

CONTENT OUTLINE

- I. Exploring Entrepreneurship and the Retail Market
  - A. Entrepreneurship Defined
    - 1. Historical and present-day examples
    - 2. Personal characteristics of entrepreneurs
  - B. Types of Business Ownership
    - 1. Sole proprietorship
    - 2. Partnership
    - 3. Corporation
    - 4. Franchise
  - C. Venture Ideas
    - 1. Personal interests and aptitudes
    - 2. Community research
  
- II. The Business Plan
  - A. The Market
    - 1. Market analysis
      - a. Meeting a need
      - b. Potential customers
      - c. Potential competition
      - d. Location
    - 2. Marketing strategy
      - a. Pricing
      - b. Advertising
      - c. Selling
      - d. Servicing
  - B. Organizing and Managing
    - 1. Making decisions
    - 2. Planning
    - 3. People
  
- III. Managing and Operating a Business
  - A. Money Matters
    - 1. Financing
      - a. Capital
      - b. Loans
    - 2. Projected income and expenses
  - B. Keeping Financial Records
    - 1. Profit and loss statement
    - 2. Balance sheet
  - C. Organizing and Managing
  - D. Buying
  - E. Selling

COURSE: ENTREPRENEURSHIP

CONTENT OUTLINE, continued

- V. Essentials of Merchandising
  - A. The Store
  - B. Pricing
- V. Advertising and Promotion
  - A. Advertising
  - B. Promotional Techniques
  - C. Displays
- VI. Practicum: The In-school Business
  - A. Planning the Business
  - B. Operating the Business
  - C. Closing the Business
- II. Optional Practicum: Internship