

# Unit 3 Develop a Business Plan

Content Area: **Mathematics**  
Course(s): **Generic Course, Entrepreneurship**  
Time Period: **Semester 1 & 2**  
Length: **2.5 weeks**  
Status: **Published**

## Standards

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PFL.9.1.12.A.4	Identify a career goal and develop a plan and timetable for achieving it, including educational/training requirements, costs, and possible debt.
PFL.9.1.12.A.6	Summarize the financial risks and benefits of entrepreneurship as a career choice.
PFL.9.1.12.B.1	Prioritize financial decisions by systematically considering alternatives and possible consequences.
PFL.9.1.12.B.10	Develop a plan that uses the services of various financial institutions to meet personal and family financial goals.
PFL.9.1.12.D.4	Assess factors that influence financial planning.

## Enduring Understanding

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A business plan forces you to consider every aspect of your business and research is vital to completing an effective business plan. A business plan is a living document.

Success takes time, perseverance and hard work.

There are many community, government and professional resources available to help you with your business plan. These include the Small Business Administration, Small Business Development Centers and various trade associations.

## Essential Questions

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What does a successful business plan look like?

When is a business plan complete?

How does creating a business plan help you see the "big picture"?

## Knowledge and Skills

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Describe the basic elements of a business plan.

Identify important resources that can help with constructing a business plan.

Discuss some common business plan mistakes.

Write an effective business plan.

Write a cover letter to a bank loan officer and a statement of purpose.

## **Transfer Goals**

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A detailed summary can convey a great deal of information about a topic as well as about the author.

There are benefits and hinderances tied to exploring the business world alone.

## **Resources**

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Textbook

You Tube

Small Business Administration

Government websites

Shark Tank

Elevator Pitch