



Name _____
 Period _____
 Date Started _____
 Date Completed _____

Marketing LAP 11-B: Entrepreneurship

DoDEA Benchmarks	3.10	3.11	
Business/Computer Standard(s)			
◆ Identify and apply successful functions of marketing			
Unit Objectives			
◆ Discuss, identify major sections and describe a business plan			
◆ Develop an organizational and marketing plan			
◆ Identify sources of equity capital			
◆ Identify sources of debt capital			
◆ Determine start-up costs for a business			
◆ Explain what is included and develop a personal financial statement			
◆ Describe the purpose of preparing financial documents			
◆ Develop a personal financial statement			
◆ Determine start-up costs			
◆ Prepare a balance sheet and a cash flow statement			
Text	Marketing Essentials		
Resources	Unit 11: Chapter 39 & 40 Student Activity Workbook Student Templates		
Time Frame	9 hours (suggested)		

CHAPTER 39: DEVELOPING A BUSINESS PLAN

_____	READ TEXT	pp. 512-517
_____	DO FACT and IDEA--questions 1, 3, 4, 5, 6, 7 & 8	p. 524
_____	DO WORKBOOK	pp. 249-250
_____	READ TEXT	pp. 518-523
_____	DO FACT and IDEA--questions 9, 10, 11, 13 & 14	p. 524
_____	DO CRITICAL THINKING--questions 3 & 5	p. 524
_____	DO APPLICATION PROJECT--App # 1-a, b, c, e, g	P. 524-525
_____	DO APPLICATION PROJECT--App # 2-a, c, e, f, g	p. 525
_____	DO WORKBOOK	pp. 247-248, 251-252
_____	DO WORKBOOK (Computer Activity)	pp. 253-254

Turn in work as instructed

CHAPTER 40: FINANCING THE BUSINESS

_____	READ TEXT	pp. 527-532
_____	DO FACT and IDEA--questions 1, 2, & 3	p. 544
_____	READ TEXT	pp. 533-543
_____	DO FACT and IDEA--questions 4 to 9, 10 & 12	p. 544
_____	DO WORKBOOK	P. 255-258
_____	DO WORKBOOK	P. 259-260
_____	DO PERFORMANCE ASSESSMENT	p. 545
_____	This assignment may be done in PowerPoint	
_____	DO WORKBOOK (Computer Activity)	pp. 261-262

Turn in work as instructed

Self Assessment – “I/ can...”

LAP 11-B

- discuss, identify major sections and describe a business plan
- develop an organizational and marketing plan
- identify sources of equity capital
- identify sources of debt capital
- determine start-up costs for a business
- explain what is included and develop a personal financial statement
- describe the purpose of preparing financial documents
- develop a personal financial statement
- determine start-up costs
- prepare a balance sheet and a cash flow statement

ASK YOUR INSTRUCTOR FOR EVALUATION MATERIALS