

# **CURRICULUM STRANDS**

## **Business Management** Thomas Jefferson High School

- I. Nature of entrepreneurship and small business
- II. Seeking entrepreneurial opportunities
- III. Small business marketing
  - A. Consumer behavior
  - B. Products strategies
- IV. Managing small business operations
  - A. Human resources
  - B. Quality and operations
- V. Developing the new venture business plan
  - A. Marketing plan
  - B. Management plan
  - C. Financial plan
  - D. Site plan
- VI. Small business operation (school store)