

# Starting a Small Business (Level I)

UNIT/ Weeks	Timeline/Topics	Essential Questions
4	Investment and Entrepreneurship <ul style="list-style-type: none"> <li>• Invest</li> <li>• Becoming an Entrepreneur</li> <li>• Skills Entrepreneurs Need</li> </ul>	<ul style="list-style-type: none"> <li>• Why do people become entrepreneurs?</li> <li>• What steps should be taken to effectively lay the foundations for a career choice?</li> <li>• Am I preparing myself for a career that is in demand now or a career that will be in demand 5,10, or 20 years from now?</li> </ul>
4	Economy <ul style="list-style-type: none"> <li>• Entrepreneurs in a Market Economy</li> <li>• Select a Type of Ownership</li> </ul>	<ul style="list-style-type: none"> <li>• How can one be successful in owning a business or working in the business world?</li> <li>• What structure makes the most sense?</li> <li>• What effect does the economy have on society?</li> </ul>
3	Business Plan <ul style="list-style-type: none"> <li>• Develop a Business Plan</li> <li>• Work Hard and Smart</li> </ul>	<ul style="list-style-type: none"> <li>• Why should you write a business plan?</li> <li>• Where can you apply teamwork and leadership skills?</li> <li>• Why is it important to keep good records?</li> <li>• What are the types and levels of managers?</li> </ul>
4	Market Need <ul style="list-style-type: none"> <li>• Identify and Meet a Market Need</li> <li>• Work Hard and Smart</li> </ul>	<ul style="list-style-type: none"> <li>• What is the demand for your product or service?</li> <li>• Who are your competitors?</li> <li>• How are your competitors promoting?</li> <li>• What is the best pricing model for your product or service?</li> <li>• What is the need in the area for your product?</li> </ul>
3	Financial Plan <ul style="list-style-type: none"> <li>• Finance, Protect and Insure Your Business</li> <li>• Profit</li> </ul>	<ul style="list-style-type: none"> <li>• What is a business plan and why do you need one?</li> <li>• What type of insurance do you need for your business?</li> <li>• What are good accounting practices?</li> <li>• How do accounting, performance, and distribution all intertwine?</li> </ul>
4	Location <ul style="list-style-type: none"> <li>• Choose Your Location and Set Up for Business</li> </ul>	<ul style="list-style-type: none"> <li>• Why is choosing the right ownership structure an essential decision in planning for long-term business success?</li> <li>• Is it better to lease or buy the equipment?</li> <li>• How do I find out about suppliers/manufacturers/distributors?</li> </ul>
3	Marketing a Business <ul style="list-style-type: none"> <li>• Market Your Business and Hire and Manage a Staff</li> <li>• Hire and Manage a Staff</li> </ul>	<ul style="list-style-type: none"> <li>• What is the best pricing model for your service or product?</li> <li>• How can you hire qualified employees?</li> </ul>

		<ul style="list-style-type: none"> <li>• What type of compensation package will you be able to afford to give your employees?</li> <li>• What are good qualities every manager should possess?</li> </ul>
4	<b>Records and Accounting</b> <ul style="list-style-type: none"> <li>• Record Keeping and Accounting</li> <li>• Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>• What should you know about record keeping and accounting?</li> <li>• How much inventory do I need?</li> <li>• How often does inventory turnover?</li> </ul>
3	<b>Using Technology for Your Business</b> <ul style="list-style-type: none"> <li>• Use Technology</li> <li>• Meet Your Legal, Ethical and Social Obligations</li> </ul>	<ul style="list-style-type: none"> <li>• What are ethics and what is their importance in business?</li> <li>• How can technology benefit a small business and what technology would be important?</li> <li>• How has Internet affected the growth of business?</li> <li>• How can the business decide to concentrate its long-term goals for the benefit of society in general?</li> </ul>
4	<b>Business Growth</b> <ul style="list-style-type: none"> <li>• Growth in Today's Marketplace</li> </ul>	<ul style="list-style-type: none"> <li>• How will your business continue to grow in today's marketplace?</li> <li>• How will culture affect my business?</li> <li>• How can I stay current on global trends to benefit my business?</li> </ul>