

COASTLINE ROP

COURSE OUTLINE

Course Title: Entrepreneurship
CALPADS Title: Entrepreneurship/Self-Employment (Concentrator)
Sector: Marketing, Sales, and Services
Pathway: Entrepreneurship/Self-Employment
Job Title(s): Business Operations 13-1199.00

Date Revised: 4/17
CTE Standards: 2013
CALPADS# 8330
Total Course Hours: 180 hours
Course Length: 1 Year
Credits: 10
UC: Yes, "g"
Articulated: No

Prerequisites: None

Course Description:

This course provides an introduction and overview of the fundamentals of entrepreneurship. Students will gain an integrative perspective into the process of starting a new business by studying business planning, marketing, finance, and management. Students will understand how the global and regional economic ecosystem interacts and impacts small businesses and individuals. The curriculum is designed to help the student explore entrepreneurship as a career pathway and provide them with a realistic framework for starting a new business. Students will develop and present a comprehensive business plan in this year-long course.

General Standards embedded throughout the course:

Pathway Standards: Entrepreneurship

C2.0 Analyze the development of successful personal entrepreneurial traits.

C3.0 Understand the basic aspects of entrepreneurship.

C6.0 Demonstrate an understanding of the elements and purpose of business and strategic planning in entrepreneurship.

C9.0 Understand effective marketing of a small business.

Foundation Standards:

1.0 Academics

1.1 Mathematics

Specific applications of Number Sense standards (grade seven)

- (1.1) Read, write, and compare rational numbers in scientific notation (positive and negative powers of 10) with approximate numbers using scientific notation.
- (1.2) Add, subtract, multiply, and divide rational numbers (integers, fractions, and terminating decimals) and take positive rational numbers to whole-number powers.
- (1.3) Convert fractions to decimals and percentages and use these representations in estimations, computations, and applications.
- (1.6) Calculate the percentage of increases and decreases of a quantity.
- (1.7) Solve problems that involve discounts, markups, commissions, and profit and compute simple and compound interest.

Specific applications of Mathematical Reasoning standards (grade seven):

- (1.1) Analyze problems by identifying relationships, distinguishing relevant from irrelevant information, identifying missing information, sequencing and prioritizing information, and observing patterns.
- (2.4) Make and test conjectures by using both inductive and deductive reasoning.
- (2.5) Use a variety of methods, such as words, numbers, symbols, charts, graphs, tables, diagrams, and models, to explain mathematic reasoning.
- (2.6) Express the solution clearly and logically by using the appropriate mathematical notation and terms and clear language; support solutions with evidence in both verbal and symbol work.
- (2.8) Make precise calculations and check the validity of the results from the context of the problem. (3.1)
Evaluate the reasonableness of the solution in the context of the original situation.
- (3.3) Develop generalizations of the results obtained and the strategies used and apply them to new problem situations.

Specific applications of Algebra I standards (grades eight through twelve):

- (13.0) Students add, subtract, multiply, and divide rational expressions and functions. Students solve both computationally and conceptually challenging problems by using these techniques.
- (15.0) Students apply algebraic techniques to solve rate problems, work problems, and percent mixture problems.
- (24.2) Students judge the validity of an argument according to whether the properties of the real number system and the order of operations have been applied correctly at each step.
- (25.1) Students use properties of numbers to construct simple, valid arguments (direct and indirect) for, or formulate counterexamples to, claimed assertions.

2.0 Communications

Students understand the principles of effective oral, written, and multimedia communication in a variety of formats and contexts.

CLASS HOURS	COURSE OUTLINE Upon completion of this course, the student will be able to perform the competencies stated below.	CALIFORNIA CTE FOUNDATION OR INDUSTRY SECTOR STANDARD ALIGNMENT
6	1.0 INTRODUCTION AND ORIENTATION - Discuss course overview. - Demonstrate awareness of course objectives and competencies. - Demonstrate understanding of course requirements and student expectations. - Define course structure.	Anchor Standards 3.0 Career Planning and Management Integrate multiple sources of career information from diverse formats to make informed career decisions, solve problems, and manage personal career plans. 3.4 Research the scope of career opportunities available and the requirements for education, training, certification, and licensure.
20	2.0 ENTREPRENEURSHIP FUNDAMENTALS - Explain the relationship between economic theory and economic decision-making - Define scarcity and opportunity cost and explain how supply and demand interact to determine price	Pathway Standards C1.1 Understand the role and importance of entrepreneurship and small business in the economy. C1.2 Understand the part government plays in the free-enterprise system and its impact on small businesses. C1.3 Know how scarcity and allocation affect small businesses. C1.5 Evaluate the importance of economic measurements and

	- Understand the relationship of economic theory to economic decision-making and the way scarcity and allocation impacts businesses. - Demonstrate an understanding of the impact global economic forces and technological changes have on entrepreneurs and individual members of society. - Explain the different economic systems existing in major economies of the world and the role of entrepreneurs in these respective economies - Describe the American economic system of free enterprise and its four basic principles - Research and analyze the ecosystem of businesses in your region and explain the engines of economic growth and future trends	the factors used to calculate it. C1.6 Explore the impact of cultural and social environments on global trade. C2.1 Define and identify the following entrepreneurial characteristics: adaptability, competitiveness, confidence, discipline, perseverance, vision and risk taking. C6.1 Identify and explain the components of a business plan. C10.1 Examine the effect of technology in a small business for a multichannel approach. Anchor Standards 7.0 Responsibility and Flexibility Initiate and participate in a range of collaborations demonstrating behaviors that reflect personal and professional responsibility, flexibility, and respect in the Marketing, Sales, and Services sector workplace environment and community settings. 7.1 Recognize how financial management impacts the economy, workforce, and community. 10.0 Technical Knowledge and Skills Apply essential technical knowledge and skills common to all pathways in the Marketing, Sales, and Services sector, following procedures when carrying out experiments or performing technical tasks. (Direct alignment with WS 11-12.6) 10.1 Interpret and explain terminology and practices specific to the Marketing, Sales, and Services sector. 10.15 Communicate the economic principles and concepts fundamental to business operations and the importance of marketing in a global economy. (Economics)
25	3.0 EXPLORING THE WORLD OF INTEGRATED MARKETING - Define the concept of marketing, its functions and impact on businesses - Understand consumers, their buying power and the factors that affect their behavior. - Explain the different types of and methods of research, including industry and target market analysis - Understand the research and decision-making strategies in products and pricing, wholesaling, retailing and physical distribution of a product - Explain sales forecasting, marketing strategies, target marketing, marketing mix, competitive advantage and branding - Describe promotional strategies and explain the steps involved in staging a successful promotional event - Define the different selling methods and explain how each is used - Explain three golden rules of customer relationship management and the recommended components of CRM for small businesses - Research, analyze, and critique marketing communication	Pathway Standards C1.1 Understand the role and importance of entrepreneurship and small business in the economy. C2.1 Define and identify the following entrepreneurial characteristics: adaptability, competitiveness, confidence, discipline, perseverance, vision and risk taking. C6.1 Identify and explain the components of a business plan. C9.1 Identify target markets, competition, and customer profiles. C9.2 Know the components of a promotional plan (e.g., advertising, public relations, sales promotion) and how the plan is used to achieve a stated outcome. C9.5 Use market research to develop strategies for marketing products or services in a small business. C9.6 Create an effective marketing plan including current social media, viral marketing, and other technologies. C10.1 Examine the effect of technology in a small business for a multichannel approach.

	strategies, messages, and materials in a variety of mediums Develop a marketing plan and include it as a part of student's business plan and will deliver a multi-media presentation that integrates graphs, charts and images	Anchor Standards 7.0 Responsibility and Flexibility Initiate and participate in a range of collaborations demonstrating behaviors that reflect personal and professional responsibility, flexibility, and respect in the Marketing, Sales, and Services sector workplace environment and community settings. 7.1 Recognize how financial management impacts the economy, workforce, and community. 10.0 Technical Knowledge and Skills Apply essential technical knowledge and skills common to all pathways in the Marketing, Sales, and Services sector, following procedures when carrying out experiments or performing technical tasks. (Direct alignment with WS 11-12.6) 10.15 Communicate the economic principles and concepts fundamental to business operations and the importance of marketing in a global economy.
25	4.0 UNDERSTANDING FINANCES: FINDING, SECURING & MANAGING MONEY - Identify the investment required for business start-up and two basic methods of financing – debt and equity - Explain the three “Cs” of credit evaluation and how banking institutions grant credit - Explain how interest rates are determined - Identify and explain the components and purposes of key financial statements - Describe how price, volume, cost of sales, and operating expenses affect net profit - Understand the importance of cash flow management and of filing appropriate tax returns - Understand the importance of meticulously managing record keeping in business and how to setup financial record keeping system - Develop a financial plan and include it as a part of student's business plan	Pathway Standards C1.1 Understand the role and importance of entrepreneurship and small business in the economy. C1.5 Evaluate the importance of economic measurements and the factors used to calculate it. C2.1 Define and identify the following entrepreneurial characteristics: adaptability, competitiveness, confidence, discipline, perseverance, vision and risk taking. C6.1 Identify and explain the components of a business plan. C8.1 Identify startup costs. C8.7 Construct a financial plan. C10.0 Identify and evaluate technology used by entrepreneurs. Anchor Standards 7.0 Responsibility and Flexibility Initiate and participate in a range of collaborations demonstrating behaviors that reflect personal and professional responsibility, flexibility, and respect in the Marketing, Sales, and Services sector workplace environment and community settings. 7.1 Recognize how financial management impacts the economy, workforce, and community. 10.0 Technical Knowledge and Skills Apply essential technical knowledge and skills common to all pathways in the Marketing, Sales, and Services sector, following procedures when carrying out experiments or performing technical tasks. (Direct alignment with WS 11-12.6) 10.1 Interpret and explain terminology and practices specific to the Marketing, Sales, and Services sector. 10.3 Construct projects and products specific to the Marketing, Sales, and Services sector requirements and expectations. 10.6 Employ the financial concepts used in making marketing decisions. 10.15 Communicate the economic principles and concepts fundamental to business operations

		and the importance of marketing in a global economy.
27	5.0 OPERATING A SMALL BUSINESS EFFECTIVELY • Explain the leadership/management and human resource functions in small firms. • Identify the break points between companies in startup, infrastructure development and enterprise stages of business growth • Understand the types of organizational structures common to small and medium-sized businesses • Place the appropriate emphasis on revenue and profit, people and process for each stage; comprehend the relative emphasis on building and protecting at each stage (risk management) and having a disaster recovery plan • Explain the importance of monitoring and controlling revenues, expenditures and inventory • Describe technology tools that assist entrepreneurs • Understand the importance of ethical leadership to build an ethical organization • Demonstrate a basic understanding of the objectives, principles, concepts, terms and procedures in a negotiation process	Pathway Standards C6.3 Conduct market research by using a variety of methods. C6.4 Compare and contrast sample business plans, identifying strengths and weaknesses. C10.0 Identify and evaluate technology used by entrepreneurs. C10.1 Examine the effect of technology in a small business for a multichannel approach Anchor Standards 3.0 Career Planning and Management Integrate multiple sources of career information from diverse formats to make informed career decisions, solve problems, and manage personal career plans. 3.2 Evaluate personal character traits such as trust, respect, and responsibility and understand the impact they can have on career success. 3.4 Research the scope of career opportunities available and the requirements for education, training, certification, and licensure. 3.7 Recognize the importance of small business in the California and global economies.
25	6.0 FRANCHISING, LICENSING AND HARVESTING AND VIRTUAL ENTERPRISE • Determine business growth plans and exit strategies and how businesses use licensing to profit from their brands • Explain how a business can be franchised; learn methods of valuing a business and discuss five ways to harvest a business • Understand the role virtual enterprises play in the U.S. economy and culture and how it differs from more traditional business • Discuss the scope of the e-entrepreneurship market and how to address e-entrepreneurship in the business plan • Explain the process of creating an e-business website and the general website building process • Understand Lean startup methodology and customer development models • Evaluate success factors for an e-business and understand the various components that go into a website • Develop a basic custom website as a foundation for a virtual startup	Pathway Standards C1.1 Understand the role and importance of entrepreneurship and small business in the economy. C1.4 Demonstrate the relationship between supply and demand and pricing and production. C8.2 Understand the relationship between supply and demand and pricing and production. C8.7 Construct a financial plan. C10.1 Examine the effect of technology in a small business for a multichannel approach. Foundation Standards 2.0 Communications 2.2 Writing Specific applications of Writing Strategies and Applications standards (grades nine and ten): (1.3) Use clear research questions and suitable research methods (e.g., library, electronic media, personal interview) to elicit and present evidence from primary and secondary sources. (1.4) Develop the main ideas within the body of the composition through supporting evidence (e.g., scenarios, commonly held beliefs. Hypotheses, definitions).

		10.0 Technical Knowledge and Skills Apply essential technical knowledge and skills common to all pathways in the Marketing, Sales, and Services sector, following procedures when carrying out experiments or performing technical tasks. 10.3 Construct projects and products specific to the Marketing, Sales, and Services sector requirements and expectations. 10.5 Integrate the marketing information management concepts, systems, and tools needed to obtain, evaluate, and disseminate information for use in making marketing decisions. 10.14 Employ the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or venture.
30	7.0 EXAMINING ENTREPRENEURSHIP AS A CAREER • Discuss the advantages and disadvantages of working for yourself. • Describe eight types of entrepreneurs. • Identify the characteristics common to successful entrepreneurs. • Estimate personal financial needs. • Compare and contrast the three major ways of going into business for yourself. • Explain why an entrepreneur may want to consider a sideline or a home-based business.	Pathway Standards - C1.1 Understand the role and importance of entrepreneurship and small business in the economy. - C1.2 Understand the part government plays in the free-enterprise system and its impact on small businesses. - C2.1 Define and identify the following entrepreneurial characteristics: adaptability, competitiveness, confidence, discipline, perseverance, vision and risk taking. - C2.3 Deconstruct the reasons for success of key entrepreneurs. - C3.2 Compare the different types of business ownership and the advantages and disadvantages of owning and managing a small business. - C10.0 Identify and evaluate technology used by entrepreneurs. Foundation Standards 3.0 Career Planning and Management Integrate multiple sources of career information from diverse formats to make informed career decisions, solve problems, and manage personal career plans. 3.2 Evaluate personal character traits such as trust, respect, and responsibility and understand the impact they can have on career success. 3.4 Research the scope of career opportunities available and the requirements for education, training, certification, and licensure. 3.7 Recognize the importance of small business in the California and global economies. 3.9 Develop a career plan that reflects career interests, pathways, and postsecondary options.

10	8.0 EMPLOYMENT LITERACY • Identify available businesses through the use of the newspaper or the Internet. • Identify the characteristics of a good application form. • Prepare a written resume. • Participate in a simulated employment interview. • Prepare a personal data sheet.	Pathway Standards C2.2 Analyze strengths and weaknesses of self in terms of entrepreneurial success. C11.1 Identify the role of human resources in selection, training, and evaluation of employees. Anchor Standards 2.0 Communications 2.2 Writing Specific applications of Writing Strategies and Applications standards (grades nine and ten): (2.4) Write business letters: - Provide clear and purposeful information and address the intended audience appropriately. - Use appropriate vocabulary, tone, and style to take into account the nature of the relationship with, and the knowledge and interests of, the recipients. - Highlight central ideas or images. - Follow a conventional style with page formats, fonts, and spacing that contribute to the documents' readability and impact. (2.5) Write job applications and resumes: - Provide clear and purposeful information and address the intended audience appropriately. - Use varied levels, patterns, and types of language to achieve intended effects and aid comprehension. - Modify the tone to fit the purpose and audience. - Follow the conventional style for that type of document (e.g., resume, memorandum) and use page formats, fonts, and spacing that contribute to the readability and impact of the document. Anchor Standards 3.0 Career Planning and Management Integrate multiple sources of career information from diverse formats to make informed career decisions, solve problems, and manage personal career plans. 3.2 Evaluate personal character traits such as trust, respect, and responsibility and understand the impact they can have on career success. 3.4 Research the scope of career opportunities available and the requirements for education, training, certification, and licensure.
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		3.7 Recognize the importance of small business in the California and global economies. 3.9 Develop a career plan that reflects career interests, pathways, and postsecondary options.
3	9.0 PERSONAL SKILLS RELATED TO EMPLOYEMENT • Demonstrate promptness, attend class regularly, and follow absence notification procedures. • Develop and maintain acceptable working relations. • Demonstrate the ability to manage time wisely. • Demonstrate a positive and cooperative attitude. • Demonstrate values of honesty and integrity. • Demonstrate respect for others. • Dress in a professional manner according to industry standards. • Demonstrate appropriate personal hygiene/grooming and dress. • Demonstrate responsibility by exerting a high level of effort and working toward a goal.	Pathway Standards C2.1 Define and identify the following entrepreneurial characteristics: adaptability, competitiveness, confidence, discipline, perseverance, vision and risk taking. C2.2 Analyze strengths and weaknesses of self in terms of entrepreneurial success. Foundation Standards 7.0 Responsibility and Flexibility Students know the behaviors associated with the demonstration of responsibility and flexibility in personal, workplace, and community settings: 7.1 Understand the qualities and behaviors that constitute a positive and professional work demeanor. 7.3 Understand the need to adapt to varied roles and responsibilities. 8.0 Ethics and Legal Responsibilities Students understand professional, ethical, and legal behavior consistent with applicable laws, regulations, and organizational norms: 8.1 Know the major local, district, state, and federal regulatory agencies and entities that affect the industry and how they enforce laws and regulations. 8.2 Understand the concept and application of ethical and legal behavior consistent with workplace standards. 8.3 Understand the role of personal integrity and Pathway Standards ethical behavior in the workplace.
3	10.0. INTERPERSONAL SKILLS AND GROUP DYNAMICS • Demonstrate the ability to work as a member of a team. • Identify proper procedures for handling harassment. • Demonstrate leadership skills by working independently, making appropriate decisions, working well with others, and accepting constructive criticism. • • Demonstrate the ability to accept and work with individuals from various cultures.	Pathway Standards C5.1 Describe how cultural/ethnic/generational differences affect interpersonal interactions/ communications within a business structure. C5.3 Compare and contrast leadership styles and characteristics. C5.4 Distinguish the roles of support staff, supervisors, and managers in achieving financial goals. Foundation Standards

		9.0 Leadership and Teamwork Students understand effective leadership styles, key concepts of group dynamics, team and individual decision making, the benefits of workforce diversity, and conflict resolution: 9.1 Understand the characteristics and benefits of teamwork, leadership, and citizenship in the school, community, and workplace settings. 9.5 Understand how to interact with others in ways that demonstrate respect for individual and cultural differences and for the attitudes and feelings of others.
3	11.0 THINKING AND PROBLEM SOLVING SKILLS • Utilize problem solving techniques. • Understand logical reasoning. • Demonstrate creative thinking. • Demonstrate ability to make sound decisions. • Demonstrate the ability to interpret information correctly	Pathway Standards C4.1 Define terms to develop the creative process such as originality, flexibility, brain storming, modification, associative and metaphorical thinking. C4.2 Develop creative thinking in order to stimulate curiosity and promote divergence. Foundation Standards 5.0 Problem solving and Critical Thinking Students understand how to create alternative solutions by using critical and creative thinking skills, such as logical reasoning, analytical thinking, and problem-solving techniques: 5.1 Apply appropriate problem-solving strategies and critical thinking skills to work-related issues and tasks. 5.4 Apply decision-making skills to achieve balance in the multiple roles of personal, home, work, and community life.
3	12.0 COMMUNICATION SKILLS • Demonstrate effective verbal and written skills. • Read technical journals, and write technical reports using appropriate terminology. • Listen attentively, follow directions, and relay directions to others. • Demonstrate ability to research and retrieve information.	Foundation Standards 2.0 Communications 2.2 Writing Specific applications of Writing Strategies and Applications standards (grades eleven and twelve): (1.6) Develop presentations by using clear research questions and creative and critical research strategies (e.g., field studies, oral histories, interviews, experiments, electronic sources). (2.6) Deliver multimedia presentations: a. Combine text, images, and sound and draw information from many sources (e.g., television broadcasts, videos, films, newspapers, magazines, CD-ROMs, the Internet, electronic media-generated

		images). b. Select an appropriate medium for each element of the presentation. c. Use the selected media skillfully, editing appropriately and monitoring for quality. d. Test the audience's response and revise the presentation accordingly. 2.3 Written and Oral English Language Conventions Specific applications of English Language Conventions standards (grades nine and ten): (1.3) Demonstrate an understanding of proper English usage and control of grammar, paragraph and sentence structure, diction, and syntax. (1.4) Produce legible work that shows accurate spelling and correct use of the conventions of punctuation and capitalization.
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