Small Business Management

Mrs. Gatson

**Teacher Information:**

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Planning Hour: 7th Hour

**Prerequisite:** None

**Course Description:**

Small Business Management will give the student the tools and knowledge needed to become a successful entrepreneur. Students will learn what entrepreneurship is and learn to recognize opportunities for business by understanding business trends.

Students will learn how to research and plan an entrepreneurial venture, discover the importance of feasibility and business planning, market analysis, the different types of business ownership, the legal environment, and how to select a business site and plan its layout. From finance, marketing, and risk management, students will learn how to make their business grow and will become aware of the social and ethical responsibilities involved in owning and operating a business.

From basic economics to the global economy, students will learn how both affect business. Students will use the Internet to research and solve a multitude of problems and will discover how information technology is the driving force behind the information age.

# OUTCOMES

Students will create a business plan and present it both in class and during Young Entrepreneurship Day at the Edward Lowe Foundation. Local business people will evaluate the business plan.

**INSTRUCTIONAL MATERIALS AND RESOURCES**

Principles of Business 8e

Newspapers and Periodicals

Internet

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# SOFTWARE

Microsoft Office 2010—Word, Excel, Access, PowerPoint, and Publisher

Remind101

Edmodo

**HARDWARE**

Networked personal computers

Printer

Scanner

# Basic Skills:

Writing and composing at the computer

Reading-technical information from textbook, Internet, & magazine articles

Formatting of both personal and business documents

Spelling, grammar, and punctuation

Critical Thinking

**Computer Skills:**

Word Processing Windows 10

Desktop Publishing Computer Literacy

Database Management Spell Check, Thesaurus

Spreadsheet Grammar Check

Presentations Internet Search Skills

Web Page Design

**Grading Procedure:**

**Section A**

Daily Work 30%

Tests/Quizzes 50%

Business Plan 20%

**TOTAL** 100%

**Section B**

Daily Work 20%

Tests/Quizzes 40%

Business Plan 40%

**TOTAL** 100%

**Schedule of Class Instruction:**

# Section A

**Weekly Instruction** will include: reading, reading organizers, lecture, vocabulary, note taking, Internet research, discussion, small projects, presentations, quizzes and tests.

## Week 1 Introduction to class. Proper procedures for classroom and classroom safety. Chapter 1—Economic Decisions and Systems. Test

NBEA Standard 1

## Week 2 Chapter 2—Economic Activity. Test

NBEA Standard 1

## Week 3 Chapter 3—Business in the Global Economy

## NBEA Standard 1

## Week 4 Students will begin to work on their personal profile. The presentation that will be made to a potential investor or lender. Presentations to the class

## NBEA Standard 1

## Week 5 Chapter 3—Continued

NBEA Standard 1

## Week 6 Chapter 4—Social Responsibility of Business and Government **Begin steps for writing Business Plan.** Test

NBEA Standard 1, 9

## Week 7 Discuss What is a Business plan and why a business plan is needed. Look over examples, talk to business owners, and present findings to class.

NBEA Standard 1, 2, 9

## Week 8 Chapter 6—Entrepreneurship and Small Business Management

NBEA Standard 2, 4

## Week 9 **Business Plan**: Business type, location, business name, product or service, and logo. **Students will begin writing Business Plan for competition and will continue working on this project until the end of April when it will be presented at Young Entrepreneurship Day**. Exam over first nine weeks.

NBEA Standard I, 2, 3, 4, 9

## Week 10 Chapter 5—Business Organization **Business Plan**: Vision and Mission, Industry overview.

NBEA Standard 1, 2, 9

## Week 11 **Business Plan**: Market Analysis (target market demographic profile, target market projections, market trends and growth, customer needs analysis)

## NBEA Standard 2, 9

## Week 12 Chapter 7—Management and Leadership

NBEA Standard 6, 8

## Week 13 Chapter 8—Human Resources, Culture, and Diversity. **Business Plan**: Organizational Plan (legal structure, record keeping, legal and insurance issues, labor, staff and training.

NBEA Standard 5, 7, 8, 9

Week 14 Chapter 9—Career Planning and Development **Business Plan**: Operational Plan (Location, property ownership or lease terms, equipment needs, manufacturing processes and costs, suppliers and purchasing, storage and inventory, channels of distribution, and quality measures and safety.

NBEA Standard 8, 9, 10

Week 15 **Business Plan**: Marketing Plan (Marketing mix strategies, product strategy, place strategy, price strategy, promotion strategy and

people strategy.

NBEA Standard 2, 8, 9

Week 16 Chapter 10--Marketing

NBEA Standard 4, 5, 10

Week 17 **Business Plan**.

NBEA Standard 9

Week 18 Review and Final Exam.

## **Section B**

## Week 1 Chapter 11—Business and Technology Test

## **Continue working on Business Plan.**

NBEA Standard 4, 9

Week 2 **Business Plan**: Competitive Analysis (competitive overview,

competitive advantage)

NBEA Standard 7, 9, 12

Week 3 Chapter 12—Financial Managment

**Business Plan**: Growth Plan (growth strategies, business location issues, effects of growth, and growth financing)

NBEA Standard 9

Week 4 Chapter 13—Production and Business Operations **Business Plan**: Financial Plan (investment proposal, exit strategy, cash flow projection, projected balance sheet)

NBEA Standard 4, 9

Week 5 **Business Plan:** Contingency Plan (Examine the assumptions in the business plan and the greatest risk to the business

NBEA Standard 9

Week 6 **Business Plan**: Executive summary, cover page, title page, table of contents and supporting documents.

NBEA Standard 9

Week 7 **Present Business Plan**

NBEA Standard 9

Week 8 Chapter 14—Risk Management. Test

NBEA Standard

Week 9 Exam over first nine weeks

Week 10 Chapter 15—Consumers in Global Economy.

NBEA Standard

Week 11 Chapter 16—Money Management and Financial Planning.

NBEA Standard

Week 12 Chapter 17-Banking and Financial Services

NBEA Standard

Week 13 Chapter 18—Consumer Credit.

NBEA Standard

Week 14 Chapter 19—Savings and Investment Strategies

NBEA Standard

Week 15 Chapter 20—Insurance.

NBEA Standard

Week 16 Chapter .

NBEA Standard 5

Week 17 Career Skills

NBEA Standard 1, 2, 7

Week 18 Review and Final Exam.