

## Business Management

Randice Nelson

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Goal: To understand the factors of evaluating competitors

PRESIDENTS DAY - NO SCHOOL			
T	Objectives: 1. To discuss various methods for evaluating a business' competitors. 2. To examine important factors to consider when analyzing competition. 3. To understand how to determine the main competitors.		Ask students to describe areas of life in which competition plays a factor. Relate student responses to how much businesses evaluate their competition. <ul style="list-style-type: none"><li>- Show the Introduction to Competition segment of Evaluating the Competition.</li><li>- Administer the segment's Assessment.</li><li>- Introduce the Competition Evaluation Project before the end of class and instruct students to begin working on it for homework.</li></ul>
W			<ul style="list-style-type: none"><li>- Show the SWOT Analysis segment of the presentation.</li><li>- Administer the segment's Assessment.</li><li>- If time allows, choose a real business in your area and have students develop a SWOT analysis for it through class discussion.</li><li>- Before the end of class, remind students to continue working on the Project.</li></ul>
Th			<ul style="list-style-type: none"><li>- Show the Porter's Five Forces segment of the presentation.</li><li>- Administer the segment's Assessment.</li><li>- Allow students to work on their Projects</li></ul>
F			<ul style="list-style-type: none"><li>- Show the Factors Affecting Competition segment of the presentation.</li><li>- Administer the segment's Assessment.</li><li>- Allow students to work on their Projects the remainder of the class period.</li></ul>
M			<ul style="list-style-type: none"><li>- Have students complete the Evaluating the Competition Crossword for review.</li><li>- Administer the Evaluating the Competition Final Assessment</li><li>- Allow volunteers to briefly share their discoveries from the Project.</li></ul>