

Teacher: CORE

ENTREPRENEURSHIP

Year: 2017-2018

Course: Entrepreneurship Month: All Months

A I. Introduction to Starting
and Managing School-
Based Enterprises

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	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
g	I. A. Why are school-based enterprises an effective educational tool in helping to prepare students for the transition from school to work or college?	I. A.	I. A. To assess what skills students have coming into the course.			Syllabus		CAR 1-Self-Awareness “Assess personal skills, abilities, and aptitudes and personal strengths and weaknesses as they relate to career exploration and development.
u	I. B. What is the main function of the school store?	- Provides first work experience for students	I. B. To identify marketing concepts used in retail.			Famous Entrepreneurs Web-Scavenger Hunt		CAR 2-Career Research “Utilize career resources to develop a career information database that includes international career opportunities.
s	I. C. What benefits does a school store provide to students?		I. B. To identify what resources (e.g. academic clubs) could benefit from the funding of the school store.			I.A. Personal Skills Questionnaire (H)		CAR 3-Workplace Expectations “Relate the importance of workplace expectations to career development.
t		- Provides opportunity to build management, supervision and leadership skills	I. B. To recognize the importance of creating a positive image both personally as a student and as an employee and how this carries over into the running of the school store.			I.B. Matching Worksheet on Marketing Concepts		ECO 1-Allocation of Resources “Assess opportunity costs and trade-offs involved in making choices about how to use scarce economic resources.

I. B.

I. C. To review and/or identify marketing theories to be applied to running the school store.

I.B.
Brainstorming/D
iscussion

ENT 1-Entrepreneurs and Entrepreneurial Opportunities
“ Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics.

- School store is educational lab where concepts of marketing education curriculum are put into practice

I. C. To discuss future vocations involving marketing.

I.C. Matching
Worksheet on
Marketing
Theories

MKT 1-Foundations of Marketing “ Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

I. C. To discuss imperative skill sets required for running a business.

I.C. Discuss

MKT 4-The Marketing Mix “ Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

- School store is a tool in supporting other school activities (e.g. funding for academic clubs)
- School store is a service to the student body and should project a positive image to potential students

I. C.

- Actual business atmosphere where students can apply marketing theories and principles learned in the classroom:

-research
- merchandising/display
-forms of business
operations

- financing a business
- cashiering
- store layout and design

- purchasing (cost analysis)
- advertising
- inventory control
- security
- salesmanship
- housekeeping
- marketing mix
- Opportunity to supplement, reinforce, and enhance the knowledge, skills and attitudes required for careers in marketing

- Development of businesslike procedures and attitudes in students
- Development of leadership and management skills

- Offer goods and services at reasonable prices for school faculty and the student body

S II. Startup of the School-
Based Enterprise ~ Including Job Interviewing
e Process

	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
p	II. A. What is a business plan and why is it needed?	II. A.	II. A. Identify different parts of a business plan.	School store laboratory - provides marketing education opportunities to gain realistic,		II.A. Introductory Case Study for Chp. 2 (H)		ECO 1-Allocation of Resources “ Assess opportunity costs and trade-offs involved in making choices about how to use scarce economic resources.

t	II. B. What is the purpose of the school store laboratory?	- Written document that clearly defines goals of business and outlines methods for achieving them.	II. A. Apply topics (business description, products & services, sales & marketing, operating requirements, financial management) into usable business plan for SBE.	marketing competencies in a unique "hands-on" learning environment. Students will be better prepared to enter the work force and to participate in meaningful job duties and tasks.	II.A. Checking Points ?'s in Sec. 2.1 (H)	ECO 4-Markets and Prices â€” Analyze the role of markets and prices in the U.S. economy.
e	II. C. What are the steps for opening a school store (SBE)?		II. B. Apply performance indicators for financing, purchasing, selling, pricing, promotion, product and service planning, risk management, distribution, marketing-information management, and cashiering.		II.A. Discuss Parts of a Business Plan	ECO 5-Market Structures â€” Analyze the different types of market structures and the effect they have on the price and the quality of the goods and services produced.
m	II. D. What is the job interview process?	- Planning is paramount for success of SBE and a complete, clear, neat, accurate and professional business plan is needed.	II. B. Better and effectively use and employ effective employer/employee communication, and appropriate customer relation responses in selling situation through encounters with real customers.		II.A. Check Out Question for Sec. 2.1 (H)	ENT 3-Economics â€” Apply economic concepts when making decisions for an entrepreneurial venture.
b		II. B.	II. B. Apply individual critical thinking and individual group decision-making skills to realistic marketing situation as well as effectively communicate and treat others with respect and decency.		II.A. Analyze & evaluate other SBE's	ENT 4-Finance â€” Use the financial competencies needed by an entrepreneur.

e

- Provide actual business atmosphere in which to teach marketing principles.

II. B. Receive hands-on management training through terms as managers in store, and leadership skills through participation in youth organization (FBLA) activities.

II.A. Evaluate competition to determine product mix and pricing.

ENT 9-Business Plans “
Develop a business plan.

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II. B. Experiment with real work experiences by providing other students, teachers, administrators, counselors, and staff with variety of needed/wanted items both school-related and for personal use, all of which provide student with job readiness skills.

II.A. List equipment and supplies needed for SBE

MGT 1-Analyze the management functions and their implementation and integration within the business environment.

- Provide opportunity to supplement and reinforce knowledge, skills and attitudes required for careers in marketing-related (or other) occupations.

II. C. Write the proposal.

II.A. Prepare a layout of SBE

MGT 2-Management Theories “
Analyze management theories and their application within the business environment.

II. C. Obtain school approval and research and obtain funding through sponsorships.

II.B. Running of school store (SBE) will come later in year

MKT 5-Marketing Research “
Analyze the role of marketing research in decision making.

- Develop businesslike procedures and attitudes.

II. C. Establish an advisory committee that would provide the best possible learning experiences for students through their expertise and knowledge.

II.B. Discussion

CAR 1-Self-Awareness “
Assess personal skills, abilities, and aptitudes and personal strengths and weaknesses as they relate to career exploration and development.

	<p>II. C. Determine a site that: is a real-life "walk-in" operation,, has provisions to accommodate easy changes, uses convertible store fixtures, has adequate reserve stock space, and is accessible and convenient to the students and faculty.</p>	<p>II.B. Devise & design advertising, sales promotion, publicity and personal selling ideas</p>	<p>CAR 3-Workplace Expectations “ Relate the importance of workplace expectations to career development.</p>
<p>- Encourage and develop leadership and management skills.</p>	<p>Prepare budget with the needed equipment and furnishings to start operations.</p>	<p>II.B. Discuss</p>	<p>COM 2-Social Communication “ Apply basic social communication skills in personal and professional situations.</p>
<p>-Provide pre-employment training and provide quality merchandise at economical prices for the faculty and student body.</p>	<p>II. C. Establish bookkeeping procedures, records, files, licenses, and appropriate reports/forms, etc.)</p>	<p>II.B. Estimate and summarize equipment and furnishings yet needed or how they were selected</p>	<p>COM 4-Employment Communication “ Integrate all forms of communication in the successful pursuit of employment.</p>
<p>II. C.</p>	<p>II. C. Establish an effective security system.</p>	<p>II. B. Management & Leadership Questionnaire (H)</p>	
<p>- Proposal document</p>	<p>II. C. Select merchandise (school supplies, clothing, and food items to be sold in the school store).</p>	<p>II.B. Identify and select merchandise to be sold and selection process of vendors</p>	

	II. C. Identify possible vendors to purchase different types of merchandise from.	II.C. Selection of theme and store name
- School approval and funding through sponsorships, advertising ideas, sales promotion ideas, publicity ideas, personal selling ideas	II. C. Determine buying, delivery, and receiving policies in conjunction with the school's policies.	II.C. Discuss
	II. C. Develop job descriptions for positions such as a store manager, operations manager, merchandise manager, sales promotion manager and controller.	II.C. Preparing for Opening Day
- Advisory committee	II. C. Choose a consistent theme for school store and name that identifies it as such. II. C. Provide basic store operation training.	II.C. Check Out questions for Sec. 2.3 (H) II.D. Creation of job descriptions & training manuals
- Site/Budget	II. C. Run and operate the school store during selected times. II. C. Prepare for opening day by covering every detail, capitalize on publicity and ensure quality training of students.	II.D. Hiring Employees II.D. Check Out questions for Sec. 2.2 (H)
- Store accounting system	II. D. Devise and write job descriptions that include the responsibilities and jobs common to SBE.	II.D. Handout on resumes & cover letters

II. D. Apply for each position with regard to respective deadlines; submit cover letter and resume, complete application, participate in job interview, conduct job training and expectations.

II.D. Practice Interviews

- Effective security system

II.D. Pocket Resumes

- Merchandise

- Vendors

- Buying, delivery and receiving policies

- Job descriptions and training manuals

- Theme and name identification

- Personnel training

- Demonstration and operation of school store (SBE)

- Opening day

II. D.

- Job descriptions for manager, assistant manager, buyer, merchandising manager, advertising and display manager, accountant/bookkeeper, and employees.

- Application and interview process.

O III. Marketing ~ Including Market Research, Buying and Pricing, and Receiving

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	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources Standards
t	III. A. What is involved with market research?	III. A. Market research offers pertinent information for making sound business decisions and helps minimize losses as new products and services are introduced.	III. A. Conduct research by studying the most vital and important areas of SBE.			III. A. Introductory Case Study Chp. 1 (H)	
o	III. B. How do you determine what to buy and what price to assign?	- Budget plays important role in determining what to buy and in what quantities.	- Determine minimum amounts of products to purchase in order to test them out in SBE.	-market		III. A. Checking Point ?'s in Sec. 1.2 (H)	
b	III. C. How do you create an efficient receiving process?	- Target market is group of consumers with shared wants and needs that business chooses as focus of marketing plan.	- Analyze customer base for SBE and identify appropriate demographics and pyschographics of those customers.	-target market		III. A. Discuss	
e		III. B. After business plan has been developed and target market has been established, vendors need to be located.	III. B. Describe buying activities to minimize expenses and maximize profits.	-market segmentation		III. A. Check Out ?'s for Sec. 1.2 (H)	
r		- Store must allow enough profit to cover unsold or perishable merchandise. If cost codes are placed on ticketed items, the wholesale price is known without leaving the floor to look up wholesale prices.	- Explain various pricing strategies.	-demographics		III. A. Discuss types of methods of market research	
		- Special services and/or deals provide another avenue of making additional profits.	- Describe the stock handling process.	-psychographics		III. A. Check Point ?'s on Sec. 1.3 (H)	

- A good way to initiate establishing credit is to deal with local vendors.	- Explain the procedures for handling returns to vendors.	-geographics	III. A. Check Out ?'s on Sec. 1.3 (H)
- It is important to inform vendors of the school board's policies regarding methods of payment and timetables.	III. C. Explain the methods used for calculating inventory.	-market research	III. A. Check Point ?'s on Sec. 1.1 (H)
- Creating a delivery policy increases potential for increased market.	- Describe causes of shrink and ways to prevent it.	-primary data	Discuss
III. C. Creating an accurate receiving process is important and billing depends on it.		-secondary data	III. A. Check Out ?'s on Sec. 1.1 (H)
- The next phase of the receiving process is to ticket merchandise and bring it to the selling floor.		-marketing mix	
- When receiving merchandise it is critical to check off merchandise against packing slip.		-want slip system	
- If products are damaged or soiled, the company must be notified immediately for adjustment or replacement.		-trade shows	
	III. B.		
	-buyer		
	-merchandise plan		
	-markup		
	-receiving record		
	-credit memorandum		
	III. C.		
	-inventory		
	-perpetual inventory		
	-point-of-sale		

-physical inventory

-shrink

N IV. Running the Store

v e m b	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
	IV. A. What are proper inventory procedures?	IV. A. Perpetual inventory is the method of tracking inventory on a constant basis. Using thes method, the business always knows the exact amount of merchandise it should have in stock.	IV. A. Explain the methods used for calculating inventory.	IV. A.				
	IV. B. What services should be offered in the school store?	- With a physical inventory system, stock is visually inspected or counted to determine the quantity on hand.	- Describe causes of shrink and ways to prevent it.	-inventory				
		- Security procedures play a major role in teh reduction and prevention of shring. When the physical count is less than the perpetual count, then shrink has occurred.	IV. B. Identify the procedures for handling cash.	-perpetual inventory				
		- Dealing with Shortages - Businesses that want to better manage their inventory should be aware of the causes of these descrepancies as well as ways to prevent them.	- Describe the different types of checks.	-point-of-sale				

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IV. B. Most businesses today - Explain the acceptance of -physical inventory
accept one or more of these credit and debit
credit cards. When credit transactions.
cards are used, the amount
of the sale electronically
deposited into the school's
account if your store is set
up with the latest
technology.

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- Many customers rely on - List customer services -shrink
gift wrapping services. offered by retailers.
-Delivery allows customers - Describe the benefits of **IV. B.**
to make a purchase at the providing customer
store and arrange to have it services.
delivered.
- Sometimes customers will -till
request merchandise that is
not normally carried at your
store. Allowing the
customer to place a special
order is a way of providing
that customer with the
goods they want or need.

- Gift certificates can be -drawer
given to people who can
then use it to purchase
whatever they like.

- Coupons save customers -drawee
money and accepting
coupons is one way to get
customers into your store.

- Other services -payee
-debit card

D V. Accounting Procedures

	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
c	V. A. How do you handle cash accurately and efficiently?	V. A. The two major reasons for using a cash register are to keep an accurate record of sales and to provide a safe, convenient place to keep money, checks, and credit transactions.	V. A. Identify the procedures for handling cash.	V. A.				
e	V. B. How do you account for profits?	- Tips for handling cash	- Describe the different types of checks.	-till				
m		- Cash drawer maintenance	- Explain the acceptance of credit and debit transactions.	-drawer				
b		- Checks provide a convenient way for customers to pay for the goods and services offered by your store.	- Explain procedures for maintaining the cash drawer.	-drawee				
e		- Accepting credit	- Discuss steps for proper store maintenance.	-payee				
r		V. B. Accounting practices keep track of business finances, allowing a business to better manage its cash flow in and out of the business.	V. B. Describe the basic financial records that all businesses should use.	-debit card				
		- To better understand accounting practices, you must become familiar with basic accounting terminology as well as the types of accounts used by businesses.	- Explain the use of income statements and balance sheets.	-opening cash fund				

- To maintain fiscal control of the business and limit expenses, businesses must maintain accurate records and record transactions in a journal or ledger.
- Two of the most common financial statements are the income statement and balance sheet.
- Manage your cash flow.
- Businesses must understand the uses of sales reports as well as the information that should be included in the reports.
- Auditing identifies discrepancies, protects the business, and verifies the accuracy of financial statements.
- Explain the importance of managing daily transactions.
- Discuss the uses of sales reports.
- Describe the purposes of auditing procedures.
- buying change
- V. B.**
- accounts receivable
- accounts payable
- purchase order
- cash receipts
- cash disbursements
- income statement
- operating expenses
- balance sheet
- asset
- liability
- sales tally
- sales quota
- auditing

J Accounting Procedures
(cont.)

a	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
n	V. B. How do you account for profits?	- Computerized accounting systems.	- Identify software used for accounting purposes.					

u - Explain the uses of a POS system.

a VI. Promotion

r	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
y	<p>VI. A. What elements are involved in promoting your business?</p>	<p>VI. A. Sales promotion is the use of incentives or activities to stimulate sales or increase customer demand or traffic.</p> <ul style="list-style-type: none"> - Develop a promotional strategy. - Visual merchandising is the presentation of the entire store and its merchandise in ways that will attract potential customers and motivate them to make purchases. - Displays should be built to reach your target audience and a plan should be developed to address the image you are trying to portray and the kind of merchandising concept that you want to promote. - Advertising is any form of impersonal, paid communication of ideas, goods, or services directed toward a mass audience by an identified sponsor. - Before making a decision on using advertising as part of your promotional mix, you must create an advertising plan. 	<p>VI. A. Identify types of sales promotion.</p> <ul style="list-style-type: none"> - Explain the elements of a promotional strategy. - Explain the concept of visual merchandising. - Describe the components of visual merchandising. - Identify the stages involved in executing a display. - Identify types of advertising. 	<p>VI. A.</p> <ul style="list-style-type: none"> -sales promotion -visual merchandising -display -store image -fixtures 				

- Publicity is any nonpersonal presentation of ideas, goods, or services that is not paid for by the school.
- Explain the steps for developing an advertising plan.
- store layout
- Retailers try to bring attention to their company or product mix through the use of special events that are not part of their everyday activities.
- Describe the guidelines for obtaining publicity.
- advertising
- The function of selling includes assisting customers with their purchases and ensuring customer satisfaction.
- Describe the different types of special events.
- publicity
- Identify promotional events for holidays.
- pre-approach
- Explain the function of selling.
- approach
- Describe the steps of the selling process.
- open-ended question
- feature
- benefit
- objection
- suggestion selling

F VII. Personal
Selling/Customer Service

e	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
	b VII. A. How do you put the focus on the customer?	VII. A. The function of selling includes assisting customers with their purchases and ensuring customer satisfaction.	VII. A. Explain the function of selling.	VII. A.				
r		- An effective sales presentation is an eight-step process.	- Describe the steps of the selling process.	-pre-approach				

u	- There are many services that retailers can provide to their customers.	- List customer services offered by retailers.	-approach
a	- The cost of providing services is minimal in relation to the amount of business those services may bring into the store.	- Describe the benefits of providing customer services.	-open-ended question
r	- Policies are established procedures that keep the store functioning in an orderly manner.	- Discuss the importance of selling policies.	-feature
y	- When creating selling policies relating to customers, it is important to evaluate how it will affect the store and the customers. Selling policies should protect the store's profitability and be fair to customers.	- Identify selling policies.	-benefit
			-objection -suggestion selling -policies -exchange

M VIII. Policies and Procedures

a	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
r	VIII. A. What policies and procedures should be established for your business?	VIII. A. For the school store to operate smoothly, policies and procedures must be established to ensure consistency in the way things are done and how people are treated.	VIII. A. Explain the purpose of operating policies and procedures.	VIII. A.				

c	- Businesses should provide employees with a store policy manual that outlines all of the critical information needed for work.	- Discuss the information to be included in a store policy manual.	-policies
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IX. General Security Procedures

	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
IX. A.	What security policies and procedures should be implemented in your store?	<p>IX. A. Security policies are standard procedures that help reduce losses in the store.</p> <ul style="list-style-type: none"> - When employees are trained to follow safety precautions and are working in a clean and safe school environment, the potential for on-the-job accidents is minimized. - One way to endorce security measures in a store is through the use of security equipment. - Employee supervision relating to store security should include setting internal business standards regarding honesty and integrity and enforcing policies to discipline dishonest employees. - One of the major causes of lost profits can be pinpointed to employee theft. 	<p>IX. A. Describe security policies for a school-based enterprise.</p> <ul style="list-style-type: none"> - Explain safety precautions for a school-based enterprise. - Describe the role of equipment in store security. - Explain the role of employee supervision in store security. - Describe internal theft and the ways it is committed. 	<p>IX. A.</p> <ul style="list-style-type: none"> -store security -security policies -crowd control -accident management program 				

- Describe external theft and the ways it is committed.

-closed-circuit systems

-internal theft

-sweethearting

-external theft

-shoplifting