



Spokane Public Schools Marketing 4/Entrepreneurship 1

Course: Marketing 4/Entrepreneurship 1	Total Framework Hours up to: 180
CIP Code: 520701 <input checked="" type="checkbox"/> Exploratory <input type="checkbox"/> Preparatory	Date Last Modified:
Career Cluster: Business Management & Administration	Cluster Pathway: Business Analysis

COMPONENTS AND ASSESSMENTS

Performance Assessments:

- Identify key words and concepts related to the business environment.
- Explore how cultural difference, export/import opportunities, and trends in the global marketplace can affect an entrepreneurial venture.
- Explain and describe the key elements and functions of successful business and marketing activities.
- Identify different forms of business ownership.
- Conduct research of vendor activity.
- Demonstrate ability to use basic accounting procedures.
- Describe the processes used in preparing a financial analysis.
- Explore entrepreneurial career opportunities.

Leadership Alignment:

- Gather, interpret and organize information in to a competitive manual and business interview for DE,CA Competition: Entrepreneurship Innovation Plan, Entrepreneurship Participating (Independent and Franchising), Entrepreneurship Written, Entrepreneurship –Growing Your Business, International Business Plan.

Standards and Competencies

Standard/Unit: Business Fundamentals

Competencies

Total Learning Hours for Unit: 35

- Business Fundamentals.
- Explain the role of business in society;
- Describe types of business activities.
- Marketing in global economy.
- Describe marketing functions.
- Explain Nature and scope of Purchasing.
- Explain company buying/purchasing policies.
- Explain Nature of the buying process.
- Explain the nature of buyer reputation/vendor relationships.
- Conduct vendor research.
- Choose vendors.
- Negotiate contracts with vendors.
- Review performance of vendors.

- Explain the concept of production.
- Explain the concept of accounting.
- Calculate net sales BA:016 Describe cash-flow statements.
- Prepare cash-flow statements.
- Explain balance sheets.
- Prepare balance sheets.
- Describe the nature of profit and loss statements.
- Prepare profit and loss statements.
- Calculate financial ratios.
- Interpret financial statements.
- Analyze operating results in relation to budget/industry.
- Prepare financial statements for audit.
- Explain the concept of management.
 - Describe the nature of business records.
 - Describe the nature of budgets.
 - Describe crucial elements of a quality culture.
 - Describe the role of management in the achievement of quality.
 - Describe the nature of managerial ethics.
- Explain types of business ownership.
- Describe current business trends.

Aligned Washington State Standards

Art	
Communications	<ul style="list-style-type: none"> • Listen and observe to gain and interpret information. • Check for understanding by asking questions and paraphrasing. • Use language to interact effectively and responsibly with others.
Educational Technology	
Health and Fitness	
Math	<ul style="list-style-type: none"> • Construct solutions. • Analyze information. • Organize and interpret information.
Reading	<ul style="list-style-type: none"> • Use word recognition and word meaning skills to read and comprehend text. • Build vocabulary through reading. • Comprehend important ideas and details. • Read to perform task. • Read for career application.
Science	
Social Studies	<ul style="list-style-type: none"> • Observe major forms of business and related careers. • Understand the monetary system of the US and how individuals' economic choices involve costs and consequences.
Writing	<ul style="list-style-type: none"> • Write in a variety of forms. • Write for career applications.

COMPONENTS AND ASSESSMENTS**Performance Assessments:**

- Demonstrate ability to use basic computer applications and Web search skills to conduct research, organize and record information, and to develop presentations to communicate ideas.
- Identify ways that technology impacts business

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Standards and Competencies**Standard/Unit: Technological Tools****Competencies****Total Learning Hours for Unit: 15**

- Basic word processing skills.
- Basic presentation software skills
- Basic data base skills.
- Basic spreadsheet skills.
- Search skills on the Web.

Aligned Washington State Standards**Art****Communications**

- Effectively use action, sound, and/or images to support presentations.
- Work cooperatively as a member of a group.

Educational Technology**Health and Fitness****Math****Reading**

- Read to learn new information.
- Read for career applications.

Science**Social Studies**

- Use and construct maps, charts, and other resources.

Writing

- Develop concept and design.

COMPONENTS AND ASSESSMENTS**Performance Assessments:**

- Develop a safety plan for the workplace.
- Identify the inherent risks to business ownership.
- Explain the role that risk management plays in business decisions.
- Describe the importance of adequate and proper insurance coverage required to protect the interest of employees and the business.

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Standards and Competencies

Standard/Unit: Business Risks	
Competencies	Total Learning Hours for Unit: 30
<ul style="list-style-type: none"> • Explain types of business risk. • Identify speculative business risks. • Describe the concept of insurance. • Obtain insurance coverage. • Settle insurance losses. • Explain routine security precautions. • Develop strategies to protect digital data. • Establish policies/procedures for preventing internal theft. • Establish policies/procedures for preventing vendor theft. • Develop procedures for preventing burglary. • Follow safety precautions. • Explain procedures for handling accidents. • Explain procedures for dealing with workplace threats. • Correct hazardous conditions. • Establish fire-prevention program. • Establish safety policies and procedures. • Explain the nature of risk management. 	
<i>Aligned Washington State Standards</i>	
Art	
Communications	<ul style="list-style-type: none"> • Develop content and ideas. • Use language to interact effectively and responsibly with others. • Analyze how communication is used in career settings.
Educational Technology	
Health and Fitness	<ul style="list-style-type: none"> • Acquire skills to live safely. • Understand how environmental factors affect one's health. • Use social skills to protect health and safety in a variety of situations.
Math	
Reading	<ul style="list-style-type: none"> • Comprehend important ideas and details. • Read for career applications.
Science	
Social Studies	
Writing	<ul style="list-style-type: none"> • Use style appropriate to the audience and purpose. • Write for different purposes. • Write for career applications.

COMPONENTS AND ASSESSMENTS

Performance Assessments:

- Explain and describe the legal issues, governmental regulations and reporting requirements affecting business operations.
- Demonstrate understanding of the importance of ethics in business.
- Demonstrate an understanding of cultural and diversity awareness in business policies.

Leadership Alignment:

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Standards and Competencies

Standard/Unit: Business Regulation

Competencies

Total Learning Hours for Unit: 30

- Describe legal issues affecting businesses.
- Describe the nature of legally binding contracts.
- Explain the nature of:
 - Personnel regulations.
 - Workplace regulations.
 - Trade regulations.
 - Environmental regulations.
 - Tax regulations on business.
 - Business' reporting requirements.

Aligned Washington State Standards

Art	
Communications	<ul style="list-style-type: none"> • Check for understanding by asking questions and paraphrasing. • Use language to interact effectively and responsibly with others. • Analyze how communication is used in career settings.
Educational Technology	
Health and Fitness	
Math	
Reading	<ul style="list-style-type: none"> • Comprehend important ideas and details. • Expand comprehension by analyzing, interpreting, and synthesizing information and ideas. • Read for career applications.
Science	
Social Studies	<ul style="list-style-type: none"> • Synthesize information and reflect on findings. • Understand the function and effect of law. • Understand individual rights and their accompanying responsibilities.
Writing	<ul style="list-style-type: none"> • Write for different purposes. • Write for career applications.

COMPONENTS AND ASSESSMENTS

Performance Assessments:

- List and describe the purpose of a business plan.
- Work with local area businesses and chamber of commerce to develop a basic business/marketing plan for a new business in the community.
- Develop cash-flow and profit-and-loss statements.

Leadership Alignment:

- Gather, interpret and organize information in to a competitive manual and business interview for DECA Competition: Entrepreneurship Innovation Plan, Entrepreneurship Participating (Independent and Franchising), Entrepreneurship Written, Entrepreneurship –Growing Your Business, International Business Plan.

Standards and Competencies

Standard/Unit: Planning

Competencies

Total Learning Hours for Unit: 35

- Explain the nature of business plans.
 - Determine technical assistance needed by business owners.
 - Develop company objectives.
 - Develop strategies to achieve company goals/objectives.
 - Explain external planning considerations.
 - Identify assumptions for creating projected cash-flows statements.
 - Identify assumptions for creating projected profit-and-loss statements.
- Develop business plan.

Aligned Washington State Standards

Art	
Communications	<ul style="list-style-type: none"> • Develop content and ideas. • Seek agreement and solutions through discussion.
Educational Technology	
Health and Fitness	
Math	<ul style="list-style-type: none"> • Analyze information. • Relate mathematical concepts and procedures to real-life situations.
Reading	<ul style="list-style-type: none"> • Read fluently, adjusting reading for purpose and material. • Comprehend important ideas and details. • Read to perform task. • Read for career applications.
Science	
Social Studies	<ul style="list-style-type: none"> • Comprehend key economic concepts and economic systems. • Understand the monetary system of the U.S. and how individuals' economic choices involve costs and consequences.
Writing	<ul style="list-style-type: none"> • Write for different purposes. • Write for career applications.

COMPONENTS AND ASSESSMENTS

Performance Assessments:

- Explain and describe the different financing options.
- Demonstrate understanding of the obligations and responsibilities involved financing the start up a new business.
- Prepare a financial plan for a start-up venture/business and present the plan to a targeted audience.
- Describe the documentation required by a lender when financing is sought for a new business venture.
- Evaluate information and communicate the relationship between franchises and other business ownerships.

Leadership Alignment:

- Gather, interpret and organize information in to a competitive manual and business interview for DECA Competition: Entrepreneurship Innovation Plan, Entrepreneurship Participating (Independent and Franchising), Entrepreneurship Written, Entrepreneurship –Growing Your Business, International Business Plan.

Standards and Competencies

Standard/Unit: Understanding Financing Necessary to start a Business

Competencies

Total Learning Hours for Unit: 35

- Identify and explain the steps involved in financing a business.
- Know the factors that affect the amount of money needed to start a business.
- Describe the process used in financial analysis.
- Describe methods to minimize risks.
- Understand financing around franchising or purchasing a franchise.
- Compare traditional and non-traditional ways to finance a business venture.
- Know the major types of loans used to finance a business venture.
- Know the advantages and disadvantages of equity financing.
- Know the advantages and disadvantages of debt financing.
- Know the financial statements a lender would evaluate when considering whether to grant a loan to an entrepreneur.

Aligned Washington State Standards

Art	
Communications	<ul style="list-style-type: none"> • Check for understanding by asking questions and paraphrasing. • Communicate clearly to a range of audiences for different purposes. • Analyze mass communication.
Educational Technology	
Health and Fitness	
Math	<ul style="list-style-type: none"> • Analyze information. • Predict results and make inferences. • Draw conclusions and verify results. • Gather information. • Organize and interpret information. • Relate mathematical concepts and procedures to real-life situations
Reading	<ul style="list-style-type: none"> • Use word recognition and word meaning skills to read and comprehend text. • Read fluently, adjusting reading for purpose and material. • Comprehend important ideas and details. • Expand comprehension by analyzing, interpreting and synthesizing information and ideas.

	<ul style="list-style-type: none"> • Read to learn new information. • Read for career application.
Science	
Social Studies	<ul style="list-style-type: none"> • Understand the function and effect of law. • Comprehend key economic concepts and economic systems. • Understand the monetary system of the US and how individuals' economic choices involve costs and consequences. • Examine how government policies influence the economy.
Writing	<ul style="list-style-type: none"> • Write for different audiences. • Write for different purposes. • Write in a variety of forms. • Write for career applications.

21st Century Skills

Check those that students will demonstrate in this course:

<p>LEARNING & INNOVATION</p> <p>Creativity and Innovation</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Think Creatively <input checked="" type="checkbox"/> Work Creatively with Others <input checked="" type="checkbox"/> Implement Innovations <p>Critical Thinking and Problem Solving</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Reason Effectively <input checked="" type="checkbox"/> Use Systems Thinking <input checked="" type="checkbox"/> Make Judgments and Decisions <input checked="" type="checkbox"/> Solve Problems <p>Communication and Collaboration</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Communicate Clearly <input checked="" type="checkbox"/> Collaborate with Others 	<p>INFORMATION, MEDIA & TECHNOLOGY SKILLS</p> <p>Information Literacy</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Access and Evaluate Information <input checked="" type="checkbox"/> Use and Manage Information <p>Media Literacy</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Analyze Media <input checked="" type="checkbox"/> Create Media Products <p>Information, Communications and Technology (ICT Literacy)</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Apply Technology Effectively 	<p>LIFE & CAREER SKILLS</p> <p>Flexibility and Adaptability</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Adapt to Change <input checked="" type="checkbox"/> Be Flexible <p>Initiative and Self-Direction</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Manage Goals and Time <input checked="" type="checkbox"/> Work Independently <input checked="" type="checkbox"/> Be Self-Directed Learners <p>Social and Cross-Cultural</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Interact Effectively with Others <input checked="" type="checkbox"/> Work Effectively in Diverse Teams <p>Productivity and Accountability</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Manage Projects <input checked="" type="checkbox"/> Produce Results <p>Leadership and Responsibility</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Guide and Lead Others <input checked="" type="checkbox"/> Be Responsible to Others
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