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Program for Acquiring Competence in Entrepreneurship (PACE) 4th Edition Now Available

PACE has been around since the 1980s and has gone through various revisions. This current edition of PACE continues the effort to respond to the needs of the education and business communities. PACE 4th Edition breaks from past versions in both format and some content and will allow the instructor/facilitator greater flexibility in selecting content to accommodate the needs of various audiences and setting.

This version continues to emphasize the importance of planning and managing of a small business. There is now a renewed emphasis on meeting customer expectations, which any business needs to focus on. A new module has been included on the topic of e-commerce. The revision of this edition was supported in part by a grant from OSU CARES/OSU Extension and in partnership with OSU South Centers–Piketon. We are happy to introduce you to the following revised PACE modules. **Place your order now beginning July 1, 2007 through September 30, 2007 and receive a 10% discount on your total order.**

Cluster A: Exploring Entrepreneurship (4 modules). PACE Cluster A, \$41

- **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 to 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 (8 modules). PACE Cluster B, \$82

- **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.

PACE 4th Edition

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Cluster C: Business Management for the Entrepreneur (10 modules). PACE Cluster C, \$82

- **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 high-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 corporation.

- **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.

Ordering information:

Complete Set, CD-ROM PDF Format, \$49.95

Complete Set, Print Format, \$225

Cluster A, 4 Modules: Print Format, \$41

Cluster B, 8 Modules: Print Format, \$82

Cluster C, 10 Modules: Print Format, \$102

Shipping and handling, for orders up to \$75 add \$8 over \$75 add 12%. International orders are charged actual shipping costs plus a \$15 handling fee. We accept checks made payable to CETE/OSU, Purchase Orders, Visa, Mastercard, American Express, and Discover Card. If you have questions or are paying by credit card, please place your order by telephone (800/848-4815 ext 2-4277 or 614/292-4277) or send it by mail.

Events

Test Construction Workshop

July 16-18, 2007 or October 8-10, 2007, 8am-5pm, presented by CETE, Columbus, OH; \$950

Constructing valid, reliable assessments of job-specific knowledge and skills is critical to effective human resource practice. This workshop provides participants with practical knowledge and skills to understand the creation of valid, reliable, and legally defensible assessments. To view the flyer and registration form, go to www.cete.org and click on events and then July or October.

For information, contact Jim Austin at 614/292-9897 or austin.38@osu.edu. To register contact Kathy Summerfield at 614/688-4000 or summerfield.1@osu.edu.

DACUM/SCID

DACUM (Developing a Curriculum) Institute, August 6-10, 2007, September 24-28, 2007, or November 12-16, 2007 hosted by CETE, Columbus, OH; \$1,395

SCID (Systematic Curriculum and Instructional Development) Workshop, August 13-17, 2007, October 1-5, 2007, or November 26-30, 2007 hosted by CETE, Columbus, OH; \$1,195

For information, contact Robert Norton at 614/292-8481 or norton.1@osu.edu; Debbie Weaver at 614/292-9934 or weaver.22@osu.edu; www.dacumohiostate.com.

Order DACUM Research Charts Online

Over 370 DACUM Research Charts can now be ordered via the CETE Publications website at www.cete.org/publications.asp. These charts resulted from a trained facilitator working for 2 days with a panel of men and women who are top performers in their jobs. Each chart consists of a graphic profile of duties (general areas of competence) and the many tasks (specific meaningful units of work) that must be performed to be successful.

The cost for DACUM Charts is \$30 per chart. These charts will be sent to you via e-mail. If you prefer to have them mailed, there will be an additional charge. Orders can be placed online. You can pay by purchase order, check made payable to CETE/OSU, or by credit card (Visa, Mastercard, American Express, or Discover Card). If you want to pay by credit card, please call us with your credit card number or provide a telephone number and we will call you to get this information.

For information about DACUM occupational analysis workshops, DACUM Facilitator Training Institutes, and/or Systematic Curriculum and Instructional Development (SCID) Workshops, call or e-mail Bob Norton at 614/292-8481 or 800/848-4815, ext. 2-8481, norton.1@osu.edu, or Debbie Weaver, ext. 2-9934, weaver.22@osu.edu.

Training Management System Helps ISP Fine Chemicals Conform to the ISO 10015 Standard

The ISO 10015 Quality of Training standard helps ensure that employees receive the most cost-effective training possible. CETE recently completed a project with ISP Fine Chemicals, Columbus, to ensure that the company's training programs conform to the standard. The documentation was independently reviewed by Dr. Lichia Saner-Yiu, president of the Academy for Quality in Training and Education, a Swiss-based audit firm.

The importance of this CETE project is twofold. First, ISP Fine Chemicals was the first company in the U.S. to undergo an audit for the ISO 10015 standard. They now have confidence that their training process is consistent with both an internationally-recognized standard and best practices. Second, the project helped determine that the OSU Training Management System is valid in helping companies meet the requirements of the ISO 10015 standard.

Until recently, ISO 10015 has primarily been followed by companies in China, Taiwan, South Korea, and EU countries. Now, many U.S. companies have become aware of the standard because of the impending release of the revised ISO 9001 standard. ISO 9001:2008 will ask companies to use ISO 10015 as the reference guide relative to the 6.2.2 section on employee training. As a result, CETE has established partnerships with the Ohio Department of Education, the Ohio Department of Development, and Enterprise Ohio Network to help capacitate small and medium-sized companies prepare for these new requirements.

For more information about the standard, please contact Dr. Ron Jacobs, Director, CETE, at jacobs.3@osu.edu.



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