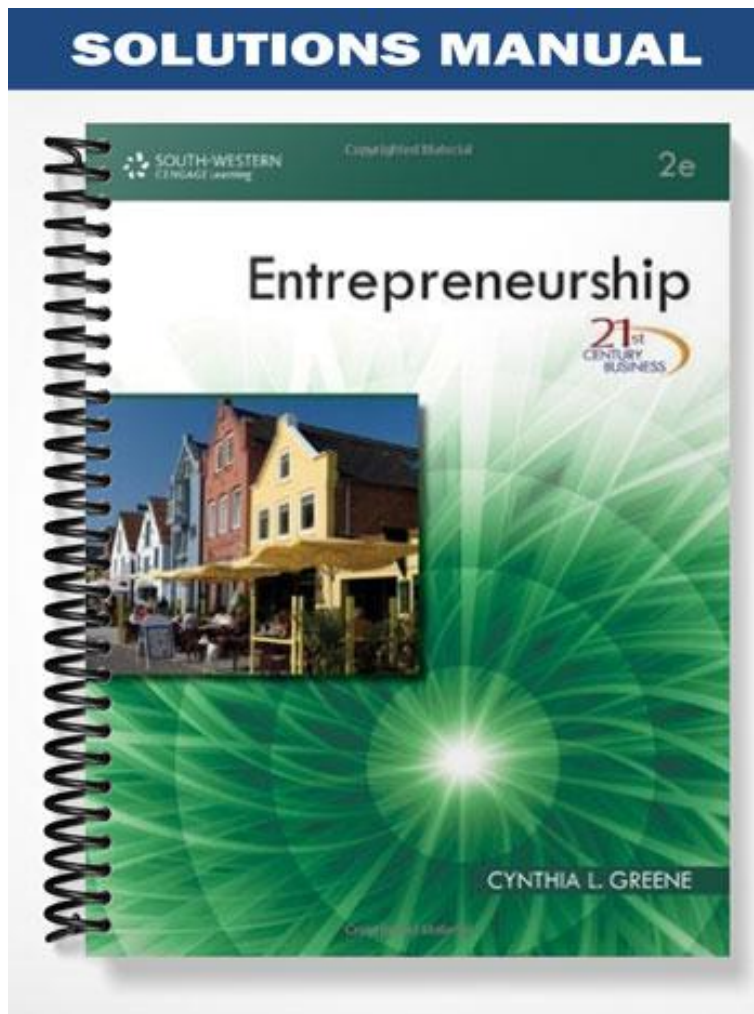
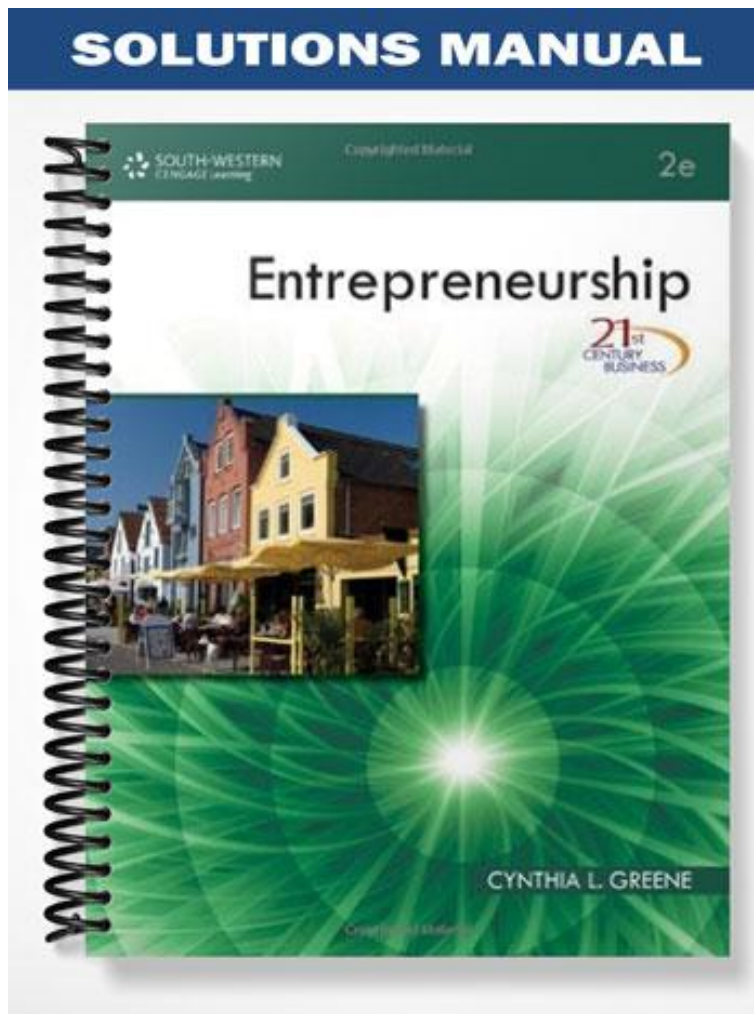


SOLUTIONS MANUAL



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21st Century Business • Entrepreneurship
Chapter 2: Develop a Business Plan

Student solutions will vary.

International Business Plan Considerations	Goals	Action Steps to Achieve Goals
1.		
2.		
3.		
4.		
5.		
6.		
7.		

21st Century Business & Entrepreneurship
Chapter 2: Develop a Business Plan

E-Mail Correspondence

Subj: Importance of a Business Plan
Date: *[insert date here]*
From: *[your name here]*
To: *[insert your friend's name here]*

Student solutions will vary but should indicate that business plans help entrepreneurs think about all aspects of the business, communicate ideas to others, serve as a management tool, and secure financing.

21st Century Business Ñ **Entrepreneurship**

Teacher: _____

Week of: _____

M T W Th F

Chapter 2 Develop a Business Plan**Introduction**

- Chapter Overview, p. 32
- Careers for Entrepreneurs – UPS, p. 32
- Chapter Project – Get Started on Your Business Plan, p. 33

Chapter 2 Instructor's Resources**Instructor's Resource CD**

- PowerPoint Slides, Chapter 2
- Data Activities, Chapter 2

ExamView® CD

- Test Bank for Chapter 2

www.cengage.com/school/business/21biz

- NET Bookmark, Chapter 2
- Flashcards, Chapter 2

21st Century Business Ñ **Entrepreneurship**

Teacher: _____

Week of: _____

M T W Th F

Lesson 2.1 Why a Business Plan Is Important**Teaching Resources**

- PowerPoint Slides

Goals

- Explain the purpose of writing a good business plan
- Describe the importance of a business plan

Focus

- Jump Start, p. 34

Teach

- Purpose of a Business Plan, pp. 34–36
- Importance of a Business Plan, pp. 36–37

Activities and Projects

- Teamwork, p. 35
- Chapter Project, p. 33

Special Features

- NET Bookmark, p. 36
- Business Math Connection, p. 37

Apply, Review, and Assess

- Checkpoint, pp. 36, 37
- Think Critically, p. 38
- Make Academic Connections, p. 38

Annotated Instructor's Edition**Teaching Strategies**

- Hearing Impaired Students, p. 36
- Gifted Students, p. 37

Apply, Review, and Assess

- Ongoing Assessment, p. 37
- Reteach, p. 38
- Enrich, p. 38
- Assess, p. 38
- Close, p. 38

21st Century Business *Entrepreneurship*

Teacher: _____

Week of: _____

M T W Th F

Lesson 2.2 What Goes into a Business Plan?**Teaching Resources**

- PowerPoint Slides

Goals

- List and describe the basic elements of a business plan
- Describe how to pull a business plan together

Focus

- Jump Start, p. 39

Teach

- Basic Elements of a Business Plan, pp. 39–44
- Complete the Business Plan, pp. 44–48

Activities and Projects

- Teamwork, p. 43
- Chapter Project, p. 33

Special Features

- Tech Literacy, p. 41
- Communicate, p. 46

Apply, Review, and Assess

- Checkpoint, pp. 44, 48
- Think Critically, p. 49
- Make Academic Connections, p. 49

Annotated Instructor's Edition**Teaching Strategies**

- Visual Learners, p. 40
- Tactile Learners, p. 44

Apply, Review, and Assess

- Ongoing Assessment, p. 44
- Reteach, p. 49
- Enrich, p. 49
- Assess, p. 49
- Close, p. 49

21st Century Business *Entrepreneurship*

Teacher: _____

Week of: _____

M T W Th F

Lesson 2.3 How to Create an Effective Business Plan**Teaching Resources**

- PowerPoint Slides

Goals

- Describe resources available for researching your business plan
- Name common mistakes to avoid in business planning

Focus

- Jump Start, p. 50

Teach

- Research the Business Plan, pp. 50–53
- Mistakes in Business Planning, pp. 53–54

Activities and Projects

- Teamwork, p. 52
- Chapter Project p. 33

Special Features

- Did You Know?, p. 51
- Cross-Cultural Relationships, p. 54

Apply, Review, and Assess

- Checkpoint, pp. 53, 54
- Think Critically, p. 55
- Make Academic Connections, p. 55

Annotated Instructor's Edition**Teaching Strategies**

- Tactile Learners, p. 52

Apply, Review, and Assess

- Ongoing Assessment, p. 53
- Reteach, p. 55
- Enrich, p. 55
- Assess, p. 55
- Close, p. 55

21st Century Business *Entrepreneurship*

Teacher: _____

Week of: _____

M T W Th F

Chapter 2 Assessment**Teaching Resources****Instructor's Resource CD**

- Data Activities, Chapter 2

ExamView® CD

- Test Bank for Chapter 2

www.cengage.com/school/business/21biz

- NET Bookmark, Chapter 2
- Flashcards, Chapter 2

Activities and Projects

- Chapter Project – Wrap-up, p. 33

Apply and Review

- Chapter Summary, p. 56
- Vocabulary Builder, p. 56
- Review Concepts, pp. 57–58
- Apply What You Learned, pp. 58–59
- Make Academic Connections, p. 59
- Ethical Dilemma, p. 59

Annotated Instructor's Edition**Apply, Review, and Assess**

- Reteach, p. 57
- Enrich, p. 57
- Assess, p. 57
- Portfolio Assessment, p. 57

21st Century Business • Entrepreneurship
Chapter 2: Develop a Business Plan

Student solutions will vary as to their own business examples, but the basic elements of a business plan should be shown as below, in that order, from p. 40 of the text.

Basic Elements of a Business Plan	Your Own Business Examples
1. <i>Introduction</i>	1. <i>[student answers will vary]</i>
2. <i>Marketing</i>	2. <i>[student answers will vary]</i>
3. <i>Financial Management</i>	3. <i>[student answers will vary]</i>
4. <i>Operations</i>	4. <i>[student answers will vary]</i>
5. <i>Concluding Statement</i>	5. <i>[student answers will vary]</i>

21st Century Business • Entrepreneurship
Chapter 2: Develop a Business Plan

Student solutions will vary.

Resources for Researching a Business Plan			
Print	Online	People	Other