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

I. Practicum: The In-school Business
   A. Planning the Business
   B. Operating the Business
   C. Closing the Business

II. Optional Practicum: Internship