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Suggested Pacing	Content Standards Business & Administrative Services, Finance and Marketing Professional & Technical Sales	Learning and Performance Expectations What must students know and be able to do?	Assessment of Learning Options How will we know if they learned this skill?	Resources Options	Connection to
7-10 days	**1.1 Employability Skills:** Develop career awareness and employability skills (e.g., face-to-face, online) needed for gaining and maintaining employment in diverse business settings. 1.1.2 Identify the scope of career opportunities and the requirements for education, training, certification, licensure, and experience. 1.1.8 Identify the correlation between emotions, behavior and appearance and manage those to establish and maintain professionalism.	**Unit 1: Think Like An Entrepreneur** Students will learn about Design Thinking. • Introduce & define terms • Startup Method • Check understanding verbal questioning Students will learn the traits and characteristics of entrepreneurs. • Demonstrate & apply tasks of an entrepreneur Students will research famous entrepreneurs. • Basic understanding of entrepreneurship and market competition. Students will learn about the Business Model Canvas.	**Deliverables:** • Students will present research on famous entrepreneurs • Business Model Canvas completed • Team building activities • Business Canvas Pitch	https://jacobsoninstitute.org/bizinnovator https://www.youngentrepreneurinstitute.org/ https://believeinohio.org/ https://www.kent.edu/business/cebi https://www.bgsu.edu/business/centers-and-institutes/center-for-entrepreneurial-leadership.html Being An Entrepreneur Ted	Critical & Creative Thinking Communication Collaboration Growth Mindset

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	1.4 Knowledge Management and Information Technology: Demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations. 1.4.2 Select and use software applications to locate, record, analyze and present information (e.g., word processing, e-mail, spreadsheet, databases, presentation, Internet search engines). **6.1 Management Fundamentals:** Describe business management practices and their contributions to goal achievement and organizational success. 6.1.2 Describe decision-making styles (e.g., analytical, abstract or conceptual, intuitive, creative, procedural or directive), and identify the factors	• Discuss BMC's value • Overview each section BMC • Develop Problem Statement Students will learn about collaboration in groups. • Students will work in teams to identify problems, and complete step-by-step activities to develop a solution. Students will learn about pitching ideas. • Follow pitch guidelines to create, present a solution to the stated problem. • Use feedback from others to persevere or pivot.		Talk / EdPuzzle Being An Entrepreneur What Is An Entrepreneur Kahoot What is an entrepreneur lesson guide.	

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	that influence their effectiveness.				
12-15 days	**1.2 Leadership and Communications:** Process, maintain, evaluate and disseminate information in business. Develop leadership and team building to promote collaboration. 1.2.2 Deliver formal and informal presentations. 1.2.3 Identify and use verbal, nonverbal, and active listening skills to communicate effectively. 1.2.4 Use negotiation and conflict-resolution skills to reach solutions. 1.2.5 Communicate information (e.g., directions, ideas, vision, workplace expectations for an intended audience and purpose).	**Unit 2: Introduction to Entrepreneurship - Turning Ideas into a Business** Students will compare and contrast an idea with an opportunity: • Idea vs opportunity • Discuss ways to evaluate business opportunities Students will learn about creativity and innovation. • Define creativity & innovation • Discuss importance ideas being value-driven • Students will learn about Design Thinking • Outline Design Thinking framework • Deploy the Design	**Deliverables:** • Business terminology vocabulary assessment • Word Cloud Project • Shark Tank Project • Business Opportunities in Everyday Life • Design Thinking Reboot Project • Business Model Canvas Pitch	BizInnovator Startup landing page | Jacobson Institute Young Entrepreneur Institute Believe in Ohio Center for Entrepreneurship and Business Innovation (CEBI) Get Involved with Paul J. Hooker Center for Entrepreneurial Leadership Hall of Fame Turning and Idea into a Business Quizlet Study Set	Critical & Creative Thinking Communication Collaboration Growth Mindset

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	1.2.6 Use proper grammar and expression in all aspects of communication. 1.2.7 Use problem-solving and consensus-building techniques to draw conclusions and determine next steps. 1.2.10 Use interpersonal skills to provide group leadership, promote collaboration, and work in a team. **1.4 Knowledge Management and Information Technology:** Demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations. 1.4.2 Select and use software applications to locate, record, analyze and present information (e.g., word processing, e-mail, spreadsheet, databases, presentation, Internet search engines). **3.2 Relationship Management:** Apply techniques and strategies	Thinking process and create a new product Students will learn about what Entrepreneurship is and what it is not. • Compare and contrast entrepreneurship vs an entrepreneur • Identify criteria that distinguish start ups vs traditional business		How to Start …	

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	to develop, maintain and grow positive relationships with employees, peers and stakeholders. 3.2.7 Identify when and how to take risks to achieve objectives. 3.2.8 Describe the nature of organizational culture and its impact on business, and interpret and adapt to a business's culture. 3.2.11 Manage internal and external business relationships to foster positive interactions, and strategically plan and leverage business relationships for growth.				
5-7 days	**1.3 Business Ethics and Law:** Analyze how professional, ethical, and legal behavior contributes to continuous improvement in organizational performance and regulatory	**Unit 3: Ethics & Social Responsibility** Students will define and have an understanding of ethical & unethical behavior in business • Describe components of	**Deliverables:** • Personal code of ethics • Case study workplace	BizInnovator Startup landing page | Jacobson Institute Young Entrepreneur Institute Believe in Ohio	Communication Collaboration Global Awareness / Citizen

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	compliance. 1.3.6 Identify deceptive practices (e.g., bait and switch, identity theft, unlawful door-to-door sales, deceptive service estimates, fraudulent misrepresentations) and their overall impact on organizational performance. 1.3.9 Identify potential conflicts of interest (e.g., personal gain, project bidding) between personal, organizational and professional ethical standards. **1.4 Knowledge Management and Information Technology:** Demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations. 1.4.2 Select and use software applications to locate,	ethical behavior • Explain the importance of ethical standards in business • Create a personal code of ethics • Define and have an understanding of ethical & unethical behavior in business • Identify impact of unethical behavior on a business • Explain different workplace scenarios and the positive or negative effect on businesses	scenarios and ethics • Undercover Boss activity • Create a business ethics digital video • Ethics terminology vocabulary assessment	Center for Entrepreneurship and Business Innovation (CEBI) Get Involved with Paul J. Hooker Center for Entrepreneurial Leadership Hall of Fame Ethics in Business Undercover Boss Case Study Business Ethics Ethical Entrepreneurship Blog NYU Ethics Quizlet Study Set	Empathy

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	record, analyze and present information (e.g., word processing, e-mail, spreadsheet, databases, presentation, Internet search engines).				
15-20 days	**3.1 Customer Relations:** Apply techniques, strategies and tools to develop, maintain and grow positive internal and external customer, or client, relationships. 3.1.1 Explain the nature of positive customer or client relations and their role in keeping customers, and describe the importance of meeting and exceeding customer expectations. 3.1.2 Compare the cost to acquire customers with the cost to maintain customers, and explain how these costs impact business strategy and influence which customers to maintain.	**Unit 4: Marketing & Economics** Students will learn about marketing research and how it can be implemented including: • Define and discuss market research and how businesses use it • Design Marketing research product Students will learn about target marketing and the value of knowing who your customers are: • Define & Identify, and create target markets for products • Define customer discovery, use it to collect feedback and adapt products	**Deliverables:** • Who Are Your Competitors? Project • Target Markets Project • Ideal Customer Portrait Project • Customer Interview Tracker Project • Focus Group Project • Business Model Canvas Pitch 2 • Differentiating Advertising vs	BizInnovator Startup landing page | Jacobson Institute Young Entrepreneur Institute Believe in Ohio Center for Entrepreneurship and Business Innovation (CEBI) Get Involved with Paul J. Hooker Center for Entrepreneurial Leadership Hall of Fame Marketing 101 for Small Business EdPuzzle	Critical & Creative Thinking Communication Collaboration Growth Mindset Global Awareness / Citizen

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	5.1 Marketing Fundamentals: Describe principles of marketing, marketing functions and the factors influencing their Effectiveness. 5.1.1 Identify marketing functions, their interrelatedness, their overall contributions to business strategy and the metrics used to measure success. 5.1.2 Identify legal and ethical issues associated with marketing activities or functions, describe the organizational values impacted, and identify the marketing-mix components (e.g., product, price, promotion, place) affected. 5.1.10 Describe the impact of industry, environment and culture on the nature and scope of selling and sales activities (e.g.,	• Define MVP (Minimal Viable Product) for existing products for correct fit and application • Define, describe, identify elements of the marketing mix • Discuss how various elements should change as the target market changes • Review the importance and impact of branding • Describe & discuss various branding elements Students will learn about customer discovery and the importance of feedback. • Define customer discovery, use it to collect feedback and adapt products. Students will learn about the marketing mix and how to adjust the elements to meet your customer's needs. • Define, describe, identify elements of marketing mix	Target Market • Project Identifying A Marketing Mix Project • Branding Project • Marketing Reflection • Business Marketing Plan • Customer Service Case Study • Marketing & Economics Vocab Assessment	Ted Talk & EdPuzzle All You Need to Know About Marketing Ted Talk Seth Godin: How to get your ideas to spread Marketing & Economics Quizlet Vocab Review	

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	customer service, relationship building). 5.1.11 Describe sales processes and techniques that can be used to facilitate selling. **5.5 Market Planning:** Utilize principles and tools to select an audience and to identify and select marketing strategies to reach targeted audiences. 5.5.5 Profile target customer to determine market needs and customer demand for products and services. 5.5.14 Align sales plan and marketing plan. **5.6 Pricing:** Apply the concepts and strategies needed to determine and adjust prices to maximize return and meet customers or clients' perception of value. 5.6.3 Select approach for setting a base price (e.g., cost, demand, competition).	• Discuss how elements should change as the target market changes Students will learn about the significance of branding. • Review importance & impact of branding • Describe & discuss various branding elements Students will learn about distribution channels and methods used to sell a product to consumers. • Explore means of selling products to consumers. Students will learn about customer relationships, how to get, keep, and grow your customer base. • Examine methods of working with customers to create long term relationships.			

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	5.6.4 Determine product's cost (e.g., breakeven, ROI, markup). **5.11 Selling:** Determine client needs, wants and fears; and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities. 5.11.1 Describe motivational theories that can be used to enhance customer relationships and increase the likelihood of making sales. 5.11.2 Explain the impact of sales and buying cycles on sales activities. 5.11.3 Describe the impact that digital communication is having on selling. 5.11.4 Identify sources of product information that can be used to communicate product benefits and ensure appropriateness of a product for the customer or client.				

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	1.4 Knowledge Management and Information Technology: Demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations. 1.4.2 Select and use software applications to locate, record, analyze and present information (e.g., word processing, e-mail, spreadsheet, databases, presentation, Internet search engines).				
5 days	**1.4 Knowledge Management and Information Technology:** Demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations.	**Unit 5: Crunching the Numbers** Students will learn about revenue streams. • Define & identify methods used to make a profit Students will learn about startup	**Deliverables:** • Revenue Streams Project. • Business Model Canvas • Business Plan Start Up Costs	BizInnovator Startup landing page | Jacobson Institute Ted Talk - The single biggest reason why start-ups succeed	Critical & Creative Thinking Communication Collaboration Growth Mindset

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	1.4.2 Select and use software applications to locate, record, analyze and present information (e.g., word processing, e-mail, spreadsheet, databases, presentation, Internet search engines).	costs, ongoing costs, and budgeting. • Identify & discuss costs associated with starting a business. Students will learn about retail pricing, wholesale pricing, markup, profits, and return on investment. • Discuss pricing techniques • Discuss evaluations used to determine profitability Students will learn about sources of funding. • Determine means used to fund a startup. Students will learn about the importance of bootstrapping as a startup business. • Define & discuss bootstrapping.	Project • Ongoing Costs Project • Budgeting Project • Markup Project • Setting the Price Project • Return on Investment Project • Funding Sources Project	Small Business Financing EdPuzzle Exposing the Top Three Myths About Successful Startups Forbes Startup Financing: 5 Key Funding Options For Your Company Kickstarter	Global Awareness / Citizen
30-35 days	**1.2 Leadership & Communications:** Process, maintain, evaluate and	**Unit 6 : Develop, Create, & Pitch A Business Plan** Students will brainstorm and	**Deliverables:** • Create business plan for their idea	BizInnovator Startup landing page | Jacobson Institute	Critical & Creative Thinking

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	disseminate information in business. Develop leadership and team building to promote Collaboration. 1.2.2 Deliver formal and informal presentations. 1.2.4 Use negotiation and conflict-resolution skills to reach solutions. 1.2.9 Identify advantages and disadvantages involving digital and/or electronic communications (e.g., common content for large audiences, control of tone, speed, cost, lack of non-verbal cues, potential for forwarding information, longevity). 1.2.12 Use technical writing skills to complete forms and create reports. 1.2.13 Identify stakeholders and solicit their opinions. **3.3 Business Communications Management:** Apply strategies and procedures	share what they think are the decisions they need to make for their business. We will then share as a class for peer-to-peer review. • Create SWOT (Strengths, Weaknesses, Opportunities Threat) analysis for their business idea. • Create a draft business plan • Students will update business plans and incorporate feedback. Students will complete a comprehensive business plan • Apply their knowledge on creating a business • Craft a business presentation, advertisement, and elevator pitch • Present their business idea in a Shark Tank format	including: idea, target audience, pricing, • Design & create a business logo • Business Plan Vocab Assessment • Create basic marketing plan including GoogleSite for their business • Create business plans for their idea including: idea, target audience, product pricing, startup cost estimates, investors, and implementation.	Young Entrepreneur Institute Believe in Ohio Center for Entrepreneurship and Business Innovation (CEBI) Get Involved with Paul J. Hooker Center for Entrepreneurial Leadership Hall of Fame 500+ Free Sample Business Plans from BPlan. How to Build a … Pitch Your Busi… Presentation Skills EdPuzzle Successful Presentations EdPuzzle	Communication Collaboration Growth Mindset Global Awareness / Citizen Empathy

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	to plan, create, implement, and evaluate internal and external company communications. 3.3.5 "Sell" ideas to internal and external audiences. 3.3.13 Interpret research data into information for decision-making (e.g., interpret descriptive statistics, correlations), and translate findings into actionable business recommendations. 3.3.14 Communicate research information to others (e.g., display data in charts or graphs, prepare presentations, prepare written reports). **1.4 Knowledge Management and Information Technology:** Demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations.	Students will pitch their business plan in a Shark Tank format.		Chris Anderson: TED's secret to great public speaking Business Plan Vocab	

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	1.4.2 Select and use software applications to locate, record, analyze and present information (e.g., word processing, e-mail, spreadsheet, databases, presentation, Internet search engines).				