Business Planning

Content Area: **Family and Consumer Science**
Course(s):
Time Period: **Semester 1**
Length: **1 year**
Status: **Published**

Standards - NJCCS/CCSS

0xPERS.K-12.1.4	Understanding that postsecondary education and life-long learning are necessary for long-term career success
0xPERS.K-12.2.A.2	Demonstrate creativity
0xPERS.K-12.2.A.3	Use time-management, organizational and study skills
0xPERS.K-12.2.B.1	Demonstrate ability to assume responsibility
0xPERS.K-12.2.C.1	Use effective oral and written communication skills and listening skills
0xPERS.K-12.2.C.7	Use leadership and teamwork skills to work effectively in diverse teams

Enduring Understandings

1. It's imperative to understand who the target market is and what types of products or services these consumers are looking for.

2. Businesses can very easily fail without accurate tracking of finances within all aspects of the business establishment.

3. Marketing and advertising can make or break the success of a business.

Essential Questions

1. Taking into account geographical location and demographics, what type of dining concepts would work in this specific cafe location?

2. What is the importance of marketing and advertising as it relates to the success of a business?

3. What are the limits to profitability within a food establishment?

Knowledge and Skills

- Students will be able to outline strategies to identify the target market
- Students will be able to create various creative marketing strategies to promote their business
- Students will be able to identify the importance of tracking finances within a business
- Students will be able to create a dining concept that will serve various food products to the school population

Resources

Unit Plan

- Just the Facts Food and Kitchen Safety DVD
- Top Chef Masters: Season 1: Episodes 1, 9 and 10
- The Great British Baking Show: Seasons 1 through 4
- Textbook: Discovering Foods
- Julie and Julia DVD
- Kitchen equipment
    - Nasco
    - Hubert
- Google Suite - https://gsuite.google.com/
    - Google forms
    - Google classroom
    - Google slides
- Factile - https://www.playfactile.com/
    - use for review

Transfer Goals

1. The ability to understand the major components of successful marketing as it applies to the food industry.

2. Comprehending the importance of tracking finances with the goal of profitability.

Assessments

Assessments

Modification

Modifications