

Entrepreneurship Unit 4: The Entrepreneur (Final Project)

Unit Focus

The last unit of Entrepreneurship is the culminating final project (to be used as final exam). This allows students to take their own idea for a business and develop it. Students will then be asked to create a visual as part of a gallery walk display.

Stage 1: Desired Results - Key Understandings

Established Goals	Transfer	
<p>Connecticut Goals and Standards <i>Business and Finance Technology (CTE)</i></p> <ul style="list-style-type: none"> Describe the application of the marketing mix, including product, place, price, and promotion. <i>BFT.BM.C.24</i> Identify the total cash needed to start a business, including start-up costs, ongoing operational expenses, and cash reserves. <i>BFT.BM.C.25</i> Calculate the number of products that need to be sold in order to make a profit using break-even analysis. <i>BFT.BM.C.27</i> Identify the information to be included in each component of a business plan. <i>BFT.BM.C.28</i> Explain ways entrepreneurs can protect themselves from risk. <i>BFT.BM.C.30</i> <p>Student Growth and Development 21st Century Capacities Matrix</p> <p><i>Creative Thinking</i></p> <ul style="list-style-type: none"> Imagining: Students will be able to conceive of a novel approach to create a text, performance, solution, application, or inquiry. <i>MM.2.2</i> <p><i>Collaboration/Communication</i></p> <ul style="list-style-type: none"> Product Creation: Students will be able to effectively use a medium to communicate important information (findings, ideas, feelings, issues, etc.) for a given purpose. <i>MM.3.2</i> 	T1 Explore and hone techniques, skills, methods, and processes to create and innovate	
	Meaning	
	Understandings	Essential Questions
	<p>U1 Building a successful new business does not come from one big idea; rather, success flows from learning.</p> <p>U2 The true entrepreneurs are doers, not dreamers - they make their ideas happen and learn from the experience.</p>	<p>Q1 Who Is my/our target customer? What does my/our customer value?</p> <p>Q2 How do I/we sell an idea to potential investors/customers?</p> <p>Q3 What Is my/our Mission? How does that Mission shape the functions of the business?</p>
	Acquisition of Knowledge and Skill	
	Knowledge	Skills
K1 The parts and purposes of a business plan	S1 Develop a business plan	