

# **BDP30 Exam Review Topics**

## **Chapter 1**

- Entrepreneurship
- Needs vs Wants
- Different Types of Ventures
- Technology and Change
- Supply and Demand
- Impact on the Community
- Intrapreneurship

## **Chapter 2**

- Characteristics of Successful entrepreneurs (Just a general idea)
- What makes Entrepreneurs tick?
- What motivates you to excel?

## **Chapter 3**

- Challenges facing young entrepreneurs
- Value of Experience
- Setting Goals (Just a general idea)
- Edison and Einstein
- Interpersonal Skills (general idea)
- Strategies for entrepreneurial success (general idea)

## **Chapter 4**

- Agricultural Age, Industrial Age & Information Age
- Current trends in the labour market
- Work-life balance
- Home-Based Employment
- Enterprising employees

## **Chapter 5**

- Ideas
- Ways to find new ideas
- Developing ideas
- Invention and Innovation
- Protecting your ideas
- Branding (Logo forms)
- Lateral Thinking

- Brain & Problem Solving
- More ways to generate ideas

## **Chapter 6**

- The Venture Plan (
- Life cycle of a business

## **Chapter 7**

- The competitive market
- Market Share
- How to increase market share
- Indirect vs Direct competition
- The consumer market
- Macroenvironment
- Factors contributing to competitive advantage
- Sustainable competitive advantage
- Barriers to entry

## **Chapter 8**

- Factors affecting price
- Laws
- Determining Price (Break-even point, variable costs, fixed costs & gross profit margin)
- Pricing strategies
- Pricing Policies

## **Chapter 9**

- Accounting (Transactions, Net worth, Assets, Liabilities, etc.)
- Budgeting (Personal Budget, Business Budget)
- Balance Sheet (Assets, Liabilities, Owner's Equity, steps, etc.)
- Income Statement (Revenue, Expenses, Cost of Goods Sold, Net income, etc.)