

PACE

Fourth Edition

Program for Acquiring Competence in Entrepreneurship



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CENTER ON EDUCATION AND
TRAINING FOR EMPLOYMENT
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Cluster A – Exploring Entrepreneurship

Module A-1 Evaluating Your Potential as an Entrepreneur. Helps entrepreneurs evaluate their personal traits, motives, and goals to determine whether they have what it takes to succeed as an entrepreneur.

Module A-2 Understanding the Nature of Small Business. Presents the principles of the American economy and suggests ways to identify promising businesses and industries.

Module A-3 Making the Most of Marketplace Opportunity. Helps entrepreneurs assess how the market has changed and how they can respond quickly to satisfy newly created or lingering customer desires.

Module A-4 Investigating Global Markets. Presents information on the global marketplace and the opportunities and benefits international trade offers to entrepreneurs.

Cluster B – Planning for Business Success

Module B-1 Developing Your Business Plan. Gives entrepreneurs information and tools needed to develop an effective blueprint to plan and operate a lucrative business.

Module B-2 Finding Help for Your Small Business. Identifies sources of specialized help available to entrepreneurs for a wide variety of essential tasks and critical decisions.

Module B-3 Choosing the Right Type of Ownership. Provides information to help entrepreneurs decide which type of ownership is best suited for the business they are planning.

Module B-4 Developing a Marketing Strategy. Guides entrepreneurs through key marketing decisions, from market analysis to the final marketing plan, to help increase the probability that the consumer will choose the entrepreneur's business over the competition.

Module B-5 Finding the Best Location. Explains how entrepreneurs can maximize profits by doing business where they can both attract customers and deliver their goods and services.

Module B-6 Developing a Pricing Strategy. Helps entrepreneurs identify the factors that affect their profit margin and marketplace influences to establish a price that maximizes their profit.

Module B-7 Financing Your Business. Explains how entrepreneurs can identify their money needs and sources of funding to find adequate financing to start and sustain their small business.

Module B-8 Addressing Legal Issues. Helps entrepreneurs comply with the many laws affecting small business by detailing the basic concepts and issues that entrepreneurs face in the legal realm and describing the help available from legal experts.

Cluster C – Business Management for the Entrepreneur

Module C-1 Managing Basic Business Functions. Provides information on the managerial skills that entrepreneurs need to act effectively as manager, team leader, key communicator, and major decision-maker.

Module C-2 Managing Your Human Resources. Provides information to help entrepreneurs effectively manage the most valuable resource they have – the people who work for them.

Module C-3 Promoting Your Business. Helps entrepreneurs understand their customer base and design a promotional strategy to communicate effectively with customers, project a positive image, and increase sales.

Module C-4 Maximizing Sales. Covers the three basic steps of selling – finding customers, helping with the buying decision, and providing quality customer service after the sale.

Module C-5 Maintaining Accurate Records. Details practices entrepreneurs must follow to maintain financial stability and professional assistance entrepreneurs can use when necessary.

Module C-6 Managing Your Finances. Identifies tools, procedures, and financial experts that entrepreneurs can use to maintain their company's financial well being and manage their financial affairs as well as large corporations.

Module C-7 Extending Customer Credit. Explains how entrepreneurs can offer credit to develop a strong loyal customer base and ultimately lead to increased sales.

Module C-8 Minimizing Risk. Informs entrepreneurs about how they can minimize potential damage, injury, or loss to their business – so threatening to companies because small businesses are less able to absorb loss.

Module C-9 Maintaining Operations. Provides information on equipment and layout, production planning, purchasing, inventory control, and shipping and receiving.

Module C-10 Conducting E-Commerce. Explains how entrepreneurs can attract customers and increase business through e-business and e-commerce, including IT strategies for developing and maintaining a website, online order processing, and customer service.

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| | PACE Fourth Edition, Complete Set – CD-ROM PDF Format | \$79.95 |
| | PACE Fourth Edition, Complete Set – Print Format | \$225.00 |
| Pricing | PACE Cluster A, 4 Modules – Print Format | \$41.00 |
| | PACE Cluster B, 8 Modules – Print Format | \$82.00 |
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