

URBANDALE COMMUNITY SCHOOL DISTRICT
CURRICULUM FRAMEWORK OUTLINE

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| SUBJECT: | Vocation Education – Business Education | |
| COURSE TITLE: | Entrepreneurship/Business Management | |
| GRADE LEVEL: | 9, 10, 11, 12 | Elective |
| PREREQUISITES: | None | 1 Credit/1 Semester |

COURSE DESCRIPTION:

This semester course is designed to build students’ skills in entrepreneurial processes and tie those processes to successful management concepts and operations. The roles of small business in the United States economy, what it takes to be a business owner, creation of a small business, and management and/or expansion of a small business are units covered by the completion of assignments and a business simulation throughout the semester.

CONTENT STANDARDS AND BENCHMARKS:

In order that our students may achieve the maximum benefit from their talents and abilities, the students of Urbandale Community School District’s Entrepreneurship/Business Management course should be able to . . .

Content Standard I. Demonstrate comprehension, computation, and applied technology skills.

- Benchmarks:
- Recognize the role of small business in the United States economy.
 - Recognize the importance of business in a global economy.
 - Identify components necessary to create a small business.
 - Summarize necessary components of managing a small business.
 - Use and comprehend various financial records.
 - Describe issues pertaining to business ethics.
 - Describe strategies for business expansion.
 - Identify ways technology supports small business in the United States economy.
 - Demonstrate various uses of technology for a small business.

Content Standard II. Develop communication, employability, and life-management skills.

- Benchmarks:
- Comprehend characteristics and trends of entrepreneurs.
 - Comprehend characteristics and trends of a business manager.
 - Communicate effectively in a business setting.



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CURRICULUM FRAMEWORK OUTLINE**

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|-----------------------|---|
| SUBJECT: | Business Education |
| COURSE TITLE: | Entrepreneurship/Business Management |
| GRADE LEVEL: | 9, 10, 11, 12 Elective |
| PREREQUISITES: | None 1 Credit/1 Semester |

**CONTENT STANDARDS AND COURSE BENCHMARKS WITH INDICATORS
FOR ENTREPRENEURSHIP/BUSINESS MANAGEMENT:**

Standard I. Demonstrate comprehension, computation, and applied technology skills. Students in Entrepreneurship/Business Management should be able to ...

Benchmark: Recognize the role of small business in the United States economy.

Indicators: Describe the role of entrepreneurs in our country's development.
List the trends that will shape the future of entrepreneurship.
Illustrate the importance of entrepreneurship in the United States economy.
Define *economics* in its most basic terms.
Tell how free enterprise works.
Summarize the special contribution of entrepreneurs to a free market economy.

Benchmark: Recognize the importance of business in a global economy.

Indicators: Discuss the communication challenges presented by a global economy.
Discuss the general movement from a national to a world economy.
Recognize the impact that global lifestyles and cultural nationalism have on businesses.

Benchmark: Identify components necessary to create a small business.

Indicators: Identify three different ways to acquire a business and describe the advantages and disadvantages of each.
Compare and contrast the various legal forms of business ownership.
Explain why it is a good idea to consult an attorney prior to starting up a business.
Describe what a business plan is, the research involved in researching a plan, and name several sources of information.
Identify the process of market analysis, including areas in which it should



be done, the steps involved, and how to use the results.
Describe strategies that make up the marketing mix, areas to be considered in developing marketing goals, and the process involved in organizing and developing a marketing plan.
Identify legal aspects of a business necessary, including legal protection for products developed, legal restrictions on selecting a business site, and elements of a legal and binding contract.
Explain the process to select a community in which to start a business and the criteria used when considering a business site.
Discuss the advantages of starting a business at home.
Describe the process in planning the layout of a business, identify things that should be considered, and design a layout for a business.
Identify components of a promotional plan for opening a business, including selecting the promotional mix, and determining promotional costs.
Identify taxes business are obligated to pay.
Draft a business plan that will serve both present and future needs.

Benchmark: Summarize necessary components of managing a small business.

Indicators: Discuss some of the ways government regulates businesses in their dealings with both customers and employees.
Identify the basic operational needs of all businesses and the specific needs of one's own business.
Describe risks facing a new business and strategies that make up risk management.
Identify the basic components of a management plan.
Formulate both operating and personnel policies for a business.

Benchmark: Use and comprehend various financial records.

Indicators: Calculate profit and loss.
Calculate break-even point.
Calculate stock turnover rate.
Define and calculate pricing markup and markdown.
Explain the importance of keeping good record keeping books.
Describe the choices that need to be made to set up a record keeping system.
Identify which records should be kept daily and weekly.
Discuss the importance of the financial statements that should be prepared monthly.
Discuss the difficulties entrepreneurs face obtaining capital in today's economy.
Describe the financial statements needed for a business plan and their



purposes.
Distinguish between equity and debt sources of financing.
Explain what potential investors and lenders look for in a business plan.
Identify the documents needed to do financial planning.
Describe how to analyze a business's finances.
Comprehend why financial analysis and management should be done regularly.
Discuss how to manage a business's finances effectively.

Benchmark: Describe issues pertaining to business ethics.

Indicators: Explain what constitutes socially responsible conduct in business.
Discuss a business's responsibilities toward its customers and the environment.
Describe situations in which businesses often find themselves facing ethical decisions.
Suggest procedures for developing a formal code of ethics.

Benchmark: Describe strategies for business expansion.

Indicators: Distinguish intensive, integrative, and diversification growth strategies.
Discuss some of the advantages and disadvantages of expanding a business.
Describe different sources of funding for expansion.

Benchmark: Identify ways technology supports small business in the United States economy.

Indicators: Explain the importance of effective communication to a business.
List the advantages of using computers in small business management.
Discuss some of the problems associated with business use of computers.

Benchmark: Demonstrate various uses of technology for a small business.

Indicators: Produce the most commonly used types of business correspondence.

Standard II. Develop communication, employability, and life-management skills. Students in Entrepreneurship /Business Management should be able to...

Benchmark: Comprehend characteristics and trends of entrepreneurs.

Indicators: Describe the role of entrepreneurs in our country's development.



List the trends that will shape the future of entrepreneurship.
Identify entrepreneurial opportunities that are of special interest to themselves.
Explain the advantages and disadvantages of being an entrepreneur.
Discuss what is known about the background of entrepreneurs.
List the personal characteristics of entrepreneurs.
Identify the skills needed to be an entrepreneur.
List the steps involved in selecting an area for self-employment.
Recognize sources of self-employment ideas.
Evaluate options for self-employment.

Benchmark: Comprehend characteristics and trends of a business manager.

Indicators: Recognize the dual roles of a small business manager.
Identify the management functions, leadership style options, and skills needed to manage a small business.
Discuss what makes an excellent manager.
Explain the purpose of a working management plan.
Describe how effective management of purchasing, inventory, and production can affect a business's profits.
Identify the kinds of choices purchasing management deals with.
List the three basic functions of production management.
Distinguish the staffing procedures of ongoing and startup businesses.
Describe how managers can influence and motivate employees.
Explain why employees are especially important to a small business.
Identify the benefit to managers of delegating responsibility.
Suggest ways to handle some special human resource dilemmas.

Benchmark: Communicate effectively in a business setting.

Indicators: Explain the importance of effective communication to a business.
Demonstrate good listening techniques.
Distinguish the two basic approaches to problem solving and decision-making.
List the steps in the formal decision-making process.
Identify two methods of group decision making and explain how they work.
Suggest techniques for formulating meaningful and effective goals.

No student enrolled in the Urbandale Community School District shall be excluded from participation in, be denied the benefits of, or be subjected to discrimination in the District's programs on the basis of race, color, creed, sex, religion, marital status, ethnic background, national origin, disability, sexual orientation, gender identity, or socio-economic background. The policy of the District shall be to provide educational programs and opportunities for students as needed on the basis of individual interests, values, abilities and potential.

