

Martensdale- St. Marys Community School

Grades 9-12 Business Curriculum

Standard 1: The students will understand career concepts.

Grade Level/Course: Entrepreneurship

<i>Benchmark: The student will:</i>	<i>Course/Grade Level Objectives</i>	<i>Instructional Strategies</i>	<i>Assessments</i>	<i>Instructional Timeline</i>
1. Assess personal strengths and weaknesses as they relate to career exploration and development.	1.1 Explain the importance of choosing the right environment in which to work.			

Standard 2: The student will understand the principles of communications.

Grade Level/Course: Entrepreneurship

<i>Benchmark: The student will:</i>	<i>Grade Level/Course Objectives</i>	<i>Instructional Strategies</i>	<i>Assessments</i>	<i>Instructional Timeline</i>
2. Apply basic social communication skills in personal and professional situations.	2.2 Explain how to conduct a demographic study. 2.2 Explain how to select proper references.			
3. Use technology	2.3 Demonstrate the appropriate			

to enhance the effectiveness of communications.	method of writing a personal resume.			
5. Incorporate leadership and supervision techniques, customer-service strategies, and constituencies.	2.5 Describe the steps of the selling process.			

Standard 3: The student will understand essential computation skills.

Grade Level/Course: Entrepreneurship

<i>Benchmark: The student will:</i>	<i>Grade Level/Course Objectives</i>	<i>Instructional Strategies</i>	<i>Assessments</i>	<i>Instructional Timeline</i>
1. Apply basic mathematical operations to solve problems.	3.1 Describe how the business plan can be used to decide whether or not to go into business. 3.1 Determine market potential. 3.1 Define and calculate a markup.			
6. Use mathematical procedures to analyze and solve business problems for such areas as . . . savings and investments	3.6 Explain the procedure for determining the capital needs for a new business.			

Standard 4: The student will understand economic concepts and strategies.

Grade Level/Course: Entrepreneurship

Benchmark: The student will:	Grade Level/Course Objectives	Instructional Strategies	Assessments	Instructional Timeline
1. Identify opportunity costs and trade-offs involved in making choices about how to use scarce economic resources.	4.1 List the sources for assistance in planning a small business. 4.1 Describe the importance of planning to the small business. 4.1 Explain the importance of choosing a proper location for a business. 4.1 Describe the location considerations of those who produce and sell industrial and technological goods. 4.1 Explain the importance of properly evaluating potential facilities and the surrounding environments.			
11. Discuss the role of government in an economic system, especially the necessary and desirable role of government in the U.S. economy.	4.11 List federal and state government agencies that small business owners may contact for assistance. 4.11 Understand the importance of Small Business Development Centers to business owners.			

Standard 5: The students will understand the concepts of envisioning, creating, operating, and advancing an opportunity within a business environment.

Grade Level/Course: Entrepreneurship

Benchmark: The student will:	Grade Level/Course Objectives	Instructional Strategies	Assessments	Instructional Timeline
1. Identify unique characteristics of an entrepreneur and evaluate the degree to which one possesses those characteristics.	5.1 Define what it takes to be a successful entrepreneurship. 5.1 Explain why individuals decide to become entrepreneurs.			
3. Apply economic concepts when making decisions for an entrepreneurial venture.	5.3 Describe the ingredients for a new business's financial plan.			
4. Identify and use the necessary financial competencies needed by an entrepreneur.	5.4 Understand the importance of proper financial planning. 5.4 Describe how entrepreneurs use their personal assets to start a business. 5.4 Explain the different ways to put together initial capitalization for a new business. 5.4 List potential sources of funds for a business. 5.4 List and explain types of			

	<p>financing.</p> <p>5.4 Describe how to match financial sources to business needs.</p>			
<p>5. Identify, establish, maintain, and analyze appropriate records to make business decisions.</p>	<p>5.5 Describe the financial statements used in making a financial plan.</p> <p>5.5 Describe the parts of a basic bookkeeping system.</p>			
<p>7. Describe how cultural differences, export/import opportunities, and current trends in a global marketplace can affect an entrepreneurial venture.</p>	<p>5.7 Describe a market.</p> <p>5.7 Understand the importance of customers' needs.</p> <p>5.7 Explain how to conduct a demographic study.</p> <p>5.7 Understand competition and its relationship to private enterprise.</p> <p>5.7 Explain the concept of geographic distribution of customers.</p> <p>5.7 Identify what lending institutions consider good collateral.</p>			
<p>8. Describe how ethics, government, and different forms of business ownership affect the entrepreneurial venture.</p>	<p>5.8 Explain the importance of analyzing competitive strengths and weaknesses.</p>			
<p>9. Develop a business plan.</p>	<p>5.9 Define the term business plan.</p> <p>5.9 List the components of a business plan.</p> <p>5.9 Describe the components of a business plan.</p>			

Standard 6: The student will understand and apply the skills in the study of accounting, financial decision-making, and personal finance.

Grade Level/Course: Entrepreneurship

Benchmark: The student will:	Grade Level/Course Objectives	Instructional Strategies	Assessments	Instructional Timeline
5. Manage limited personal financial resources and recognize that more of the wants and needs of members of a society can be satisfied if wise consumer decisions are made.	6.5 Explain the different ways to put together initial capitalization for a new business.			

Standard 9: The student will understand and apply management principles.

Grade Level/Course: Entrepreneurship

Benchmark: The student will:	Grade Level/Course Objectives	Instructional Strategies	Assessments	Instructional Timeline
3. Analyze financial data influenced by internal and external factors in order to make long-term and short-	9.3 Explain the importance of working with an accountant and an attorney in the planning process.			

term management decisions.				
6. Identify various organization structures and discuss the advantages and disadvantages of each.	<p>9.6 Explain the nature of sole proprietorship.</p> <p>9.6 Discuss the creation of a partnership.</p> <p>9.6 List the types of partnerships.</p> <p>9.6 Explain the importance of a partnership agreement.</p> <p>9.6 Explain how a corporation is created.</p> <p>9.6 Name and define the five classifications of corporations.</p> <p>9.6 List the advantages and disadvantages of sole proprietorship, partnership, and incorporations.</p>			
9. Identify, describe, and analyze the impact and relationship of government regulations and community involvement to business management decisions.	<p>9.9 Identify sources of assistance in your community.</p> <p>9.9. Identify the services that various professional might provide to small business.</p> <p>9.9 Explain the Federal Trade Commission and the impact it has on advertising, consumer credit, product warranty, and competition.</p> <p>9.9 Explain the Consumer Product Safety Act and its provisions.</p> <p>9.9 Understand environmental protection legislation.</p> <p>9.9 Understand the components of the Fair Credit Billing Act.</p>			
12. Demonstrate a working standard which promotes a productive,	9.12 Describe how to explore possibilities that might lead to becoming an entrepreneur.			

positive, healthy work environment.				
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Standard 10: The students will understand and apply marketing principles.

Grade Level/Course: Entrepreneurship

Benchmark: The student will:	Grade Level/Course Objectives	Instructional Strategies	Assessments	Instructional Timeline
1. Identify the roles of marketing.	10.1 Explain the marketing concept.			
3. Utilize marketing and advertising tools and techniques.	10.3 Explain advertising, sales promotion, personal selling, and visual merchandising. 10.3 Describe different pricing strategies and understand why each is used.			
7. Analyze the concept of competition.	10.7 Describe competitive impact. 10.7 Understand competition and its relationship to private enterprise. 10.7 Describe direct competition. 10.7 Describe indirect competition. 10.7 Explain the concept of geographic distribution of customers. 10.7 Explain the importance of analyzing competitive strengths and weaknesses. 10.7 Describe the different types of goods. 10.7 Describe the different types of locations available for selling consumer goods or services. 10.7 Understand market segmentation			

	and target marketing. 10.7 Define the components of marketing mix. Define the process involved in the development of marketing strategies.			
8. Analyze the concept of supply and demand.	10.8 Understand the importance of price.			
13. Demonstrate research as it relates to marketing.	10.3 Explain marketing research and its importance.			