

**Davison Community Schools
ADVISORY CURRICULUM COUNCIL
Phase II, November 30, 2018**

<i>Course Name: Entrepreneurship</i>	
Course Essential Questions (from Phase I report):	
<ol style="list-style-type: none"> 1. What is entrepreneurship? 2. How does entrepreneurship impact individuals, business, and society? 3. How do you start up, operate and maintain a business? 	
Phase II Curriculum	
Unit 1: Introduction to Entrepreneurship	
Essential Questions: <ol style="list-style-type: none"> 1. What is an entrepreneur? 2. What are common characteristics of successful entrepreneurs? 3. What are the advantages and disadvantages of entrepreneurship? 4. What is the entrepreneurial start-up process? 5. What information do potential entrepreneurs need to get started? 	Essential Understanding: <ol style="list-style-type: none"> 1. An entrepreneur is an individual who undertakes the creation, organization, and ownership of a business. 2. In the business world, entrepreneurs have a business idea and put it into action. Their ideas range widely but seek to solve a problem in the area that they are implemented. 3. Entrepreneurs have total control, excitement, freedom, and a salary directly related to the work performed but entrepreneurship involves a lot of time, energy and paperwork and you must deal with competition, loneliness and not having a regular salary or pay. 4. The entrepreneurial start-up process involves recognizing an opportunity, analyzing the environment, researching information, and organizing the new venture. 5. Potential entrepreneurs need to acquire as much information as possible because it is a large determining factor in the success or failure of a new business launch. The necessary information includes idea development, business strategies, industry facts and trends, and competition analysis.
Curriculum Standards- DOK noted where applicable with Standards	
I. Systems Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. Identify how key organizational systems affect organizational performance and the quality of products and services. Understand global context of industries and careers.	
A. Understand the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new marketing project or business venture. <ol style="list-style-type: none"> 1. Explain the need for entrepreneurial discoveries EN:001 2. Explain the nature of business plans SM:007 3. Explain the concept of private enterprise EC:009 4. Career in entrepreneurship PD:001 5. Set personal goals PD:018 	

6. Participate in group discussions CO:053 7. Ask relevant questions CO:058	
Knowledge/Content I Know ...	Skills/Processes I Can ...
<ul style="list-style-type: none"> • Entrepreneurship and small business ownership is the basis of the United States economy. • The entrepreneur is the driving force of the start-up process. • The changes of a new business succeeding increase with effective planning and management. • There are many risks and rewards that an individual must analyze in determining whether to be an entrepreneur or not. • Successful entrepreneurs share the same personal traits and characteristics. • Research is essential in developing a business idea and implementing a business venture. • Vocabulary: entrepreneur, entrepreneurship, and start-up process 	<ul style="list-style-type: none"> • Discuss the role of small business and entrepreneurship in the economy. • Describe the five components of the entrepreneurial start-up process. • Explain how to achieve business success. • Describe the risks and rewards of going into business for yourself. • Identify the background, characteristics, and skills of successful entrepreneurs. • Explain ways to think creatively and recognize opportunities.

Phase II Curriculum	
Unit 2: Entrepreneurial Self-Analysis	
Essential Questions: <ol style="list-style-type: none"> 1. What are common characteristics of successful entrepreneurs? 2. What traits have you developed through your personal, schooling and work experience? 3. What traits do you need to develop? 4. How can get the ones you do not have? 	Essential Understanding: <ol style="list-style-type: none"> 1. Successful entrepreneurs have strong leadership qualities, highly self-motivated, a strong sense of basic ethics and integrity, a willingness to fail, are serial innovators, know what you don't know, have a competitive spirit, and understand the value of a strong peer network. 2. Every human being has innate and learned entrepreneurial characteristics. 3. Traits are things that can be learned or acquired over time. 4. Traits can be developed through various different methods.
Curriculum Standards- DOK noted where applicable with Standards	
I. Systems Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. Identify how key organizational systems affect organizational performance and the quality of products and services. Understand global context of industries and careers. <ol style="list-style-type: none"> A. Understand the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new marketing project or business venture. <ol style="list-style-type: none"> 1. Identify desirable personal traits PD:001 2. Assess personal strengths and weaknesses EI:002 3. Determine personal vision EI:063 	

4. Participate as a team member EI:045
5. Use feedback for personal growth PD:013
6. Participate in group discussions CO:053
7. Ask relevant questions CO:058

Knowledge/Content I Know ...	Skills/Processes I Can ...
<ul style="list-style-type: none"> • Successful entrepreneurs have similar characteristics that define them which should be emulated by any prospective entrepreneur. • That certain traits people are born with and some learned over time. • Trait development comes from variety of sources. 	<ul style="list-style-type: none"> • Define the characteristics of a successful entrepreneur. • Identify the traits which I currently have. • Describe how people have certain traits or not. • Discuss how traits are developed over time. • Identify a plan to development my personal traits.

Phase II Curriculum

Unit 3: Business Opportunities

Essential Questions:

1. Where do you find opportunities?
2. What differentiates a legitimate **business** opportunity from a meritless opportunity?
3. What kinds of **risk** arise with **business opportunities**?
4. How can creative ideas become business opportunities?

Essential Understanding:

1. Trend spotting and analysis identify opportunities.
2. Business opportunities must respond to change.
3. Risk is a factor on which an opportunity may be judged.
4. Creativity is a source of business innovation.

Curriculum Standards- DOK noted where applicable with Standards

I. Systems

Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. Identify how key organizational systems affect organizational performance and the quality of products and services. Understand global context of industries and careers.

A. Understand the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new marketing project or business venture.

1. Discuss entrepreneurial discovery process EN:002
2. Discuss global trends in opportunities for business EN:003
3. Determine opportunities for venture creations EN:004
4. Assess opportunities for venture creation EN:005
5. Assess global trends and opportunities MP:001
6. Generate venture ideas EN:006
7. Explain the concept of competition EC:012
8. Demonstrate problem solving PD:077
9. Demonstrate appropriate creativity PD:012
10. Organize information CO:086
11. Recognize personal biases and stereotypes EI:017
12. Persuade others EI:012
13. Write a proposal CO:062

14. Prepare a complex written report CO:009 15. Employ communication styles appropriate to target audiences CO:084 16. Make oral presentations CO:025 17. Defend ideas objectively CO:061 18. Demonstrate web search skills NF:006 19. Demonstrate interest and enthusiasm EI:020 20. Demonstrate basic presentation application NF:008	
Knowledge/Content I Know ...	Skills/Processes I Can ...
<ul style="list-style-type: none"> • Opportunities come from trend spotting and situational analysis. • Entrepreneur must respond to change when analyzing business opportunities. • Risk is a major factor in a business venture and must be evaluated. • Creativity is essential in entrepreneurship. • Vocabulary: business, risk, and business opportunity 	<ul style="list-style-type: none"> • Define areas of analysis for business opportunity. • Identify business and cultural trends in the market. • Describe why business must respond to change when analyzing business opportunities. • Identify the risks in a business venture. • Describe how creativity is essential as an entrepreneur.

Phase II Curriculum	
Unit 4: Market Research	
Essential Questions: <ol style="list-style-type: none"> 1. Why is research important in any business venture? 2. Where can an entrepreneur obtain necessary information for a business venture? 3. How are secondary data and primary data collected? 4. How does direct and indirect competition affect sales? 	Essential Understanding: <ol style="list-style-type: none"> 1. Knowledge is power. Research is essential in any business venture to determine the direction of the concept. 2. Information can come from various sources including books, magazines, personal interviews and the all powerful internet. 3. Secondary and primary data are used in decision making. 4. Identifying a target market will increase sales and save the store extra advertising expenses.
Curriculum Standards- DOK noted where applicable with Standards	
I. Systems Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. Identify how key organizational systems affect organizational performance and the quality of products and services. Understand global context of industries and careers. <p>A. Understand the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new marketing project or business venture.</p> <ol style="list-style-type: none"> 1. Identify sources or primary and secondary data IM:280 2. Describe data collection methods IM:289 3. Assess informational needs NF:077 4. Obtain needed information efficiently NF:078 5. Evaluate quality and source of information NF:079 6. Apply information to accomplish a task NF:080 7. Use time management skills PD:019 8. Extract information from written materials CO:055 	

9. Identify sources that provide relevant valid written material CO:054
10. Edit and revise written work consistent with professional standards CO:089
11. Explain the role of ethics in information management NF:111
12. Explain legal issues associated with information management NF:076
13. Write a proposal CO:062
14. Prepare a complex written report CO:009
15. Employ communication styles appropriate to target audiences CO:084
16. Make oral presentations CO:025
17. Defend ideas objectively CO:061
18. Demonstrate active listening skills CO:017
19. Demonstrate web search skills NF:006
20. Demonstrate interest and enthusiasm EI:020
21. Demonstrate basic presentation application NF:008

Knowledge/Content I Know ...	Skills/Processes I Can ...
<ul style="list-style-type: none"> • How to identify a target market. • How a market research plan works. • How secondary and primary data is collected. • Vocabulary: target market, research, business venture, secondary data, primary data, direct competition, indirect competition, and sales 	<ul style="list-style-type: none"> • Use the eight steps in developing a target market. • Create a market research plan. • List the six places to find secondary data.

Phase II Curriculum

Unit 5: Market Identification and Location

Essential Questions:

1. What is a **market**?
2. What motivates a market?
3. What is the longevity of a market?
4. What information do you need about the area before you locate there?
5. How do you use the information to make informed business decisions?
6. What is the importance of the **demographics** of the **trade area**?
7. What is the importance of local economic information to the business?
8. How do entrepreneurs use the information to make business decisions?
9. What part does the **geography** of the area play in the success of a business?

Essential Understanding:

1. A market is a specific group of consumers at which a company aims its products and services.
2. A market is motivated when they receive a quality product or service at a reasonable price.
3. Markets are volatile and dynamic. Markets go through life cycles. Emerging markets present opportunities.
4. Location is the most important decision an entrepreneur will make so detailed information on geographics and demographic characteristics, and whether the area is growing or shrinking must be analyzed.
5. Knowing the trade area is vital to the success of the business. Entrepreneurs must familiarize themselves with the information available from the US Census and be able to interpret the data in regard to their business.
6. Demographic information on the trade area is extremely important. United States census information is vital.
7. Entrepreneurs must analyze local economic information to determine the viability of a business venture in a particular trade area.

	8. Successful entrepreneurs make business decisions based on statically information available. 9. Local geography is very important to the success of a business. Entrepreneurs must analyze the available regions to determine to potential success of each local area.
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A. Understand the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new marketing project or business venture.

1. Identify market segments IM:239
2. Select target market IM:160
3. Explain the nature of market planning MP:006
4. Conduct market analysis (segmentation, area, potential, etc.) MP:009
5. Write business letters CO:133
6. Write a proposal CO:062
7. Prepare a complex written report CO:009
8. Employ communication styles appropriate to target audiences CO:084
9. Make oral presentations CO:025
10. Defend ideas objectively CO:061
11. Select and use appropriate graphic aids CO:087
12. Demonstrate active listening skills CO:017
13. Demonstrate web search skills NF:006
14. Demonstrate interest and enthusiasm EI:020
15. Demonstrate basic presentation application NF:008

Knowledge/Content I Know ...	Skills/Processes I Can ...
<ul style="list-style-type: none"> • A market is the specific group of consumers that an entrepreneur is going focus the business on. • Businesses must provide quality products/services at a reasonable price to attract a market. • Markets constantly changing and must be reassessed frequently. • Location is extremely important to any business. • Knowing the trade area is vital to the success of the business. • Entrepreneurs define their target market in 	<ul style="list-style-type: none"> • Describe the characteristics of a market. • Define market characteristics of a given business. • Describe the elements of a target market. • Identify the target market of a given business. • Select the appropriate target market for a given business. • Describe the importance of location for business ventures. • Identify the factors to consider when selecting a business site. • Describe the resources that can be used in finding potential business sites.

terms of demographics and geographics. <ul style="list-style-type: none"> • Focusing on the correct target market is essential in any business venture. • Vocabulary: market, demographics, trade area, and geography 	
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Phase II Curriculum

Unit 6: Business Ownership & Risk

<p>Essential Questions:</p> <ol style="list-style-type: none"> 1. What are the four types of business ownership? 2. What are the advantages and disadvantages of each type of ownership? 	<p>Essential Understanding:</p> <ol style="list-style-type: none"> 1. The four main types of business ownership methods are sole proprietorship, partnership, corporation and limited liability company. 2. A sole proprietorship is easy and inexpensive to form, gives the owner complete control, and is easier in tax preparation while it has unlimited personal liability and is difficult to raise money. A partnership is easy and inexpensive, gives a shared financial commitment, provides complementary skills and allows for partnership incentives for employees while it has joint and individual liability, disagreements among partners, and shared profits. A corporation has limited liability, has the ability to generate capital, beneficial tax treatment, generally attracts high-quality and motivated employees while it is costly and time-consuming, is subject to double taxing, and requires additional paperwork. A limited liability company is subject to less recordkeeping, has limited liability, and allows for sharing of profits while it has a limited life and is subject to self-employment taxes.
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<p>I. Systems</p> <p>Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. Identify how key organizational systems affect organizational performance and the quality of products and services. Understand global context of industries and careers.</p> <p>A. Understand the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new marketing project or business venture.</p> <ol style="list-style-type: none"> 1. Select form of business ownership BL:006 2. Explain forms of business ownership BL:003 3. Analyze company resources to ascertain policies and procedures CO:057 4. Write business letters CO:133 5. Write a proposal CO:062 6. Prepare a complex written report CO:009 7. Employ communication styles appropriate to target audiences CO:084 8. Make oral presentations CO:025
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9. Defend ideas objectively CO:061
10. Select and use appropriate graphic aids CO:087
11. Demonstrate active listening skills CO:017
12. Demonstrate web search skills NF:006
13. Demonstrate interest and enthusiasm EI:020
14. Demonstrate basic presentation application NF:008

Knowledge/Content I Know ...	Skills/Processes I Can ...
<ul style="list-style-type: none"> • The different types of business ownership models. • The advantages and disadvantages of a sole proprietorship, partnership, corporation and a limited liability company. • Vocabulary: business ownership, sole proprietorship, partnership, corporation, limited liability company 	<ul style="list-style-type: none"> • List the advantages and disadvantages of sole proprietorship, partnership and corporation. • Select the most appropriate ownership model for a given business.

Phase II Curriculum

Unit 7: Product Mix & Branding

Essential Questions:

1. What is the nature of **product planning**?
2. What are the **product mix** strategies?
3. What are the steps in the **product development process**?
4. Why is **branding** important in the product planning process?
5. What are the various branding elements?
6. What is a **vendor**?
7. How does a business determine what vendor to use for a business venture?

Essential Understanding:

1. Product Planning is the ongoing process of identifying and articulating market requirements that define a product's feature set.
2. Many strategic decisions must be made to manage a company including how to position the product relative to competing products, whether or how to expand the product mix, altering the design, packaging, or other features of existing products.
3. Branding separates competitors and makes consumers remember a product.
4. The branding elements are brand name, brand mark, trade name and trademark.
5. The types of brands are manufacturer brands, private brands, licensed brands, co-brands.
6. A vendor is a person or business offering something for sale.
7. Entrepreneurs need to conduct research to determine what vendor is the most appropriate for their business.

Curriculum Standards- DOK noted where applicable with Standards

I. Systems

Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. Identify how key organizational systems affect organizational performance and the quality of products and services. Understand global context of industries and careers.

- A. Understand the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new marketing project or business venture.

1. Identify method/techniques to generate a product idea PM:127
2. Identify product opportunities PM:134
3. Generate product ideas PM:128
4. Determine initial feasibility of product idea PM:129
5. Explain the concept of a product mix PM:003
6. Identify products to fill customer needs PM:130
7. Plan a product mix PM:006
8. Determine services to provide customers PM:036
9. Select vendors OP:161
10. Explain the nature of channels of distribution CM:003
11. Select channels of distribution CM:010
12. Write business letters CO:133
13. Write a proposal CO:062
14. Prepare a complex written report CO:009
15. Employ communication styles appropriate to target audiences CO:084
16. Make oral presentations CO:025
17. Defend ideas objectively CO:061
18. Select and use appropriate graphic aids CO:087
19. Demonstrate active listening skills CO:017
20. Demonstrate web search skills NF:006
21. Demonstrate interest and enthusiasm EI:020
22. Demonstrate basic presentation application NF:008

Knowledge/Content I Know ...	Skills/Processes I Can ...
<ul style="list-style-type: none"> • Product Planning is important in any business venture. • Various product mix strategies must be implemented in a business. • Branding element create a competitive edge with businesses. • Vendors are used by businesses to purchase products. • A complete analysis of vendors must be done to select the most appropriate ones. • Vocabulary: product planning, product mix, product development process, branding, and vendor 	<ul style="list-style-type: none"> • Define the product mix of a business. • Select the appropriate product mix for a given business. • Determine branding elements in a business. • Describe the factors used in vendor selection. • Select the most appropriate vendors for a given business.

Phase II Curriculum

Unit 8: Pricing

Essential Questions:

1. What are the goals of **pricing**?
2. What is the difference between **market share** and **market position**?
3. What are the three basic pricing strategies?
4. What are the two polar opposite pricing policies for introducing a new product?

Essential Understanding:

1. The goals of pricing are to make a good profit, the customer to have a good price and the customer not to find a better price elsewhere.
2. Market share is the percentage of an industry or market's total sales that is earned by a

<ol style="list-style-type: none"> 5. How is a business's net profit or loss related to pricing? 6. How would I calculate dollar and percentage markup based on cost or retail? 7. How would I determine a sales price? 	<p>particular company over a specified time period while market position is an effort to influence consumer perception of a brand or product relative to the perception of competing brands or products</p> <ol style="list-style-type: none"> 3. The three basic pricing strategies are cost-based pricing, supply and demand based and competition based pricing. 4. The two polar opposite pricing policies are pricing skimming (high price) and penetration pricing (lower price). 5. Price is one of the factors that determines a business's profit or loss. A product/service's price helps to determine the amount of revenue generated. This is the first factor in calculating profit or loss. 6. With dollar markup, a certain dollar amount is added while a percentage is used in percentage markup. Both can be used either based on the cost of the product or the retail price. 7. A number of factors when choosing a price for your product including at a minimum covering your costs, charge for the value you're bringing to customers, leveraging what your competitors are charging, considering economic signals, making the price relatable and get creative and try things out.
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I. Systems

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A. Understand the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new marketing project or business venture.

1. Explain the factors affecting pricing decisions PI:002
2. Explain the nature and scope of pricing PI:001
3. Write business letters CO:133
4. Write a proposal CO:062
5. Prepare a complex written report CO:009
6. Employ communication styles appropriate to target audiences CO:084
7. Make oral presentations CO:025
8. Defend ideas objectively CO:061
9. Select and use appropriate graphic aids CO:087
10. Demonstrate active listening skills CO:017
11. Demonstrate web search skills NF:006
12. Demonstrate interest and enthusiasm EI:020
13. Demonstrate basic presentation application NF:008

Knowledge/Content I Know ...	Skills/Processes I Can ...
<ul style="list-style-type: none"> • Pricing is important because it helps to determine the profit of a business. • Customers are looking for a pricing that they feel is a good value. • Price can be a factor that drives customers to go to other businesses. • A business must position itself to influence a target market to think of the company in the correct way. • Entrepreneurs must determine if it will cost-based pricing, supply and demand based and/or competition based pricing strategies. • Pricing skimming (high price) and penetration pricing (lower price) are the two pricing policies. • Prices are determined by looking at recovering costs, providing value to customers, analyzing competition pricing, looking at the overall economy, selecting a related price and experimenting. • Vocabulary: pricing, market share, market position, net profit, net loss, dollar mark 	<ul style="list-style-type: none"> • Explain the importance of pricing. • Identify the factors that must be consider in selecting the price of a product/service. • Describe the advantages and disadvantages between the different methods of pricing strategy. • Select prices for a given business. • Describe the rationale for selecting the prices for a given business.

Phase II Curriculum	
Unit 9: Promotion	
<p>Essential Questions:</p> <ol style="list-style-type: none"> 1. What is the role in promotion in business? 2. What are trade and consumer sales promotions? 3. What are the elements of visual merchandising? 4. What is the purpose of advertising? 5. How are media costs calculated? 	<p>Essential Understanding:</p> <ol style="list-style-type: none"> 1. Promotion is a tool used by businesses to inform, persuade and remind customers about the products and services they have to offer. 2. Consumer promotions offer consumers incentives of a time-sensitive nature to "buy now" while trade promotions offer trade partners short-term incentives to enlist their cooperation in driving consumer demand. 3. Visual merchandising builds upon the retail design of a store to make it attractive and appealing. Many elements can be used by visual merchandisers in creating displays including color, lighting, space, product information, sensory inputs (such as smell, touch, and sound), as well as technologies such as digital displays and interactive installations. 4. The ultimate purpose of advertising is to persuade people to buy. 5. Media costs vary based on the method selected and number of potential exposures to

	the advertisement.
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Knowledge/Content	Skills/Processes
I Know ...	I Can ...
<ul style="list-style-type: none"> • Entrepreneurs use promotions to inform, persuade and remind potential customers about the products and services they have to offer. • There are many promotional methods that businesses have to select from. • Entrepreneurs must select the most appropriate promotional strategies based on target market and cost. • When developing a promotion, a number of factors must be considered to make sure that the promotion appeals to the target market. • Advertising is used to draw foot traffic to a business. • The cost of advertising generally varies based on the number of people who will potential be exposed to the advertisement and vehicle used to advertise with. • Vocabulary: promotion, trade, consumer sales promotions, visual merchandising, advertising, and media costs 	<ul style="list-style-type: none"> • Explain the importance of promotion to businesses. • Describe how a promotional plan is developed. • Identify appropriate promotional methods for a given business. • Develop promotions for a given business.

Phase II Curriculum

Unit 10: Financing

Essential Questions:

1. What calculations must be included in an **income statement**?
2. What three guidelines should be used when hiring a **financial advisor**?
3. How can a **cash budget** be used to determine the success of a business?

Essential Understanding:

1. The income statement is necessary to operate a successful business.
2. The hiring of a financial advisor will help a business control its money.
3. The cash budget is an important document in the daily operations of a business.

Curriculum Standards- DOK noted where applicable with Standards

I. Systems

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A. Understand the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new marketing project or business venture.

1. Explain the concept of accounting FI:005
2. Describe the nature of cash flow statements FI:091
3. Prepare cash flow statements FI:092
4. Explain the nature of balance sheets FI:093
5. Describe the nature of income statements FI:094
6. Explain the purpose and importance of obtaining business credit FI:023
7. Determine financing needed for business operations FI:043
8. Explain sources of financial assistance FI:031
9. Explain loan evaluation criteria used by lending institutions FI:043
10. Forecast Sales FI:096
11. Conduct breakeven analysis OP:192
12. Interpret financial statements FI:012
13. Demonstrate basic spreadsheet applications NF:010
14. Identify factors affecting a businesses profit EC:010
15. Write business letters CO:133
16. Write a proposal CO:062
17. Prepare a complex written report CO:009
18. Employ communication styles appropriate to target audiences CO:084
19. Make oral presentations CO:025
20. Defend ideas objectively CO:061
21. Select and use appropriate graphic aids CO:087
22. Demonstrate active listening skills CO:017
23. Demonstrate web search skills NF:006
24. Demonstrate interest and enthusiasm EI:020
25. Demonstrate basic presentation application NF:008

Knowledge/Content

I Know ...

- The elements of an income statement.
- How a cash budget is formulated?
- The purpose of a break-even point.

Skills/Processes

I Can ...

- Create an income statement for a retail firm.
- Construct a cash budget for a small business.
- Find a break-even point, use sales volume and

<ul style="list-style-type: none">• Vocabulary: income statement, financial advisor, and cash budget	expense costs.
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