

DEPARTMENT: BUSINESS EDUCATION		COURSE TITLE: ENTREPRENEURSHIP			
GRADE(S): 9-12		COURSE NUMBER: 568			
		PRE-REQUISITES (IF ANY): NONE			
UNIT	LENGTH	CONTENT	SKILLS	METHODS OF ASSESSMENT	FRAMEWORK STRAND(S) & STANDARD(S)
Unit 1: Going Into Business for Yourself	2 weeks	<ul style="list-style-type: none"> • Definition of and benefits of entrepreneurship • How to recognize opportunity • How trends affect small business • Sources for business ideas • The role of technology in business • Global opportunities • Locating the best market for a new business 	<p>Students will:</p> <ul style="list-style-type: none"> • Understand the definition of and characteristics of effective entrepreneurship. • Recognize business opportunities. • Understand trends that affect small businesses. • Understand capital and investment requirements for starting an enterprise. • Understand key elements of international business. 	<ul style="list-style-type: none"> • Cooperative group work • Case studies • Tests, quizzes and worksheets • Use of terminology • Student created marketing plan • Student created business plan • Independent research projects • Time on task 	ELA: 3.17-18, 4.26, 8.34, 11.6-7, 19.30, 21.8-9, 24.5-6, 26.6
Unit 2: Researching and Planning Your Venture	2 weeks	<ul style="list-style-type: none"> • Business concepts and feasibility studies • Preparing a business plan • Conducting effective market research: analyzing an industry and a target market a • Differentiating between sole proprietorships, partnerships, and corporations • Business laws related to starting a business • Business taxes • Selecting a business site 	<p>Students will:</p> <ul style="list-style-type: none"> • Understand how to turn an idea into a business concept. • Demonstrate understanding of how to conduct a feasibility study. • Understand how to make a competition grid. • Define an area of analysis for research. • Develop an effective market research process. • Understand the pros and cons of forming a sole proprietorship and a partnership. • Know the differences in types of partnerships. • Understand how business laws affect start-up and know where to obtain legal advice. • Understand the criteria for selecting a business site. 	<ul style="list-style-type: none"> • Cooperative group work • Case studies • Tests, quizzes and worksheets • Use of terminology • Student created marketing plan • Student created business plan • Independent research projects • Time on task 	ELA: 3.17-18, 4.26, 8.34, 11.6-7, 19.30, 21.8-9, 24.5-6, 26.6 HSS: (History) 4, 6 (Geography) 8, 10 (Economics) 11, 12, 15 (Civics) 16, 18 MA: 12.N.1, AII.D.1, AII.D.2

Unit 3: Managing Marketing	2 weeks	<ul style="list-style-type: none"> • The four marketing strategies that make up the marketing mix • Product and place strategies • Factors that affect price strategy and updating the marketing plan • Formulas used for setting prices • Promotional plans 	<p>Students will:</p> <p>Know the steps in market planning</p> <p>Understand the relationship between marketing objectives, the marketing plan, and the marketing mix.</p> <p>Understand factors that affect price strategy and what marketing objectives can be accomplished through price strategy.</p> <p>Know how to establish pre-opening and ongoing promotional plans.</p> <p>Understand how to provide sales training.</p> <p>Know the steps involved in both the buying process and the selling process.</p>	<ul style="list-style-type: none"> • Cooperative group work • Case studies • Tests, quizzes and worksheets • Use of terminology • Student created marketing plan • Student created business plan • Independent research projects • Time on task 	<p>ELA: 3.17-18, 4.26, 8.34, 11.6-7, 19.30, 21.8-9, 24.5-6, 26.6</p> <p>HSS: (History) 4, 6 (Geography) 8, 10 (Economics) 11, 12, 15 (Civics) 16, 18 MA: 12.N.1, AII.D.1, AII.D.2</p>
Unit 4: Entrepreneur or Manager?	2 weeks	<ul style="list-style-type: none"> • Hiring and training salespeople • Components of sales planning • Influencing and motivating employees 	<p>Students will:</p> <ul style="list-style-type: none"> • Understand the differences between entrepreneurs and managers. • Know how to handle multiple situations simultaneously. • Understand the skills needed to be a successful manager. • Understand important factors in placing orders and choosing vendors. • Understand the product development process. 	<ul style="list-style-type: none"> • Cooperative group work • Case studies • Tests, quizzes and worksheets • Use of terminology • Student created marketing plan • Student created business plan • Independent research projects • Time on task 	<p>ELA: 3.17-18, 4.26, 8.34, 11.6-7, 19.30, 21.8-9, 24.5-6, 26.6</p> <p>HSS: (History) 4, 6 (Geography) 8, 10 (Economics) 11, 12, 15 (Civics) 16, 18 MA: 12.N.1, AII.D.1, AII.D.2</p>

Unit 5: Managing the Finances of Your Business	2 Weeks	<ul style="list-style-type: none"> • Business start-up resources • Types of financing and how to obtain it • Calculating start-up capital needs • Planning and managing business finances • The decision to extend credit • Importance of record keeping • Financial statements • Four approaches to managing risk • Expanding a business • Growth strategies • SWOT analysis 	<p>Students will:</p> <ul style="list-style-type: none"> • Understand how to bootstrap the startup of a business. • Know the difference between debt and equity financing. • Understand how to obtain information from balance sheets and income statements. • Demonstrate ability to do ratio analysis and to interpret key ratios. • Understand the various types of business records and the importance of each. • Understand risks faced by business owners. • Understand growth strategies and how to use them. 	<ul style="list-style-type: none"> • Cooperative group work • Case studies • Tests, quizzes and worksheets • Use of terminology • Student created marketing plan • Student created business plan • Independent research projects • Time on task 	<p>ELA: 3.17-18, 4.26, 8.34, 11.6-7, 19.30, 21.8-9, 24.5-6, 26.6</p> <p>HSS: (History) 4, 6 (Geography) 8, 10 (Economics) 11, 12, 15 (Civics) 16, 18 MA: 12.N.1, AII.D.1, AII.D.2</p>
Unit 6: Ethics and Social Responsibility	2 weeks	<ul style="list-style-type: none"> • Being socially responsible • How small businesses can perform community services • Developing a code of ethics • Ethical problems faced by entrepreneurs 	<p>Students will:</p> <ul style="list-style-type: none"> • Understand the social responsibilities of entrepreneurs. 		