

GOAL STATEMENT

Management and Marketing

Thomas Jefferson High School

This course provides students with a realistic framework for starting their own businesses. Students will learn to analyze, organize, promote, and finance a small business, as well as be introduced to the latest trend in business, sports and entertainment marketing. The students will apply knowledge gained throughout this course in preparing a detailed business plan for a new business venture during the latter part of the year.

During this course the student will:

1. Understand terminology related to entrepreneurship, small business management and marketing.
2. Explore the various types of businesses and the specific requirements of founding and/or operating each.
3. Consider legal and ethical issues facing businesses today.
4. Learn the various philosophies and components of marketing and apply that knowledge to the real-world with an emphasis on the sports and entertainment industry.
5. Utilize resources effectively and efficiently to achieve organizational goals through planning/strategizing, organizing, leading/directing, and evaluating/controlling.
6. Develop a new venture business plan.