

ENTREPRENEURSHIP | Curriculum Map and Pacing Guide

Prerequisites: None	Length: Semester
Grades: 9-10-11-12	Credit: 0.5

Course Description

This course introduces the fundamentals of planning and executing a new business venture, opportunities and rewards of a small business, and entrepreneurship characteristics and competencies. This course is designed so students develop an appreciation for recognizing and acting on new business opportunities, in both small business and corporate environment. Emphasis is on different forms of business organizations, including sole proprietorships, partnerships, corporations, joint ventures, and not-for-profit enterprises. Entrepreneurs and intrapreneurs (a manager within a company who promotes innovative product development and marketing) will be compared.

Course content also includes fundamentals of starting and operating a business, developing a business plan, obtaining financing, marketing a product or service, business technology, and developing an effective accounting system. Other topics include the environment of business, globalization, and e-business and technology, as they affect the economy. This course works in conjunction with other business courses to provide students with the foundation to complete college programs in various business disciplines. This course integrates finance, accounting, marketing, management and technology in cultivating the entrepreneurial mindset of students.

Course Outcomes

The course aligns to the National Business Education Association (NBEA) standards (2013), which endorse and promote the education of students to lead and contribute to a business community. This course engages students in exploring their entrepreneurial spirit and engaged BHS staff and students in partnering with local businesses and other “entrepreneurial experts” in creating optimum learning experiences that will help students to develop their entrepreneurial knowledge, skills and mindsets. By the end of this course, students should understand, demonstrate and value the following:

1. Scope and dynamic role of entrepreneurship and small businesses, including the long-term impact of entrepreneurship on the economy.
2. Factors that contribute to the success and failure of entrepreneurial ventures.
3. Roles of social, nonprofit and for-profit businesses.
4. Organizing and managing a small business and forms of ownership for small businesses to include new product or service development, business plan creation, financial planning and control, and strategic marketing planning.
5. Role of technology in business operations.

6. Personal stories of entrepreneurs – entrepreneurs possess unique characteristics, and innovation comes in many forms.
7. Life cycles of an entrepreneurial business and an entrepreneur – the entrepreneurial spirit positively affects economic development.

Scope and Sequence / Pacing Guide

This course is aligned to the National Standards for Business Education (2013) These standards statements provide general student learning targets for this course to be reflected in course assessments (see p. 23 for standards alignment/student learning targets). Units of study overlap with essential knowledge taught and used throughout the units to require students to develop deeper understandings as they are studied and applied in multiple contexts.

UNITS OF STUDY	ESSENTIAL KNOWLEDGE (Facts, Concepts, Procedures)	ESTIMATED WEEKS
Entrepreneurs and Entrepreneurial Opportunities	<ul style="list-style-type: none"> ▪ Role of Entrepreneurship ▪ Characteristics ▪ Skills/Responsibilities ▪ Idea Generation/Innovation 	2
Economics of Ventures	<ul style="list-style-type: none"> ▪ Small Business in the Economy ▪ Function of Price ▪ Profit 	2
Marketing	<ul style="list-style-type: none"> ▪ Market Identification ▪ Place/Price/Promotion ▪ Market Share ▪ Product Life Cycle 	2
Finance and Accounting	<ul style="list-style-type: none"> ▪ Cash Flow ▪ Types of Funding ▪ Record Keeping ▪ Financial Statements (P & L, A/L) 	2
Management	<ul style="list-style-type: none"> ▪ Staffing ▪ HR basics 	2
Legal	<ul style="list-style-type: none"> ▪ Forms of Business Ownership ▪ Laws and Regulations ▪ Environmental Considerations 	2
Technology	<ul style="list-style-type: none"> ▪ Use of Social Media ▪ Websites 	2
Business Plans	<ul style="list-style-type: none"> ▪ Completed Business Plan ▪ “Shark Tank” 	4

General Instructional and Learning Activities

- Guided notes/note-taking
- Case studies
- Projects/simulations
- Videos and presentations
- Guest speakers and site visits: entrepreneurs and intrapreneurs

Assessment Methods

Formative:

- Workbooks – reflections on learning experiences
- Bell ringers
- Projects

Summative:

- Quizzes
- Tests
- Business plans and presentations

Instructional Resources

Core:

Entrepreneurship: Owning Your Future, High School Version (12th Ed.) by Foundation for Teaching Enterprise (NFTE) (2016) – Pearson

Supplemental:

- *Student Activity Workbook for Entrepreneurship: Owning Your Future (High School Workbook* (11th Ed.) by S. Mariotti (2009) – Pearson
- *The Young Entrepreneur’s Guide to Starting and Running a Business: Turn Your Ideas into Money!* by S. Mariotti (2014) – Crown Business
- *Entrepreneurship Teaching Strategies* by J. E. Clow (1998) – NBEA and Ewing Marion Kauffman Foundation
- Online relevant reports and articles

References

National Business Education Association (NBEA). (2013). *National standards for business education* (4th Ed.). Reston, VA: Author. Retrieved June 6, 2018 from <https://www.nbea.org/newsite/curriculum/standards/accounting.html>

National Business Education Association (NBEA). (2015). *Recent and projected technology trends affecting business education*. Reston, VA: Author.

Bibliography

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- Herold, C. (2010, March). *Cameron Herold: Let's raise kids to be entrepreneurs* [Video file]. Retrieved June 6, 2018 from https://www.ted.com/talks/cameron_herold_let_s_raise_kids_to_be_entrepreneurs?language=en
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