership, government regulations, and business ethics affect entrepreneurial ventures.

Learning Activities

Virtual Business® Retailing Modules

□ Purchasing & Inventory Control

Guided Practice

Key Term Review

Student Activity Workbook Standard

& Poor's Case Study

Internet Activity

Discussion

PowerPoint Presentation

Cooperative Learning Exercise

Virtual Field Trips

DECA Connection Role Play Activity

Chapter 11 of South-Western *Entrepreneurship: Ideas in Action* ©2000**Assessments**

Unit Comprehensive Online Assessment

Completion of Virtual Business® Retailing Formative Assessments

Practical Demonstration Formative Assessment

Self-Assessment Quizzes

Key Term Quiz

21st Century Skills

| | | | | | | | |
|---|----------------------|---|----------------------|---|----------------|---|---------------|
| X | Creativity | X | Critical Thinking | X | Communication | X | Collaboration |
| X | Life & Career Skills | X | Information Literacy | X | Media Literacy | | |

Interdisciplinary Connections**Technology Integration**

Virtual Business® Retailing Simulation Software South-Western®

Online Resource Material

Samsung Chromebook™

MS Office Suite

SMART Board™

ELMO Classroom Visual Presenter

SMART Responder EX™ Interactive Response System

| | |
|---|----------------|
| Time Frame | 45 Days |
| Topic | |
| Developing a Business Plan | |
| Essential Questions | |
| Why Do You Need a Business Plan? What Goes into a Business Plan? How do I create an Effective Business Plan? | |
| Enduring Understandings | |
| After the completion of this unit, students will be able to: <ul style="list-style-type: none">• Explain the purpose of writing a good business plan.• Describe the importance of a business plan.• Identify the seven basic elements of a business plan.• List additional elements that may be needed.• Research and organize a business plan. | |
| Alignment to NJSLS | |
| <u>8.1 Educational Technology</u> <ul style="list-style-type: none">• <u>A. Technology Operations and Concepts</u>• <u>B. Creativity and Innovation</u>• <u>C. Communication and Collaboration</u>• <u>D. Digital Citizenship</u>• <u>E. Research and Information Literacy</u>• <u>F. Critical Thinking, Problem Solving, and Decision Making</u> | |
| <u>8.2 Technology Education, Engineering and Design</u> <ul style="list-style-type: none">• <u>A. Nature of Technology: Creativity and Innovation</u>• <u>B. Design: Critical Thinking, Problem Solving, and Decision Making</u>• <u>C. Technological Citizenship, Ethics and Society</u>• <u>D. Research and Information Fluency</u>• <u>E. Communication and Collaboration</u>• <u>F. Resources for a technological world</u>• <u>G. The Designed World</u> | |
| <u>9.1 21st Century Life Skills</u> <ul style="list-style-type: none">• <u>A. Critical Thinking & Problem Solving</u>• <u>B. Creativity and Innovation</u>• <u>C. Collaboration, Teamwork and Leadership</u>• <u>D. Cross-Cultural Understanding and Interpersonal Communications</u>• <u>E. Communication and Media Fluency</u>• <u>F. Accountability, Productivity and Ethics</u> | |
| <u>9.2 Personal Financial Literacy</u> <ul style="list-style-type: none">• <u>A. Income and Careers</u>• <u>B. Money Management</u>• <u>C. Credit and Debt Management</u>• <u>D. Planning, Saving, and Investing</u>• <u>E. Becoming a Critical Consumer</u>• <u>F. Civic Financial Responsibility</u>• <u>G. Risk Management and Insurance</u> | |
| <u>9.3 21st Career Awareness, Exploration & Preparation</u> <ul style="list-style-type: none">• <u>A. Career Awareness</u>• <u>B. Career Exploration</u> | |

- C. Career Preparation

9.4 Career and Technical Education

- 9.4.D Business, Management & Administration Career Cluster
 - 9.4.D(1) Administrative Services ○
9.4.D(2) Business Information
Technology
 - 9.4.D(3) General Management
 - 9.4.D(4) Business Financial
Management & Accounting
 - 9.4.D(5) Human Resources ○ 9.4.D(6)
Operations Management
- 9.4.F Finance Career Cluster ○
 - 9.4.F(1) Accounting ○ 9.4.F(2)
Banking ○ 9.4.F(3) Business Finance
 - 9.4.F(4) Insurance
 - 9.4.F(5) Securities and Investment
- 9.4.M. Manufacturing Career Cluster ○
 - 9.4.M(1) Manufacturing
Production Process Development ○
 - 9.4.M(2) Production
 - 9.4.M(3) Maintenance, Installation, and Repair ○ 9.4.M(4) Quality Assurance
 - 9.4.M(5) Logistics and Inventory Control
 - 9.4.M(6) Health, Safety, and Environmental Assurance
- 9.4.N Marketing Career Cluster ○
 - 9.4.N(1) Marketing
Communications ○ 9.4.N(2)
Marketing Management ○ 9.4.N(3)
Marketing Research
- 9.4.N(4) Management & Entrepreneurship

Key Concepts and Skills

- I. Entrepreneurs and Entrepreneurial Opportunities
Achievement Standard: Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics.
- II. Marketing
Achievement Standard: Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.
- III. Economics
Achievement Standard: Apply economic concepts when making decisions for an entrepreneurial venture.
- IV. Finance
Achievement Standard: Use the financial concepts and tools needed by the entrepreneur in making business decisions.
- V. Accounting
Achievement Standard: Recognize that entrepreneurs must establish, maintain, and analyze appropriate records to make business decisions.
- V. Management

Achievement Standard: Develop a management plan for an entrepreneurial venture.

VI. Global Markets

Achievement Standard: Analyze the effect of cultural differences, export/import opportunities, and trends on an entrepreneurial venture in the global marketplace.

VII. Legal

Achievement Standard: Analyze how forms of business ownership, government regulations, and business ethics affect entrepreneurial ventures.

VIII. Business Plans

Achievement Standard: Develop a business plan.

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Learning Activities

Virtual Business® Retailing Modules

- Turnaround
- Retailing Mogul

Guided Practice

Key Term Review

Student Activity Workbook Standard

& Poor's Case Study

Internet Activity

Discussion

PowerPoint Presentation

Cooperative Learning Exercise

Development of a Business Plan

DECA Connection Role Play Activity

Chapter 5 of South-Western *Entrepreneurship: Ideas in Action* ©2000

Assessments

Unit Comprehensive Online Assessment

Completion of Virtual Business® Retailing Formative Assessments

Practical Demonstration Formative Assessment

Self-Assessment Quizzes

Key Term Quiz

21st Century Skills

| | | | | | | | |
|---|----------------------|---|----------------------|---|----------------|---|---------------|
| X | Creativity | X | Critical Thinking | X | Communication | X | Collaboration |
| X | Life & Career Skills | X | Information Literacy | X | Media Literacy | | |

Interdisciplinary Connections

Technology Integration

Virtual Business® Retailing Simulation Software

South-Western® Online Resource Material

Samsung Chromebook™

MS Office Suite

SMART Board™

ELMO Classroom Visual Presenter

SMART Responder EX™ Interactive Response System

| | |
|---|----------------|
| Time Frame | 15 Days |
| Topic | |
| Market Your Business | |
| Essential Questions | |
| How does the marketing mix affect my business? What types of advertising strategies will improve my customer flow? How do I price the product of services I sell? | |
| Enduring Understandings | |
| After the completion of this unit, students will be able to: <ul style="list-style-type: none">• Select a product mix, product features, and positioning for goods.• Identify channels of distribution for products or services.• Use various methods to price the products or services business sells.• Create an advertisement to promote a business.• Explain publicity as a promotional tool and evaluate other kinds of promotion.• Set short, medium, and long-term goals for a business.• Create a marketing plan. | |
| Alignment to NJSLs | |
| <u>8.1 Educational Technology</u> <ul style="list-style-type: none">• <u>A. Technology Operations and Concepts</u>• <u>B. Creativity and Innovation</u>• <u>C. Communication and Collaboration</u>• <u>D. Digital Citizenship</u>• <u>E. Research and Information Literacy</u>• <u>F. Critical Thinking, Problem Solving, and Decision Making</u> | |
| <u>8.2 Technology Education, Engineering and Design</u> <ul style="list-style-type: none">• <u>C. Technological Citizenship, Ethics and Society</u>• <u>D. Research and Information Fluency</u>• <u>E. Communication and Collaboration</u>• <u>F. Resources for a technological world</u> | |
| <u>9.1 21st Century Life Skills</u> <ul style="list-style-type: none">• <u>A. Critical Thinking & Problem Solving</u>• <u>B. Creativity and Innovation</u>• <u>C. Collaboration, Teamwork and Leadership</u>• <u>D. Cross-Cultural Understanding and Interpersonal Communications</u>• <u>E. Communication and Media Fluency</u>• <u>F. Accountability, Productivity and Ethics</u> | |
| <u>9.2 Personal Financial Literacy</u> <ul style="list-style-type: none">• <u>A. Income and Careers</u>• <u>F. Civic Financial Responsibility</u> | |
| <u>9.3 21st Career Awareness, Exploration & Preparation</u> <ul style="list-style-type: none">• <u>A. Career Awareness</u>• <u>B. Career Exploration</u>• <u>C. Career Preparation</u> | |
| <u>9.4 Career and Technical Education</u> | |
| Key Concepts and Skills | |
| I. Entrepreneurs and Entrepreneurial Opportunities Achievement Standard: Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics. | |

II. Marketing

Achievement Standard: Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.

III. Economics

Achievement Standard: Apply economic concepts when making decisions for an entrepreneurial venture.

IV. Finance

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VIII. Global Markets

Achievement Standard: Analyze the effect of cultural differences, export/import opportunities, and trends on an entrepreneurial venture in the global marketplace.

VI. Legal

Achievement Standard: Analyze how forms of business ownership, government regulations, and business ethics affect entrepreneurial ventures.

VII. Business Plans

Achievement Standard: Develop a business plan.

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Learning Activities

Virtual Business® Retailing Modules

□ Mega Retailing Mogul

Guided Practice

Key Term Review

Student Activity Workbook Standard

& Poor's Case Study

Internet Activity

Discussion

PowerPoint Presentation

Cooperative Learning Exercise

Virtual Field Trips

DECA Connection Role Play Activity

Chapter 9 of South-Western *Entrepreneurship: Ideas in Action* ©2000

Assessments

Unit Comprehensive Online Assessment

Completion of Virtual Business® Retailing Formative Assessments

Practical Demonstration Formative Assessment

Self-Assessment Quizzes

Key Term Quiz

| | | | | | | | |
|---|----------------------|---|----------------------|---|----------------|---|---------------|
| X | Creativity | X | Critical Thinking | X | Communication | X | Collaboration |
| X | Life & Career Skills | X | Information Literacy | X | Media Literacy | | |

Interdisciplinary Connections

Technology Integration

Virtual Business® Retailing Simulation Software
South-Western® Online Resource Material
Samsung Chromebook™
MS Office Suite
SMART Board™
ELMO Classroom Visual Presenter
SMART Responder XE™ Interactive Response System