

CARLSTADT-EAST RUTHERFORD REGIONAL HIGH SCHOOL DISTRICT
CONTENT: CAREER AND TECHNOLOGY EDUCATION DEPARTMENT
ENTREPRENEURSHIP

Entrepreneurship Curriculum Guide

<p>Pacing Guide: Entrepreneurship is a half-year course that meets on a rotating basis for three (3) 55-minute blocks and one (1) 40-minute block for every five (5) day cycle.</p>	<p>Chapter 1 What is Entrepreneurship? (1 week-assessment) Chapter 2 Your Potential as an Entrepreneur (1.5 weeks-assessment) Chapter 3 Recognizing Opportunity (1.5 weeks-assessment) Chapter 5 Feasibility and Business Planning (2 weeks-assessment) Chapter 6 Market Analysis (1 week-assessment) Chapter 7 Types of Business Ownership (1 week-assessment) Chapter 8 The Legal Environment (1 week-assessment) Chapter 9 Site Selection and Layout Planning (1 week-assessment) Chapter 10 The Marketing Plan (2 weeks-assessment) Chapter 11 The Price Strategy (1 week-assessment) Chapter 12 The Promotion Strategy (1 week-assessment) Chapter 15 Managing Purchasing and Inventory (1 week-assessment) Chapter 16 Production Management and Distribution (1 week-assessment) Chapter 19 Financing Your Business (2 weeks-assessment) Chapter 20 Accounting and Record Keeping (1 week-assessment) Chapter 21 Financial Management (1 week-assessment)</p>
---	--

CARLSTADT-EAST RUTHERFORD REGIONAL HIGH SCHOOL DISTRICT
 CONTENT: CAREER AND TECHNOLOGY EDUCATION DEPARTMENT
 ENTREPRENEURSHIP

<p>21st Century Skills Standards: 9.2 Career Awareness, Exploration, and Preparation</p>	<p>9.2.12.C.1 Review career goals and determine steps necessary for attainment. 9.2.12.C.2 Modify Personalized Student Learning Plans to support declared career goals. 9.2.12.C.3 Identify transferable career skills and design alternate career plans. 9.2.12.C.4 Analyze how economic conditions and societal changes influence employment trends and future education. 9.2.12.C.5 Research career opportunities in the United States and abroad that require knowledge of world languages and diverse cultures. 9.2.12.C.6 Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business. 9.2.12.C.7 Examine the professional, legal, and ethical responsibilities for both employers and employees in the global workplace. 9.2.12.C.8 Assess the impact of litigation and court decisions on employment laws and practices. 9.2.12.C.9 Analyze the correlation between personal and financial behavior and employability.</p>
<p>Career Ready Practices</p>	<p>CRP1-Act as a responsible contributing citizen and employee CRP2-Apply appropriate academic and technical skills CRP3-Attend to personal health and financial well being CRP4-Community clearly and effectively and with reason CPR5-Consider the environment, social and economic impacts of decisions CPR6-Demonstrate creativity and innovation CRP7-Employ valid and reliable research strategies CRP8-Utilize critical thinking to make sense of problems and persevere in solving them CRP9-Model integrity, ethical leadership and effective management CRP10-Plan education and career paths aligned to personal goals CRP11-Use technology to advance productivity CRP12-Work productivity in teams while using cultural global competence</p>

CARLSTADT-EAST RUTHERFORD REGIONAL HIGH SCHOOL DISTRICT
CONTENT: CAREER AND TECHNOLOGY EDUCATION DEPARTMENT
ENTREPRENEURSHIP

<p>Technology Standards:</p> <p>8.1 Educational Technology</p>	<p>Use technology when researching for and completing projects and activities.</p> <p>8.1.12.A.1 –Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.</p> <p>8.1.12.A.2 -Produce and edit a multi-page digital document for a commercial or professional audience and present it to peers and/or professionals in that related area for review.</p> <p>8.1.12.A.3-Collaborate in online courses, learning communities, social networks or virtual worlds to discuss a resolution to a problem or issue</p> <p>8.1.12.A.4-Construct a spreadsheet workbook with multiple worksheets, rename tabs to reflect the data on the worksheet, and use mathematical or logical functions, charts and data from all worksheets to convey the results.</p>
---	---

CARLSTADT-EAST RUTHERFORD REGIONAL HIGH SCHOOL DISTRICT
 CONTENT: CAREER AND TECHNOLOGY EDUCATION DEPARTMENT
 ENTREPRENEURSHIP

Differentiation/Accommodations/Modifications

Note: Each district should review the various strategies noted below and determine which are applicable for their population within varied grade levels and languages and make edits where needed.

Gifted and Talented	English Language Learners	Students with Disabilities	Students at Risk of School Failure
<p><i>(content, process, product and learning environment)</i> Extension Activities</p> <ul style="list-style-type: none"> ● Open forums and debates in the classroom regarding controversial issues ● Competitive and collaborative projects ● Independent Projects requiring research skills for assessing information 	<p>Modifications for Classroom</p> <ul style="list-style-type: none"> ● In-Class-Support ● Graphic Organizers ● Note-taking guides ● Clarify assignments, directions and instructions ● Highlight key vocabulary <p>Modifications for Assignments</p> <ul style="list-style-type: none"> ● Internet bilingual dictionaries during class and during assignments ● Extended time for all assessments ● Use of graphic organizer ● Simplification of requirements ● Access to teacher power points and notes ● Collaboration between ESL and mainstream classroom teachers <p>Modifications for Homework</p> <ul style="list-style-type: none"> ● Extended time to complete assignments ● Modified homework assignments 	<p><i>(appropriate accommodations, instructional adaptations, and/or modifications as determined by the IEP or 504 team)</i></p> <p>Modifications for Classroom</p> <ul style="list-style-type: none"> ● In-Class-Support ● Graphic Organizers ● Provide Study Guides ● Extended time on assessments ● Analogies ● Note-taking guides ● Establish Timelines ● Clarify Assignments, directions and instructions ● Chapter/lecture notes ● Parent/teacher communication ● Assistive technology ● Check students independent work ● Assist students with steps to complete assignments ● <p>Modifications for Assignments/Homework</p> <ul style="list-style-type: none"> ● Extended time for assignments ● Simplify assignments into smaller units or phases 	<p>Modifications for Classroom Pair visual prompts with verbal presentations</p> <p>Modifications for Classroom:</p> <ul style="list-style-type: none"> ● Intervention and Referral Team (I&RS) in-house strategies ● Extra textbooks at home ● Extended time for assignments ● Modify assignments ● Assign peer helper in class ● Parent/Teacher communication ● Provide a copy of class notes ● Verbal reminders ● Check student independent work ● Assist student with planning of assignments <p>Modifications for Assignments/Homework</p> <ul style="list-style-type: none"> ● Extended time for assignments ● Simplify assignments into smaller units or phases ● Provide student with clear expectations and grading criteria <p>Modifications for Assessments:</p> <ul style="list-style-type: none"> ● Extended time for tests and quizzes

CARLSTADT-EAST RUTHERFORD REGIONAL HIGH SCHOOL DISTRICT
 CONTENT: CAREER AND TECHNOLOGY EDUCATION DEPARTMENT
 ENTREPRENEURSHIP

	<ul style="list-style-type: none"> ● Provide students with clear expectations <p>Modifications for Assessments:</p> <ul style="list-style-type: none"> ● Extended time for tests and quizzes ● Restate and clarify directions and questions ● Provide study guides <p>Resources WIDA Standards</p> <ul style="list-style-type: none"> ● Standard 1: Social and Instructional Language ● Standard 2: The language of Language Arts ● Standard 3: The language of Mathematics ● Standard 4: The language of Science ● Standard 5: The language of Social Studies 	<ul style="list-style-type: none"> ● Provide student with clear expectations and grading criteria <p>Modifications for Assessments:</p> <ul style="list-style-type: none"> ● Extended time for tests and quizzes ● Restate and clarify directions and questions ● Provide study guides ● Establish procedures for accommodations/modifications for assessments 	<ul style="list-style-type: none"> ● Restate and clarify directions and questions ● Provide study guides
--	--	--	--

CARLSTADT-EAST RUTHERFORD REGIONAL HIGH SCHOOL DISTRICT
 CONTENT: CAREER AND TECHNOLOGY EDUCATION DEPARTMENT
 ENTREPRENEURSHIP

CONTENT: UNIT 1			
Theme: Going into Business for Yourself			
Essential Questions: What is entrepreneurship? How does the entrepreneurial start-up process work in real-life? Why be an entrepreneur? What does it take to be an entrepreneur? Why is it important to understand entrepreneurial trends?			
<p>Content: <i>(As a result of this learning segment, students will know...)</i></p> <ul style="list-style-type: none"> • The role of small business and entrepreneurship in the economy • The five components of the entrepreneurial start-up process • Techniques to improve the potential for becoming an entrepreneur • Current entrepreneurial trends 	<p>Skills: <i>(As a result of this learning segment, students will be able to...)</i></p> <ul style="list-style-type: none"> • Describe what entrepreneurs contribute to the economy • Define the role of economic indicators and business cycles • Explain how to achieve business success • Identify the rewards and risks of entrepreneurship • Describe the background, characteristics, and skills of successful entrepreneurs • Identify ways to recognize opportunity and find creative business ideas • Compare starting a business versus buying a business 	<p>Assessments: <i>(Both formative and summative measures of authentic performance tasks and formal assessments)</i></p> <ul style="list-style-type: none"> • Classroom Assignments and Activities • Independent Practice • Quizzes/Tests • Projects • Benchmark assessments • Final Exam 	<p>Standards (NJSLs): 9.2.12.C.1-9 8.1.12.A.1-4</p> <p>Math NJSLs.Math.HSA.CED.A.1-4 Writing NJSLs.ELA-LITERACY.W.11-12.2 Career Ready Practices: CRP 1-12</p>
			<p>Pacing Guide/Time Frame: 4 weeks-assessment</p>
			<p>Materials: Textbook Demonstrations Classwork exercises/worksheets Computer software applications Internet research and activities Guest speakers</p>

CARLSTADT-EAST RUTHERFORD REGIONAL HIGH SCHOOL DISTRICT
 CONTENT: CAREER AND TECHNOLOGY EDUCATION DEPARTMENT
 ENTREPRENEURSHIP

CONTENT: UNIT 2				
Theme: Researching and Planning Your Venture				
Essential Questions: How do you plan a business? What do you need to know about the industry and market before starting a business? What are the types of business ownerships? What laws and regulations apply to different types of businesses? What are key considerations when selecting a site and planning a layout for your business?				
Content: <i>(As a result of this learning segment, students will know...)</i> <ul style="list-style-type: none"> • The importance of a clear business concept and business planning • How to conduct effective market and industry research • The advantages and disadvantages of various types of businesses • How to protect intellectual property • The resources used in finding potential business sites and the steps involved in analyzing sites • The steps in layout planning 	Skills: <i>(As a result of this learning segment, students will be able to...)</i> <ul style="list-style-type: none"> • Describe how a feasibility study can be used to test a concept • Describe the components and formats of a business plan and identify two key mistakes when writing a plan • Describe how to professionally present a business plan • Create a customer profile and customer needs analysis • Identify the sole proprietorship legal form • Explain how the corporate form gives owners more protection • Compare C-corporations, Subchapter S corporations, and nonprofit corporations • Identify the laws that affect employees, regulate trade, and apply to a new venture • Identify the factors to consider when selecting a business site 	Assessments: <i>(Both formative and summative measures of authentic performance tasks and formal assessments)</i> <ul style="list-style-type: none"> • Classroom Assignments and Activities • Independent Practice • Quizzes/Tests • Projects • Final Exam • Benchmark assessments 	Standards (NJSLs): 9.2.12.C.1-9 8.1.12.A.1-4 Math NJSLs.Math.Content.HSA.CED.A.1-4 Writing NJSLs.ELA-LITERACY.W.11-12.2 Career Ready Practices: CRP 1-12	
			Pacing Guide/Time Frame: 6 weeks-assessment	
			Materials: Textbook Demonstrations Classwork exercises/worksheets Computer software applications Internet research and activities Guest speakers	

CARLSTADT-EAST RUTHERFORD REGIONAL HIGH SCHOOL DISTRICT
 CONTENT: CAREER AND TECHNOLOGY EDUCATION DEPARTMENT
 ENTREPRENEURSHIP

CONTENT: UNIT 3				
Theme: Managing Marketing Strategies				
Essential Questions: How do you develop a marketing plan for your business? How do business owners determine the best prices? How does promotional strategy help a company reach profitability?				
Content: <i>(As a result of this learning segment, students will know...)</i> <ul style="list-style-type: none"> • The purpose of a marketing plan • The five strategies that make up the marketing mix • Factors that affect price strategy • The role of promotion strategy • How to formulate promotional plans • The elements of a promotional mix 	Skills: <i>(As a result of this learning segment, students will be able to...)</i> <ul style="list-style-type: none"> • List the factors to consider for each marketing strategy • Describe how to update the marketing mix and plan • Describe the components that go into making pricing decisions • Carry out a break even analysis • Calculate markup and determine sale price • Determine promotional costs for a start-up business • Describe ways to implement a promotion strategy 	Assessments: <i>(Both formative and summative measures of authentic performance tasks and formal assessments)</i> <ul style="list-style-type: none"> • Classroom Assignments and Activities • Independent Practice • Quizzes/Tests • Projects • Final Exam • Benchmark assessments 	Standards (NJSLs): 9.2.12.C.1-9 8.1.12.A.1-4 Math NJSLs.Math.Content.HSA.CED.A.1-4 Writing NJSLs.ELA-LITERACY.W.11-12.2 Career Ready Practices: CRP 1-12	
			Pacing Guide/Time Frame: 4 weeks-assessment	
			Materials: Textbook Demonstrations Classwork exercises/worksheets Computer software applications Internet research and activities Guest speakers	

CARLSTADT-EAST RUTHERFORD REGIONAL HIGH SCHOOL DISTRICT
 CONTENT: CAREER AND TECHNOLOGY EDUCATION DEPARTMENT
 ENTREPRENEURSHIP

CONTENT: UNIT 4				
Theme: Managing Your Business Processes				
Essential Questions: How do business owners buy the products or materials they need? How do business owners ensure the quality of their products? How are privately owned businesses funded? What role does accounting play in business? How do different business records relate to each other?				
Content <i>(As a result of this learning segment, students will know...)</i> <ul style="list-style-type: none"> • The importance of planning purchases and inventory management • The product development and product management process • The importance of financial planning • The types of growth financing available • The accounting system for a small business • The importance of daily sales and cash receipts reports • The purpose of comparative financial statements 	Skills <i>(As a result of this learning segment, students will be able to...)</i> <ul style="list-style-type: none"> • Identify factors that affect purchasing • Explain the types of inventory control • Describe the activities that are a part of distribution management • Compare and contrast sources of financing for start-up ventures • Describe the information needed to obtain financing and how to calculate start-up capital requirements • Describe the information on each financial statement • Identify ongoing accounting activities • Calculate different ratios • Describe ways to manage cash flow and control capital expenditures 	Assessments <i>(Both formative and summative measures of authentic performance tasks and formal assessments)</i> <ul style="list-style-type: none"> • Classroom Assignments and Activities • Independent Practice • Quizzes/Tests • Projects • Final Exam • Benchmark assessments 	Standards (NJSLs): 9.2.12.C.1-9 8.1.12.A.1-4 Math NJSLs.Math.Content.HSA.CED.A.1-4 Writing NJSLs.ELA-LITERACY.W.11-12.2 Career Ready Practices: CRP 1-12	
			Pacing Guide/Time Frame: 6 weeks-assessment	
			Materials: Textbook Demonstrations Classwork exercises/worksheets Computer software applications Internet research and activities Guest speakers	