

PACE ACADEMY
Grade 12 ABM Business Enterprise Simulation
Curriculum Guide
AY 2020-2021 (2nd Sem)

1. **Environmental Scanning concepts and perspectives:** Environmental scanning tools used
2. **Marketing Research concepts, methodologies, applications and processes**
3. **Strategic planning:** goal setting process, SMART goals, current position assessment
4. **Marketing Planning:** preparation of a marketing plan, components of a marketing plan, market analysis, business situation analysis, analysis of business opportunity, desired target market, proposed product/service, marketing mix concepts.
5. **Operations planning:** concepts of operations management, quality, efficiency, responsiveness to customers, difference between goods and service, total quality versus traditional quality, customer responsive production systems, TQM.
6. **Financial Planning:** budgeting/budget preparation, bookkeeping, cash flow projections, income statement.