



ENLIGHTIUM ACADEMY

Ignitia™ Career and Technical Education
Electives

Small Business Entrepreneurship

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SMALL BUSINESS ENTREPRENEURSHIP

COURSE OVERVIEW

This semester-long course is designed to provide the skills needed to effectively organize, develop, create, and manage your own business, while exposing you to the challenges, problems, and issues faced by entrepreneurs. Throughout this course, you will be given the chance to see what kinds of opportunities exist for small business entrepreneurs and become aware of the necessary skills for running a business. You will become familiar with the traits and characteristics that are found in successful entrepreneurs and you will see how research, planning, operations, and regulations can affect small businesses. You will learn how to develop plans for having effective business management and marketing strategies.

Small Business Entrepreneurship will teach you basic principles of entrepreneurship and business ethics. You'll look at the major steps relevant to starting a new business. These steps include financing, marketing, and managing. Knowing how to analyze a business plan will help you develop one, while at the same time making it easier for you to understand the reasons businesses have to write one. Small Business Entrepreneurship is designed to give you an overview on running a business from start to finish.

Objectives

- Understand the basic aspects of entrepreneurship.
- Recognize the legal environment of a small business.
- Describe basic economic principles.
- Understand scarcity and forecasting.
- Identify different kinds of costs.
- Explain the principles of financing.
- Identify kinds of financial records.
- Know the sources of financing.
- Explain target markets.
- Analyze market research and competition.
- Describe marketing mix.
- Recognize the roles of management.
- Construct a business plan.

SMALL BUSINESS ENTREPRENEURSHIP	
UNIT 1: OVERVIEW OF SMALL BUSINESS ENTREPRENEURSHIP	
Assignment Titles	
1. Course Overview	14. Business Risks
2. What Is Entrepreneurship?	15. Project: Business Risks
3. Entrepreneurial Traits	16. Sources of Assistance
4. Project: Characteristics of Successful Entrepreneurs	17. Roles of Government
5. Education, Aptitudes, and Skills	18. Quiz 2: Legal Environment of a Small Business
6. Goals	19. Alternate Quiz 2 - Form A: Legal Environment of a Small Business
7. Personal Interests	20. Alternate Quiz 2 - Form B: Legal Environment of a Small Business
8. Quiz 1: Basic Aspects of Entrepreneurship	21. Unit Project: Business Ventures - Part 1
9. Alternate Quiz 1 - Form A: Basic Aspects of Entrepreneurship	22. Special Project
10. Alternate Quiz 1 - Form B: Basic Aspects of Entrepreneurship	23. Review
11. Ethics	24. Test
12. Project: Ethics	25. Alternate Test - Form A
13. Legal Forms of Business Ownership	26. Alternate Test - Form B
	27. Glossary and Credits

**SMALL BUSINESS ENTREPRENEURSHIP
UNIT 2: ECONOMICS**

Assignment Titles

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|---|---|
| 1. What Is the Role and Importance of Small Business Entrepreneurship in the Economy? | 16. Alternate Quiz 2 - Form B: Scarcity and Forecasting |
| 2. Project: How Entrepreneurs Improve the Economy | 17. Fixed and Variable Costs |
| 3. Supply and Demand | 18. Opportunity Costs |
| 4. Pricing and Production | 19. Project: Opportunity Costs |
| 5. Project: Supply and Demand Graph | 20. Profit Motive |
| 6. Equilibrium | 21. Quiz 3: Costs |
| 7. Project: Equilibrium Graph | 22. Alternate Quiz 3 - Form A: Costs |
| 8. Quiz 1: Basic Economic Principles | 23. Alternate Quiz 3 - Form B: Costs |
| 9. Alternate Quiz 1 - Form A: Basic Economic Principles | 24. Unit Project: Business Ventures - Part 2 |
| 10. Alternate Quiz 1 - Form B: Basic Economic Principles | 25. Special Project |
| 11. Scarcity | 26. Review |
| 12. Economic Measurement | 27. Test |
| 13. Project: Economic Forecast | 28. Alternate Test - Form A |
| 14. Quiz 2: Scarcity and Forecasting | 29. Alternate Test - Form B |
| 15. Alternate Quiz 2 - Form A: Scarcity and Forecasting | 30. Glossary and Credits |

**SMALL BUSINESS ENTREPRENEURSHIP
UNIT 3: FINANCING**

Assignment Titles

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|---|---|
| 1. Start-Up Costs | 16. Alternate Quiz 2 - Form B: Financial Records |
| 2. Costs of Goods Sold | 17. Sources of Financing |
| 3. Operating Expenses | 18. Assess Collateral |
| 4. Gross Income, Net Income, and Break-Even Point | 19. Project: Financing Sources |
| 5. Quiz 1: Principles of Financing | 20. Interest Rate and Monthly Payments |
| 6. Alternate Quiz 1 - Form A: Principles of Financing | 21. Quiz 3: Sources of Financing |
| 7. Alternate Quiz 1 - Form B: Principles of Financing | 22. Alternate Quiz 3 - Form A: Sources of Financing |
| 8. Income Statement | 23. Alternate Quiz 3 - Form B: Sources of Financing |
| 9. Project: Income Statement | 24. Unit Project: Business Ventures - Part 3 |
| 10. Balance Sheet | 25. Special Project |
| 11. Project: Balance Sheet | 26. Review |
| 12. Profitability and Projecting Cash Flow | 27. Test |
| 13. Project: Financial Records | 28. Alternate Test - Form A |
| 14. Quiz 2: Financial Records | 29. Alternate Test - Form B |
| 15. Alternate Quiz 2 - Form A: Financial Records | 30. Glossary and Credits |

**SMALL BUSINESS ENTREPRENEURSHIP
UNIT 4: MARKETING**

Assignment Titles

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| 1. Analyze a Market's Customers | 15. Marketing Terminology |
| 2. Target Market | 16. Marketing Functions |
| 3. Project: Target Market | 17. 4P's and 7P's |
| 4. Quiz 1: Target Markets | 18. Project: Marketing Mix |
| 5. Alternate Quiz 1 - Form A: Target Markets | 19. Project: Promotion |
| 6. Alternate Quiz 1 - Form B: Target Markets | 20. Marketing Plan |
| 7. Steps of Market Research | 21. Quiz 3: Marketing Mix |
| 8. Uses for Market Research | 22. Alternate Quiz 3 - Form A: Marketing Mix |
| 9. Project: Current Event - Market Research | 23. Alternate Quiz 3 - Form B: Marketing Mix |
| 10. Project: Assessing Competitors' Strengths and Weaknesses | 24. Unit Project: Business Ventures - Part 4 |
| 11. Industry Characteristics | 25. Special Project |
| 12. Quiz 2: Market Research and Competition | 26. Review |
| 13. Alternate Quiz 2 - Form A: Market Research and Competition | 27. Test |
| 14. Alternate Quiz 2 - Form B: Market Research and Competition | 28. Alternate Test - Form A |
| | 29. Alternate Test - Form B |
| | 30. Glossary and Credits |

**SMALL BUSINESS ENTREPRENEURSHIP
UNIT 5: MANAGEMENT AND BUSINESS PLANS**

Assignment Titles

1. Functions of Management	14. Project: Analyze a Business Plan - Part 3
2. Project: Leadership Styles	15. Project: Analyze a Business Plan - Part 4
3. Organization Structure	16. Quiz 2: Business Plan
4. Project: Organizational Chart	17. Alternate Quiz 2 - Form A: Business Plan
5. Regulations to Protect Employees	18. Alternate Quiz 2 - Form B: Business Plan
6. Quiz 1: Management	19. Unit Project: Business Ventures - Part 5
7. Alternate Quiz 1 - Form A: Management	20. Special Project
8. Alternate Quiz 1 - Form B: Management	21. Review
9. Business Plan	22. Test
10. Project: Business Plan	23. Alternate Test - Form A
11. Project: Business Plan Sources	24. Alternate Test - Form B
12. Project: Analyze a Business Plan - Part 1	25. Glossary and Credits
13. Project: Analyze a Business Plan - Part 2	

**SMALL BUSINESS ENTREPRENEURSHIP
UNIT 6: COURSE REVIEW, AND EXAM**

Assignment Titles

1. Review	3. Alternate Exam - Form A
2. Exam	4. Alternate Exam - Form B