

PACE – Program for Acquiring Competence in Entrepreneurship

Targeted Grade Level: Postsecondary and Adult

Lifelong Learning Model: Stage 4 - Startup

Source: Center on Education and Training for Employment, The Ohio State University

Availability: The product is available for \$175 or in separate components for different levels of education or by different titles

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Description:

This competency-based curriculum is designed for student-use in the classroom. Mix and match any of the 21 topic-based booklets to suit your program needs. Choose the best level of difficulty for your students.....

- Level 1 is basic, to be used for general awareness of the field of business development; this is appropriate for the Competency Awareness level of the lifelong learning model
- Level 2 takes a student to the ability to create a business plan. Materials and activities are appropriate for the Creative Application level of the lifelong learning model
- Level 3 is for adults that are ready to start a business. Use this level for the Startup level of the lifelong learning model

Or choose all three levels to progress in competency on any of the 21 topics.

Unit 1: Your Potential as an Entrepreneur

Unit 2: Nature of Small Business

Unit 3: Business Opportunities

Unit 4: Global Markets

Unit 5: The Business Plan

Unit 6: Help for the Entrepreneur

Unit 7: Types of Ownership

Unit 8: Marketing Analysis

Unit 9: Location

Unit 10: Pricing Strategy

Unit 11: Financing the Business

Unit 12: Legal Issues

Unit 13: Business Management

Unit 14: Human Resources

Unit 15: Promotion

Unit 16: Selling

Unit 17: Record Keeping

Unit 18: Financial Analysis

Unit 19: Customer Credit

Unit 20: Risk Management

Unit 21: Operations

M: Operations Management

Standard: Understands the processes and systems implemented to facilitate daily business operations

M.10 Select business location

SAMPLE
PACE - Level 1, Unit 9 - Location

OBJECTIVES

- * Explain the importance of “place” in the marketing mix
- * Identify factors that affect site choices
- * Identify sources of help available for selecting a business site

SAMPLE ASSESSMENT

Demonstrate understanding of the objectives through a written test

SAMPLE CONTENT

This unit discusses the factors in the community that will make a difference to where a business is located including economic factors, competition, population characteristics, needed space or layout, availability of transportation, and availability of resources. Students can apply these factors to decisions needed for a class fund-raising project as well.

M: Operations Management

Standard: Understands the processes and systems implemented to facilitate daily business operations

M.10 Select business location

SAMPLE

PACE - Level 2, Unit 9 Location

OBJECTIVES

- Determine appropriate business locations
- Identify factors to be considered when selecting business sites for specific types of businesses
- Determine advantages and disadvantages of different types of business locations
- Determine steps involved in selecting a business site.

SAMPLE ASSESSMENT

The student applies the information in this unit to a case study requiring a decision about moving to a new location.

SAMPLE CONTENT

The student discusses factors that relate to different types of businesses and the advantages and disadvantages of certain types of locations for specific types of businesses.

SAMPLE Supported by National Content Standards for Entrepreneurship Education

A. Entrepreneurial Processes

Standard: Understands concepts and processes associated with successful entrepreneurial performance

A.09 Describe entrepreneurial planning considerations

A.10 Explain tools used by entrepreneurs for venture planning

L: Marketing Management

Standard: Understands the concepts, processes, and systems needed to determine and satisfy customer needs/wants/expectations, meet business goals/objectives, and create new product/service ideas

L.14 Determine market segments

L.15 Select target markets

L.16 Conduct market analysis

L.17 Explain the concept of marketing strategies

L.18 Describe the nature of marketing planning

L.20 Develop marketing plan

SAMPLE

PACE - Level 3, Unit 8 Marketing Analysis

OBJECTIVES

- Discuss the effects of a customer-driven business plan
- Evaluate your potential market using decision-making tools
- Describe product/service decision
- Define your target market
- Develop your marketing strategy

SAMPLE CONTENT

Content addresses the strategic marketing planning process and the factors that affect the decisions necessary in developing your product or service. The unit provides an outline to be sure you have addressed all factors affecting the marketing strategy

SAMPLE ASSESSMENT

The student uses the strategic marketing planning process to create a marketing strategy for their own business or one that is being planned.