



Entrepreneurship & Small Business Management

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STANDARDS		PAGE REFERENCES
1.	Identify characteristics of a successful entrepreneurship. (C, CO, EN, IB, M, MK)	
a.	Identify traits that are typical characteristics of a successful entrepreneur.	<p>Student Edition: 32-39 fig 2.1 36, fig 2.3 38 <i>After You Read</i> 39 <i>Get Ready to Read</i> 32 <i>Internet Connection</i> 42 <i>Issues in Entrepreneurship</i> 33 <i>Review and Activities</i> 40-41 <i>Unit 1 Lab</i> 88 <i>While You Read</i> 34, 35, 39</p> <p>Teacher Wraparound Edition: B 33; DS 35; E 34</p>

STANDARDS		PAGE REFERENCES
2.	Develop a marketing plan by applying economic concepts for a legitimate business. (C, CO, CP, EP, EN, IB, M, MK)	
a.	Determine ways to increase markets.	<p>Student Edition: 47, 49, 55-56, 59-62, 70-75, 76-83, 496-502 <i>After You Read</i> 502 <i>Business Week Case Study</i> 165 <i>Get Ready to Read</i> 496 <i>Internet Connection</i> 86 <i>Issues in Entrepreneurship</i> 138 <i>Review and Activities</i> 85, 508-510 <i>Technology Today</i> 72, 504 <i>While You Read</i> 499, 502</p> <p>Teacher Wraparound Edition: CL 72; CT 498</p>
b.	Explain the effects of market supply and demand.	<p>Student Edition: 11-13, 129, 231, 235, 330-334 fig 1.2 12 <i>Before You Read</i> 330 <i>Review and Activities</i> 338-339 <i>Role Play</i> 337 <i>Technology Today</i> 333 <i>While You Read</i> 11, 13</p> <p>Teacher Wraparound Edition: B 330; CL 235; E 11; VB 11, 235</p>
c.	Explain the methods used to determine the financial value of an existing business.	<p>Student Edition: 437-440, 450-456 <i>After You Read</i> 456 <i>Get Ready to Read</i> 450 <i>Key Terms Review</i> 466 <i>Review and Activities</i> 467 <i>While You Read</i> 452, 454</p>

STANDARDS		PAGE REFERENCES
3.	Apply economic concepts in an entrepreneurial venture; analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market. (A, B, C, CO, CP, EP, EN, IB, M, MK)	
a.	Explain the feasibility of starting a home-based or Internet-based business.	<p>Student Edition: 19, 21, 32-39, 46-48, 50-56, 57-58, 62-63, 94-99, 183, 186, 233 fig 5.1 97, 19.1 420 <i>The Electronic Entrepreneur</i> 67, 87, 113, 199 <i>Get Ready to Read</i> 94 <i>Issues in Entrepreneurship</i> 20 <i>Unit 5 Lab</i> 470 <i>Write About It</i> 186</p> <p>Teacher Wraparound Edition: DS 816</p>
b.	Plan the startup, operational expenses, cash reserves, and funding needed to start a business.	<p>Student Edition: 406-412, 413-421 fig 19.1 420 <i>After You Read</i> 421 <i>Get Ready to Read</i> 406 <i>Issues in Entrepreneurship</i> 411 <i>Review and Activities</i> 422-424 <i>While You Read</i> 408, 409, 416 <i>Write About It</i> 419</p> <p>Teacher Wraparound Edition: B406, 409, 413; CL 410</p>

STANDARDS		PAGE REFERENCES
c.	Compare and contrast records that should be kept by a business.	<p>Student Edition: 428-436, 437-443, 450-455, 459, 461 fig 21.4 462 <i>After You Read</i> 436, 443 <i>Issues in Entrepreneurship</i> 431 <i>Review and Activities</i> 444-446 <i>Standard & Poor's Money Talk</i> 305, 427 <i>While You Read</i> 434, 436, 442</p> <p>Teacher Wraparound Edition: B 428; CL 440; CT 431; DS 429, 432; VB 443</p>
4.	Develop a management plan for an international entrepreneurial venture. (A, B, C, CO, CP, EP, EN, IB, M, MK)	
a.	Identify the advantages and disadvantages of starting a business on the Internet.	<p>Student Edition: 46-47, 72, 183, 212-213, 233, 260 <i>The Electronic Entrepreneur</i> 67, 87 <i>Technology Today</i> 72</p>
b.	Describe how the Internet and other emerging technologies have impacted the components of marketing (e.g., product, place, price, and promotion).	<p>Student Edition: 56, 72, 183, 212-213, 233, 260 <i>Business Week Case Study</i> 233 <i>Critical Thinking</i> 75 <i>The Electronic Entrepreneur</i> 67, 87, 113, 151, 175, 299, 341, 447 <i>Success Stories</i> 145, 285 <i>Technology Today</i> 72, 504</p> <p>Teacher Wraparound Edition: DS 233</p>

STANDARDS		PAGE REFERENCES
c.	Describe the layout and facilities needed for a planned business.	Student Edition: 181-185, 187-195, 212 fig 19.2 189, 9.3 192, 9.4 194 <i>After You Read</i> 195 <i>Get Ready to Read</i> 187 <i>Review and Activities</i> 196-198 <i>While You Read</i> 182, 189, 193 Teacher Wraparound Edition: CL 190; CT 191; E 193; VB 190
d.	Assess the costs of renovating or improving a site for a planned business.	Student Edition: 184-185, 220 <i>Issues in Entrepreneurship</i> 190
5.	Analyze the advantages and disadvantages of possible locations for a planned business. (B, CO, EN, EP, IT, M, MK)	
a.	Develop strategies for implementing the plan for a specific business (hiring, motivation, leadership, delegation, goal setting, and monitoring achievement).	Student Edition: 278-287, 288-295, 306-312, 313-317, 372-375, 382-388, 389-395, 457-463 <i>After You Read</i> 295, 312, 317, 395, 465 <i>Get Ready to Read</i> 278, 288, 306, 311, 389 <i>Issues in Entrepreneurship</i> 311, 383 <i>Review and Activities</i> 296-298, 318-320, 396-398, 466-468 <i>Technology Today</i> 463 <i>While You Read</i> 290, 307, 308, 317, 390, 395 <i>Write About It</i> 312 Teacher Wraparound Edition: B 384, 389; DS 307; VB 464

STANDARDS		PAGE REFERENCES
b.	Establish a profit goal for a planned business.	Student Edition: 457-460 <i>Standard & Poor's Money Talk</i> 381 <i>Technology Today</i> 463 Teacher Wraparound Edition: B 289, 458; DS 280, 290, 459; G 458; R 317
c.	Identify if there is a profit or loss for a business.	Student Edition: 230, 437-438 fig 20.5 439 Teacher Wraparound Edition: B 437; CL 440
6.	Describe how an entrepreneurial venture can be affected by cultural differences. (A, B, C, CO, CP, EP, EN, IB, M, MK)	
a.	Explain the changes American businesses must make to interact in a global marketplace.	Student Edition: 72-75, 76-78, 80, 82-83 fig 4.2 78 <i>Business Week Case Study</i> 82 <i>The Electronic Entrepreneur</i> 87, 113 <i>Ethical Practices</i> 86 <i>Get Ready to Read</i> 76 <i>Issues in Entrepreneurship</i> 77 <i>Review and Activities</i> 85 <i>Role Play</i> 75 <i>Write About It</i> 73 Teacher Wraparound Edition: B 76; CL 72; E 75
b.	Identify forms of financial assistance, as well as financial export assistance programs offered by U. S. government agencies and investment corporations.	Student Edition: 79, 409-411, 413- 421 <i>After You Read</i> 421 <i>Business Week Case Study</i> 414 <i>While You Read</i> 81,416, 417 Teacher Wraparound Edition: B 413; CL 410

STANDARDS		PAGE REFERENCES
c.	Explain the effect government regulations have on international trade.	Student Edition: 71, 81 <i>The Electronic Entrepreneur</i> 87 <i>While You Read</i> 83
7.	Describe how the legal system affects a business. (A, B, C, CO, CP, EP, EN, IB, M, MK)	
a.	Compare and contrast the different forms of business ownership and careers in business ownership.	Student Edition: 136-141, 142-147, 406-411, 418, 507 fig 7.1 143 <i>After You Read</i> 141, 147 <i>Business Week Case Study</i> 49, 137 <i>Get Ready to Read</i> 136, 142 <i>Issues in Entrepreneurship</i> 138, 411 <i>Review and Activities</i> 148-150 <i>While You Read</i> 139, 141, 144, 145, 147, 409 Teacher Wraparound Edition: CL 410; CT 138, 140; E 147; VB 409
b.	Define and give examples of a franchise and discuss the advantages/ disadvantages of owning a franchise.	Student Edition: 60, 498 fig 23.2 499 <i>Business Week Case Study</i> 501 <i>Success Stories</i> 61
c.	Describe special types of business ownership (i.e., Type S and cooperative).	Student Edition: 144-145 fig 7.2 146 <i>Critical Thinking</i> 147 <i>Key Concept Review</i> 147 <i>While You Read</i> 145 Teacher Wraparound Edition: E 147

STANDARDS		PAGE REFERENCES
d.	Discuss ways government regulations affect owning/operating a business.	<p>Student Edition: 56, 81, 154-161, 162-171, 187, 232-233, 515-517 fig 8.1 157, 8.2 163 <i>After You Read</i> 161, 171 <i>The Electronic Entrepreneur</i> 299 <i>Get Ready to Read</i> 154, 162 <i>Issues in Entrepreneurship</i> 170 <i>Review and Activities</i> 172-174 <i>While You Read</i> 145, 159, 167, 168, 232, 516</p> <p>Teacher Wraparound Edition: B 154, 162; CL 166; DS 160; R 156</p>
e.	Distinguish between personal and business ethics in operating a small business.	<p>Student Edition: 478, 520-525 fig 22.1 479 <i>After You Read</i> 525 <i>Business Week Case Study</i> 481, 521 <i>Ethical Practices</i> 24, 42, 66, 86, 112, 132, 150, 174, 198, 226, 250, 274, 298, 320, 340, 358, 378, 398, 424, 446, 468, 492, 510, 528 <i>Get Ready to Read</i> 520 <i>Issues in Entrepreneurship</i> 294, 411 <i>Review and Activities</i> 526-528 <i>Role Play</i> 83 <i>Technology Today</i> 517 <i>While You Read</i> 523</p> <p>Teacher Wraparound Edition: B 520; CL 525; CT 478, 522</p>