

<p>PA Achievement Standard(s): 15.5.12.D: Create a business plan using appropriate data to support the business concept. Link for the achievement standard: http://www.pdesas.org/Standard/Views#114,115,116,117 14121 0 0</p>	
<p>▶ Big Idea/Essential Questions:</p> <ul style="list-style-type: none"> ▶ Why do you need a business plan? ▶ What goes into a business plan? ▶ How to create an effective business plan? 	
<p>Competencies: The students will be able to...</p> <ul style="list-style-type: none"> • The student will be able to explain the purpose of writing a good business plan. • The student will be able to describe the importance of a business plan. • The student will be able to identify the seven basic elements of a business plan. • The student will be able to recognize what additional elements may be needed for a business plan. • The student will be able to explain how to research a business plan. • The student will be able to organize a business plan. 	
<p>Learning Plan</p>	
<p>Suggested Activities/Strategies</p>	<p>Assessment Evidence:</p>
<ul style="list-style-type: none"> • Start of Business Plan Project (DECA Guidelines will be used.) 	<ul style="list-style-type: none"> • Teacher observation • Presentation • Finished business plan: cover letter, title page, table of contents, statement of purpose, executive summary, market research, marketing plan, SWOT analysis mission and vision statement, appendix