



Name \_\_\_\_\_  
 Period \_\_\_\_\_  
 Date Started \_\_\_\_\_  
 Date Completed \_\_\_\_\_

## Marketing LAP 11-A: Entrepreneurship

<b>DoDEA Benchmarks</b>	<b>3.10</b>	<b>3.11</b>	
<b>Business/Computer Standard(s)</b>			
◆ Identify and apply successful functions of marketing			
<b>Unit Objectives</b>			
◆ Identify advantages, disadvantages and risks of entrepreneurship			
◆ Discuss business ownership opportunities			
◆ Explain the scope of small business in the American economy			
◆ Identify the various types of business risks			
<b>Text</b>	Marketing Essentials		
<b>Resources</b>	Unit 11: Chapter 37 & 38 Student Activity Workbook Student Templates		
<b>Time Frame</b>	7 hours (suggested)		

### CHAPTER 37: WHAT IS ENTREPRENEURSHIP

_____	READ TEXT	pp. 486-492
_____	DO WORKBOOK	pp. 233-234
_____	READ TEXT	pp. 493-497
_____	DO FACT and IDEA-questions 2, 4, 5 & 7	p. 498
_____	DO CRITICAL THINKING--question 5	p. 498
_____	DO APPLICATION PROJECT--App. # 5	p. 499
_____	DO WORKBOOK	pp. 231, 232, 235-236
_____	DO WORKBOOK (Computer Activity)	pp. 237-238

**Turn in work as instructed**

**CHAPTER 38: RISK MANAGEMENT**

_____	READ	TEXT	pp. 500-504
_____	DO	FACT and IDEA--questions 1, 2, 5, 7, 9 & 11	p. 510
_____	DO	WORKBOOK	p. 240-242
_____	READ	TEXT	pp. 504-509
_____	DO	FACT and IDEA--question 12	p. 510
_____	DO	WORKBOOK	P. 239
_____	DO	PERFORMANCE ASSESSMENT This assignment may be done in Word or PowerPoint	p. 511
_____	DO	WORKBOOK (Computer Activity)	p. 245-246

**Turn in work as instructed**

**Self Assessment – “I/ I can...”**

**LAP 11-A**

- identify advantages, disadvantages and risks of entrepreneurship
- discuss business ownership opportunities
- explain the scope of small business in the American economy
- identify the various types of business risks

**ASK YOUR INSTRUCTOR FOR EVALUATION MATERIALS**