**LESSON 1:**

**DEVELOPING A BUSINESS PLAN (DP)**

1. Recognize a potential market

2. Recognize and understand the market

3. Recognize the importance of marketing mix in the development of marketing strategy

4. Demonstrate understanding of the 4Ms of operations

Content Standard: The learner demonstrates understanding of concepts, underlying principles, and processes of developing a business plan

**LESSON 2:**

**IMPLEMENTING A SIMPLE BUSINESS (IB)**

1. Manifest understanding of starting and operating a simple business

1.1 Implement the business plan;

1.2 Operate the business;

1.3 Sell the product/service to potential customers;

1.4 Identify the reasons for keeping business records;

1.5 Perform key bookkeeping tasks;

1.6 Interpret financial statements

1.7 Prepare an income statement and a balance sheet;

1.8 Identify where there is a profit or loss for a business; and

1.9 Generate an overall report on the activity.

CONTENT STANDARD: The learner demonstrates understanding of concepts, underlying principles, and processes of starting and operating a simple business.

**ENTREPRENEURSHIP**

**Textbook/ Source: Curriculum Guide**

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