



Entrepreneurship Unit 1: The Idea

Unit Focus

In the Entrepreneurship course, students will gain hands on experience of running a business as a team. In unit 1, students will work in smaller groups to develop a business idea. In the PBA, students will create a mission statement, what separates their business and makes them different, and then create a survey to research what the perceptions of their market are. Students will then take the information and their idea and give a sales pitch to the rest of the class as to why their product should go forward into being sold.

Stage 1: Desired Results - Key Understandings

| Standard(s) | Transfer | |
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| Connecticut Goals and Standards <i>Business and Finance Technology (CTE)</i> <ul style="list-style-type: none"> Identify the characteristics of a successful entrepreneur. <i>BFT.BM.C.21</i> List the advantages and disadvantages to being an entrepreneur. <i>BFT.BM.C.22</i> Madison Public Schools Profile of a Graduate <ul style="list-style-type: none"> Analyzing: Examining information/data/evidence from multiple sources to identify possible underlying assumptions, patterns, and relationships in order to make inferences. (POG.1.2) Idea Generation: Studying a problem, need or model (mentor text, political piece, documents, art work, etc.) to consider limitations and imagine new solutions/transformations. (POG.2.1) Collective Intelligence: Working respectfully and responsibly with others, exchanging and evaluating ideas to achieve a common objective. (POG.3.1) Product Creation: Effectively use a medium to communicate important information. (POG.3.2) | <i>Students will be able to independently use their learning to...</i> T1 Communicate effectively based on purpose, task, and audience using appropriate vocabulary. T2 Develop a product/solution that adheres to key parameters (e.g., cost, timeline, restrictions, available resources and audience). | |
| | Meaning | |
| | Understanding(s) | Essential Question(s) |
| | <i>Students will understand that...</i> U1 Entrepreneurship is a mindset and an attitude combined with a skill set and the tools to make a new venture happen. U2 As an entrepreneur, putting the customer first means that you must accomplish an act of empathy - sharing the feelings of your potential customers and building your business around how to make them feel better. U3 In the modern world of business it is not enough to merely be creative and original, you must be able to sell what you create. | <i>Students will keep considering...</i> Q1 What does it take to be an entrepreneur? How can the path of other entrepreneurs give guidance to your journey? Q2 How do you determine who your target market is and what they value? Q3 How do we sell an idea to potential investors/customers? Q4 How can you use the mission statement to influence the way your business operates? |
| | Acquisition of Knowledge and Skill | |
| | Knowledge | Skill(s) |
| | <i>Students will know...</i> K1 Traits and skills of an entrepreneur. K2 Elements of a sales pitch K3 Advantages and disadvantages of owning your own business. K4 Brockhaus's four dominant entrepreneurship traits. | <i>Students will be skilled at...</i> S1 Create a product research survey. S2 Analyze market research to make business decisions. S3 Create a sales pitch. S4 Identify and recognize a business opportunity |