

# 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

| Established Goals  | Transfer   |   |
|--|--|---|
| <p><b>Connecticut Goals and Standards</b><br/> <i>Business and Finance Technology (CTE)</i></p> <ul style="list-style-type: none"> <li>Identify the characteristics of a successful entrepreneur. <i>BFT.BM.C.21</i></li> <li>List the advantages and disadvantages to being an entrepreneur. <i>BFT.BM.C.22</i></li> </ul> <p><b>Student Growth and Development 21st Century Capacities Matrix</b></p> <p><i>Critical Thinking</i></p> <ul style="list-style-type: none"> <li>Analyzing: Students will be able to examine information/data/evidence to make inferences and identify possible underlying assumptions, patterns, and relationships. <i>MM.1.2</i></li> </ul> <p><i>Collaboration/Communication</i></p> <ul style="list-style-type: none"> <li>Collective Intelligence: Students will be able to work respectfully and responsibly with others, exchanging and evaluating ideas to achieve a common objective. <i>MM.3.1</i></li> <li>Presentation: Students will be able to relay information and ideas to an authentic audience (other than the teacher) to promote collective understanding. <i>MM.3.3</i></li> </ul> | <p><b>T1</b> Communicate effectively based on purpose, task, and audience using appropriate vocabulary.<br/> <b>T2</b> Develop a product/solution that adheres to key parameters (e.g., cost, timeline, restrictions, available resources and audience).</p>   |   |
|  | Meaning  |   |
|  | Understandings   | Essential Questions   |
|  | <p><b>U1</b> Entrepreneurship is a mindset and an attitude combined with a skill set and the tools to make a new venture happen.<br/> <b>U2</b> 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.<br/> <b>U3</b> 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.</p> | <p><b>Q1</b> What does it take to be an entrepreneur? How can the path of other entrepreneurs give guidance to your journey?<br/> <b>Q2</b> How do you determine who your target market is and what they value?<br/> <b>Q3</b> How do we sell an idea to potential investors/customers?<br/> <b>Q4</b> How can you use the mission statement to influence the way your business operates?</p> |
|  | Acquisition of Knowledge and Skill   |   |
|  | Knowledge  | Skills  |
|  | <p><b>K1</b> Traits and skills of an entrepreneur.<br/> <b>K2</b> Elements of a sales pitch<br/> <b>K3</b> Advantages and disadvantages of owning your own business.<br/> <b>K4</b> Brockhaus's four dominant entrepreneurship traits.</p>   | <p><b>S1</b> Create a product research survey.<br/> <b>S2</b> Analyze market research to make business decisions.<br/> <b>S3</b> Create a sales pitch.<br/> <b>S4</b> Identify and recognize a business opportunity</p>   |