

Entrepreneurship (CIP Code: 52.0701/52.0101)

GRADE LEVEL/UNIT TITLE: 11-12/Production/Operational Management

Course Code: 040011/0340305

COURSE INTRODUCTION		
<p>An instructional program that provides a background for the development and operation of a business starting with the role of the entrepreneur in our economy to development of a business plan and the application of specific marketing skills and concepts within the business environment.</p> <p>Instruction in this area prepares students to understand how to organize and operate a business. All students can benefit from an understanding of and appreciation for entrepreneurship and its role in the enterprise system.</p> <p>This course is designed to provide students with the fundamental knowledge needed for organizing, developing, and implementing a business concern within the private free enterprise system. Topics of student will include learning the advantages and disadvantages of owning a business, preparing a business plan, choosing a location, securing a loan, determining organizational structure, and promoting a business.</p>		
UNIT DESCRIPTION	SUGGESTED UNIT TIMELINE	
Students will learn the components and how to develop a product and operational management plan for an entrepreneurial venture.	1 week	
	CLASS PERIOD (min.)	
	50 minutes	
ESSENTIAL QUESTIONS		
<ol style="list-style-type: none"> How would an entrepreneur develop a product and operational management plan for an entrepreneurial venture? What are the components of a management plan for an entrepreneurial venture? 		
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	NBEA STANDARD	DOK
1. Use Personal Information Management/Productivity applications	IT IV. 3A	2
2. Determine venture's technology needs	Entre. II. B. 3B	2
3. Plan business layout	Mgmt. I. A. 3C	4
4. Determine equipment needs	IT. III. 3A	2
5. Document business systems and procedures		2
6. Establish operating procedures	Mgmt. IB. 3B	2
7. Develop project plans	Entre. VI. C. 3C	2
8. Analyze business processes and procedures	Mgmt. III. A. 3B	3
9. Implement quality improvement techniques	Mgmt. I. D. 3B	3
10. Evaluate productivity of resources	IT. II. 3B	2
11. Select business location	Entre. II. B. 3C	2
12. Select distribution channels	Mktg. IV. B. 3B	3
13. Develop and implement order-fulfillment processes	Mktg. IV. A. 6. 3A	2
14. Explain the buying process	Mktg. IV. A. 5. 3A	3
15. Describe the nature of buyer reputation and vendor relationships	Mgmt. XI. C. 3A	2

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16. Establish company buying/purchasing policies	Comm. III. A. 3A	2
17. Conduct vendor search	Mgmt. XI. C. 3A	2
18. Choose vendors	Mgmt. XI. C. 3B	2
19. Schedule staff	Mgmt. XI. B. 3A	3
20. Maintain inventory of products/supplies	Mgmt. XI. D. 3B	2
21. Organize shipping/receiving	Mgmt. XI. D. 3C	2
OBJ. #	INSTRUCTIONAL STRATEGIES	
1, 2	1. Lecture on distribution channels; cooperative learning	
7, 8	2. Independent learning - reading	
1-21	3. Lecture and class activity on selecting a business location: http://www.bized.co.uk/learn/business/production/efficiency/location.htm#.T5B_VPD1q1M.email	
OBJ. #	INSTRUCTIONAL ACTIVITIES	
1, 2	1. Students take notes on lecture on distribution channels. Students will complete eggman activity in groups of 3-4.	
7, 8	2. Students read about production management.	
1-21	3. Students participate in class activities related to selecting a business location.	