

Entrepreneurship and Marketing 10
Business Ventures
COURSE OUTLINE
Ms. Mah

Course Goals:

- To understand the structure of business and economics
- To develop and use research skills both within the school and the community
- To demonstrate good written and oral communication skills
- To be able to work individually and as a team member
- To have the opportunity to explore various career opportunities in business.

Course Overview:

Unit 1: Understanding Business

- Demand, supply and price
- Profit and Competition
- Decision-Making Model

Unit 2: Business and the Consumer

- Today's Consumer
- Why We Buy
- Taking Care of Business

Unit 3: Starting a Business

- Types of Businesses
- Types of Ownership
- Business Responsibilities

Unit 4: Competitive Environments

- The Need for Competition
- Competition Among Products
- Service Competition
- The Competition for Markets

Unit 5: The Role and Functions of Marketing

- Brand Management Strategies
- Marketing Research
- Product Development
- Sales and Distribution
- Advertising and Promotion

Unit 6: Money

- What is Money?
- Earning Money
- Spending Money
- Managing Money

Unit 7: Saving and Investing

- The Need for a Savings Plan
- Common Forms of Investment

