



Name \_\_\_\_\_

Period \_\_\_\_\_

Date Started \_\_\_\_\_

Date Completed \_\_\_\_\_

## Multimedia Yearbooks

**DoDEA Benchmarks**

**3.10 3.11**

### Business/Computer Standards

- ◆ Identify possible business opportunities affect the entrepreneurial venture
- ◆ Develop a personnel structure
- ◆ Develop a marketing strategy for a small business startup
- ◆ Describe how ethics affect the entrepreneurial venture
- ◆ Apply economic concepts when making decisions
- ◆ Make financial projections necessary for a business start-up
- ◆ Apply economic concepts when making decisions
- ◆ Write a plan for the start-up of a small business
- ◆ Make financial projections necessary for a business start-up
- ◆ Identify and establish appropriate financial records

**Text**            Multimedia Yearbooks

### Resources

**Time Frame**    18 classes total

## SET 1: Planning A New Enterprise

### Unit Objectives

- ◆ Write a business plan
- ◆ Compare the legal forms of business enterprise

### Activities 1-3

**Time Frame : 3 classes**

**Turn in work as instructed**

## SET 2: Marketing the Product or Service

### Unit Objectives

- ◆ Define marketing
- ◆ Explain methods of pricing
- ◆ Discuss methods of promotion
- ◆ Identify factors that can influence and define ethical behavior

### Activities 4-6

**Time Frame: 3 classes**

**Turn in work as instructed**

## SET 3: Preparing the Financial Plan

### Unit Objectives

- ◆ Prepare a cash budget
- ◆ Prepare financial statements
- ◆ Describe how price, volume and expenses affect net profit

### Activities 7-10

**Time Frame: 4 classes**

**Turn in work as instructed**

## SET 4: Putting It All Together

### Unit Objectives

- ◆ Write a completed business plan
- ◆ Plan a marketing promotion
- ◆ Record sales information and operating results
- ◆ Make financial decisions

### Activities 11-16

**Time Frame: 11 classes**

**Turn in work as instructed**

**BONUS:** The plan—or major components thereof—can be presented as a PowerPoint presentation which might be used to interest partners or obtain financing