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# Small Business Development

Curriculum Guide

Scranton School District

Scranton, PA



**Scranton School District  
Curriculum Guide – Small Business Development**

**Small Business Development**

**Prerequisite:**

Students with an expressed interest in business are encouraged to take this class.

**Course Description:**

Small Business Development/Developing a Business is a course designed to provide students with an understanding of the role of entrepreneurs in our economy and to help them develop their own business plan in order to start and operate a teen-based business. Students will start and operate a teen-based business, create a computerized business plan, develop organizational skills necessary to run a business, and learn the value of self-discipline, time-management skills, and financial skills needed to operate a business successfully. Dynamic class discussions, real-world topics and creation of a resume are also included.

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Year-at-a-glance

<b>Subject: Small Business Development</b>	<b>Grade Level 9-12</b>	<b>Date Completed: May 2017</b>
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**1<sup>st</sup> Quarter**

<b>Topic</b>	<b>Resources</b>	<b>Academic Standards</b>
Should you become an entrepreneur?/Introduction to Teen	Listed below pages 7-9	Listed below pages 7-9
Entrepreneur/Entrepreneurs in Market Economy/Teen Projects		
1, 2, 3, 4, 5		

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**2<sup>nd</sup> Quarter**

<b>Topic</b>	<b>Resources</b>	<b>Academic Standards</b>
Identify and meet a market need/Project 6-11/Market your	Listed below pages 10-12	Listed below pages 10-12
Business/Distribution, Promotion, and Selling		

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**3<sup>rd</sup> Quarter**

<b>Topic</b>	<b>Resources</b>	<b>Academic Standards</b>
Select Type of Ownership/Projects 12-14/Locate and set-up your	Listed below pages 13-15	Listed below pages 13-15
Business/Plan and track your finances		

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**4<sup>th</sup> Quarter**

<b>Topic</b>	<b>Resources</b>	<b>Academic Standards</b>
Operations management/ Project 15-20/Finalize Business Plan/	Listed below page 16-17	Listed below page 16-17
Presentation of plan/Creating an Resume/Cover letter/Interview		
questions		

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<b>General Topic</b>	<b>Academic Standard(s)</b>	<b>Essential Knowledge, Skills &amp; Vocabulary</b>	<b>Resources &amp; Activities</b>	<b>Assessments</b>	<b>Suggested Time</b>
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<p>Q1 Should you become an entrepreneur?</p> <p>Section 1-5: Introduction to Teen Entrepreneur</p>	<p>CC.1.2.11-12.A- D, F, G, J, L, CC.1.3.11-12.A, B, J CC.1.4.11-12.A- D, F, G, H, L, R, T, U, V CC1.5.11-12.A, C, D, E, F, G CC.2.1.HS.F.1, 2, 3 15.2.12.A-Q 15.3.12.A-X 15.4.12.A, B, E, J, M 15.6.12.A-H, K 15.8.12.K-Q 13.4.11 A, B</p>	<ul style="list-style-type: none"><li>• All about entrepreneurship</li><li>• Is entrepreneurship right for you?</li><li>• Exploring ideas and opportunities</li><li>• Problem solving for entrepreneurs</li></ul> <p>Vocabulary:</p> <ul style="list-style-type: none"><li>• Aptitude</li><li>• Brainstorming</li><li>• Employees</li><li>• Entrepreneurs</li><li>• Entrepreneurship</li><li>• Ideas</li><li>• Opportunities</li><li>• Self-assessment</li><li>• Trade shows</li></ul> <p>Overview and discussion on Teen Entrepreneur Project</p>	<p>Vocabulary</p> <p><i>Entrepreneurship, Ideas In Action , 4e</i> textbook</p> <p>The Teen Entrepreneur workbook</p> <p>Related internet websites</p> <p>Current event articles</p> <p>Microsoft Office: Excel, PowerPoint, Word</p>	<p>Daily practice/discussion</p> <p>Teacher prepared tests, quizzes, projects, etc.</p>	<p>10 days</p>
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<p><b>Q2</b> <b>Identify and Meet a Market Need</b></p>	<p>CC.1.2.11-12.A- D, F, G, J, L, CC.1.3.11-12.A, B, J CC.1.4.11-12.A- D, F, G, H, L, R, T, U, V CC1.5.11-12.A, C, D, E, F, G CC.2.1.HS.F.1, 2, 3 15.2.12.A-Q 15.3.12.A-X 15.4.12.A, B, E, J, M 15.6.12.A-H, K 15.8.12.K-Q 13.4.11 A, B</p>	<ul style="list-style-type: none"> <li>• Identify your market</li> <li>• Research the market</li> <li>• Know your competition</li> </ul> <p>Vocabulary:</p> <ul style="list-style-type: none"> <li>• Competitive analysis</li> <li>• Customer profile</li> <li>• Demographics</li> <li>• Direct competition</li> <li>• Focus group</li> <li>• Geographic data</li> <li>• Indirect competition</li> <li>• Market research</li> <li>• Market segments</li> <li>• Primary data</li> <li>• Psychographics</li> <li>• Secondary data</li> <li>• Survey</li> <li>• Target market</li> <li>• Use-based data</li> </ul>	<p><b>Vocabulary</b></p> <p><i>Entrepreneurship, Ideas In Action</i>, 4e textbook</p> <p>The Teen Entrepreneur workbook</p> <p>Related internet websites</p> <p>Current event articles</p> <p>Microsoft Office: Excel, PowerPoint, Word</p>	<p>Daily practice/discussion</p> <p>Teacher prepared tests, quizzes, projects, etc.</p>	<p>20 days</p>
<p><b>Project 6 – Creating a Business Card</b></p>		<p>Design a card for your business</p>			
<p><b>Project 7 – Company Letterhead</b></p>		<p>Create appropriate letterhead for your business</p>			
<p><b>Project 8 – Marketing Plan</b></p>		<p>Identify and create plan for marketing your business</p>			







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<p><b>Q3</b> <b>Locate and Set-up Your Business</b></p>	<p>CC.1.2.11-12.A- D, F, G, J, L, CC.1.3.11-12.A, B, J CC.1.4.11-12.A- D, F, G, H, L, R, T, U, V CC1.5.11-12.A, C, D, E, F, G CC.2.1.HS.F.1, 2, 3 15.2.12.A-Q 15.3.12.A-X 15.4.12.A, B, E, J, M 15.6.12.A-H, K 15.8.12.K-Q 13.4.11 A, B</p>	<ul style="list-style-type: none"> <li>• Choose a location</li> <li>• Obtain space and design the physical layout</li> <li>• Purchase equipment, supplies, and inventory</li> </ul> <p><b>Vocabulary:</b></p> <ul style="list-style-type: none"> <li>• Enterprise zones</li> <li>• Gross lease</li> <li>• Industrial park</li> <li>• Inventory</li> <li>• Landlord</li> <li>• Net lease</li> <li>• Percentage lease</li> <li>• Quote</li> <li>• Reorder point</li> <li>• Tenant</li> <li>• Trade area</li> <li>• Vendors</li> </ul> <p><b>To produce an appropriate news ad for your business.</b></p>	<p><b>Vocabulary</b></p> <p><i>Entrepreneurship, Ideas In Action</i>, 4e textbook</p> <p>The Teen Entrepreneur workbook</p> <p>Related internet websites</p> <p>Current event articles</p> <p>Microsoft Office: Excel, PowerPoint, Word</p>	<p>Daily practice/discussion</p> <p>Teacher prepared tests, quizzes, projects, etc.</p>	<p><b>15 days</b></p>
<p><b>Project 14 - Creating a Newspaper Advertisement</b></p>					

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<p><b>Q3</b> <b>Plan and Track Your Finances</b></p>	<p>CC.1.2.11-12.A- D, F, G, J, L, CC.1.3.11-12.A, B, J CC.1.4.11-12.A- D, F, G, H, L, R, T, U, V CC1.5.11-12.A, C, D, E, F, G CC.2.1.HS.F.1, 2, 3 15.2.12.A-Q 15.3.12.A-X 15.4.12.A, B, E, J, M 15.6.12.A-H, K 15.8.12.K-Q 13.4.11 A, B</p>	<ul style="list-style-type: none"> <li>• Finance Your Business</li> <li>• Pro Forma Financial Statements</li> <li>• Recordkeeping for business</li> </ul> <p><b>Vocabulary:</b></p> <ul style="list-style-type: none"> <li>• Account</li> <li>• Balance Sheet</li> <li>• Cash flow statement</li> <li>• Check register</li> <li>• Collateral</li> <li>• Debt capital</li> <li>• Debt-to-equity ratio</li> <li>• Equity capital</li> <li>• Income statement</li> <li>• Journals</li> <li>• Net worth</li> <li>• Payroll</li> <li>• Transaction</li> <li>• Venture capitalists</li> </ul>	<p><b>Vocabulary</b></p> <p><i>Entrepreneurship, Ideas In Action</i> , 4e textbook</p> <p>The Teen Entrepreneur workbook</p> <p>Related internet websites</p> <p>Current event articles</p> <p>Microsoft Office: Excel, PowerPoint, Word</p>	<p><b>Daily practice/discussion</b></p> <p>Teacher prepared tests, quizzes, projects, etc.</p>	<p><b>10 days</b></p>
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<p><b>Q4</b> <b>Finalize Business Plan</b></p> <p><b>Project 16 – Projected Income Statement</b></p> <p><b>Project 17 – Promotional Slide Show</b></p> <p><b>Project 18 – Executive Summary</b></p> <p><b>Project 19 – Business Plan Cover Page</b></p> <p><b>Project 20 – Final Assembly of Your Business Plan</b></p> <p><b>Presentation of plan</b></p>	<p>CC.1.2.11-12.A- D, F, G, J, L, CC.1.3.11-12.A, B, J CC.1.4.11-12.A- D, F, G, H, L, R, T, U, V CC1.5.11-12.A, C, D, E, F, G CC.2.1.HS.F.1, 2, 3 15.2.12.A-Q 15.3.12.A-X 15.4.12.A, B, E, J, M 15.6.12.A-H, K 15.8.12.K-Q 13.4.11 A, B</p>	<ul style="list-style-type: none"> <li>• Creation of projected income statement</li> <li>• Organization and creation of promotional slide show</li> <li>• Development of executive summary</li> <li>• Create cover page</li> <li>• Proper assembly of business plan</li> <li>• Presentation of business plan to class</li> </ul> <p><b>Vocabulary:</b></p> <ul style="list-style-type: none"> <li>• Income statement</li> <li>• Projected income statement</li> <li>• Promotional slide show</li> <li>• Executive summary</li> </ul>	<p><b>Vocabulary</b></p> <p><i>Entrepreneurship, Ideas In Action</i> , 4e textbook</p> <p>The Teen Entrepreneur workbook</p> <p>Related internet websites</p> <p>Current event articles</p> <p>Microsoft Office: Excel, PowerPoint, Word</p>	<p><b>Daily practice/discussion</b></p> <p>Teacher prepared tests, quizzes, projects, etc.</p>	<p><b>20 days</b></p>
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