



GEORGIA

PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

MARKETING SALES AND SERVICE

PATHWAY: Marketing & Management

COURSE: Entrepreneurship: Building a Business

UNIT 4: Location Analysis



INTRODUCTION

Annotation:

In this unit students will be able to discuss the steps in location analysis, criteria and rationale for selecting a business site.

Grade(s):

x	9 th
x	10 th
x	11 th
x	12 th

Time:

2 days

Author:

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Additional Author(s):

Revision and Edit: Krystin Glover

Students with Disabilities:

For students with disabilities, the instructor should refer to the student's IEP to be sure that the accommodations specified are being provided. Instructors should also familiarize themselves with the provisions of Behavior Intervention Plans that may be part of a student's IEP. Frequent consultation with a student's special education instructor will be beneficial in providing appropriate differentiation.



FOCUS STANDARDS

GPS Focus Standards:

MKT-EN-4 Compile a business plan worksheet.

- b. Explain the steps used in conducting a location analysis.
- c. Identify trends and other criteria for site location.
- d. Justify rationale for selected site.

GPS Academic Standards:

ELA12W1. The student produces writing that establishes an appropriate organizational structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.

ELA12W3. The student uses research and technology to support writing.

National / Local Standards / Industry / ISTE:



UNDERSTANDINGS & GOALS

Enduring Understandings:

- Students will develop a basic understanding of types of locations and choosing a site location.

Essential Questions:

- How would you justify rationale for selected sites?
- Why is selecting the right location important for a business?

Knowledge from this Unit:

- Knowing what a location analysis is and how to perform one.

Skills from this Unit:

- Students will be able to identify the steps in conducting location analysis.
- Students will be able to identify the criteria for site location.



ASSESSMENT(S)

Assessment Method Type:

_____ Pre-test

- _____ Objective assessment - multiple-choice, true- false, etc.
 - _____ Quizzes/Tests
 - _____ Unit test
- x _____ Group project
- _____ Individual project
- _____ Self-assessment - May include practice quizzes, games, simulations, checklists, etc.
 - _____ Self-check rubrics
 - _____ Self-check during writing/planning process
 - _____ Journal reflections on concepts, personal experiences and impact on one's life
 - _____ Reflect on evaluations of work from teachers, business partners, and competition judges
 - _____ Academic prompts
 - _____ Practice quizzes/tests
- x _____ Subjective assessment/Informal observations
 - _____ Essay tests
 - _____ Observe students working with partners
 - _____ Observe students role playing
- x _____ Peer-assessment
 - _____ Peer editing & commentary of products/projects/presentations using rubrics
 - _____ Peer editing and/or critiquing
- x _____ Dialogue and Discussion
 - _____ Student/teacher conferences
 - _____ Partner and small group discussions
 - _____ Whole group discussions
 - _____ Interaction with/feedback from community members/speakers and business partners
- _____ Constructed Responses
 - _____ Chart good reading/writing/listening/speaking habits
 - _____ Application of skills to real-life situations/scenarios
- _____ Post-test

Assessment(s) Title:

- Site Selection Group Poster and Presentation

Assessment(s) Description/Directions:

Teacher should introduce the subject of the importance of site location when starting a business. The lesson should be a part of the compilation of the business plan. Divide students into groups of 2-3 and distribute the handout/article to every student in the class. See additional teacher directions.

Attachments for Assessment(s):



LEARNING EXPERIENCES

Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.
 - MKT-EN-4 Compile a business plan worksheet.
 - b. Explain the steps used in conducting a location analysis.
 - c. Identify trends and other criteria for site location.
 - d. Justify rationale for selected site.

2. Review Essential Questions.
 - How would you justify rationale for selected sites?
 - Why is selecting the right location important for a business?
3. Materials needed: copy of Entrepreneur.com article, poster boards – one for every group of 2-3 students
4. Identify and review the unit vocabulary.
5. Instruction on Location Analysis.
6. Read article with groups and discuss.
7. Use teacher instructions to instruct students on Site Selection Activity.

Attachments for Learning Experiences:

- How to Find the Best Location Article Word document
- Site Selection Teacher Instructions Word document

Notes & Reflections:



CULMINATING PERFORMANCE TASK

Culminating Unit Performance Task Title:

- Site Selection Poster

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

- See teacher directions

Attachments for Culminating Performance Task:

- Site Selection Teacher Instructions Word document



UNIT RESOURCES

Web Resources:

- <http://www.entrepreneur.com>

Attachment(s):

Materials & Equipment:

What 21st Century Technology was used in this unit:

<input type="checkbox"/>	Slide Show Software	<input type="checkbox"/>	Graphing Software	<input type="checkbox"/>	Audio File(s)
<input type="checkbox"/>	Interactive Whiteboard	<input type="checkbox"/>	Calculator	<input type="checkbox"/>	Graphic Organizer
<input type="checkbox"/>	Student Response System	<input checked="" type="checkbox"/>	Desktop Publishing	<input type="checkbox"/>	Image File(s)
<input type="checkbox"/>	Web Design Software	<input type="checkbox"/>	Blog	<input type="checkbox"/>	Video
<input type="checkbox"/>	Animation Software	<input type="checkbox"/>	Wiki	<input type="checkbox"/>	Electronic Game or Puzzle Maker
<input type="checkbox"/>	Email	<input checked="" type="checkbox"/>	Website		