



SPRING GROVE AREA SCHOOL DISTRICT



PLANNED COURSE OVERVIEW

Course Title: Entrepreneurship Grade Level(s): 9-12 Units of Credit: .5 Classification: Elective	Length of Course: 15 cycles Periods Per Cycle: 6 Length of Period: 43 minutes Total Instructional Time: 64.5 hours
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Course Description

Students will learn the characteristics of successful entrepreneurs and the steps needed to start their own businesses. This course is designed to allow students to experience project-based learning by developing a product, creating a complete business plan, and presenting that plan to a panel comprised of peers and community members.
 Prerequisite: Business 1

Instructional Strategies, Learning Practices, Activities, and Experiences

Content Introductions Independent Research Inspiration Videos and Reflections TED Talk Videos and Reflections Shark Tank Videos and Reflections	Quizzes Progress Self-Assessments Video (Commercial) Project Written (Business Plan) Project Presentation (Shark Tank) Project	Community Member Feedback Guest Speakers/Success Stories Online Competitions
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Assessments

Lesson Assignments (28)	Original, Creatable Product Commercial	Student Presentation Business Plan
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Materials/Resources

Entrepreneurship: Ideas in Action 4e Textbook	Microsoft® Office Software	iPad, VMware Horizon (Virtual Desktop) App
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Adopted: 9/03

Revised: 8/17/09; 5/21/18

Introduction to Entrepreneurship	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p> Definition of Entrepreneurship Three Types of Entrepreneurship Entrepreneurial Profile What Entrepreneurs Do Advantages and Disadvantages of Entrepreneurship Famous Entrepreneurs Entrepreneurs Satisfy Needs and Wants How Economic Decisions are Made What Affects Price? All About Entrepreneurship Is Entrepreneurship Right for You? Exploring Ideas and Opportunities Problem Solving for Entrepreneurs </p> <p> <u>Related Vocabulary:</u> entrepreneurial entrepreneur entrepreneurship needs wants economic resources profit economic decision-making scarcity supply demand equilibrium price and quantity fixed costs marginal benefit marginal cost existing business start-up business employees </p>	<p>The students will be able to:</p> <ul style="list-style-type: none"> • Define entrepreneurship. • Identify the three types of entrepreneurship. • Apply the three types of entrepreneurship to a current case study. • Identify the traits and characteristics of an entrepreneur. • Brainstorm the multiple roles of an entrepreneur. • Use technology to provide examples of current entrepreneurial roles. • Evaluate the advantages and disadvantages of owning your own business. • Match a current entrepreneur with their profile. • Distinguish between needs and wants. • Describe the types of economic resources. • Describe the role of entrepreneurs in the U.S. economy. • Compare different types of economic systems. • Describe the characteristics of the U.S. economy. • Explain how scarcity affects economic decisions. • Explain how business functions are used to satisfy customers. • Explain how supply and demand interact to determine price. • Describe how costs of doing business affect the price of a good or service. • Explain the effect of different market structures on price. • Define entrepreneur and distinguish between entrepreneur and employee. • Identify the characteristics of successful entrepreneurs. • Identify sources for new business ideas. • Master use of the six-step problem-solving model. <p> 15.5.12.A ~ Analyze personal choices in preparation for entrepreneurship. 15.5.12.B ~ Evaluate personal management and organizational abilities to succeed in entrepreneurship. 15.5.12.C ~ Analyze the impact of entrepreneurship in the domestic economy. 15.5.12.F ~ Research the opportunities for local entrepreneurship in the global economy and discuss the impact of government regulations. 15.5.12.G ~ Analyze factors affecting global pricing including international currency fluctuations, tariffs, price controls, and anti-dumping laws. 15.5.12.H ~ Assess advantages and disadvantages for entrepreneurial business in foreign markets; including language and trade barriers, marketing, and regulations. 15.5.12.L ~ Analyze an innovation/ business concept and develop a comprehensive business plan. </p>

<p>Developing a Business Plan</p>	
<p>CONTENT/KEY CONCEPTS</p>	<p>OBJECTIVES/STANDARDS</p>
<p>Why Do You Need A Business Plan? What Goes Into A Business Plan? Creating An Effective Business Plan</p> <p><u>Related Vocabulary:</u> business plan pro forma financial statement cover letter statement of purpose executive summary Small Business Administration (SBA) Small Business Development Centers (SBDC) SCORE – nonprofit organization that counsels entrepreneurs trade associations</p>	<p>The students will be able to:</p> <ul style="list-style-type: none"> • Explain the purpose of writing a good business plan. • Describe the importance of a business plan. • Analyze the seven basic elements of a business plan. • Identify additional elements that may be needed for a business plan. • Describe resources available for researching your business plan. • Organize their business plan. • Name common mistakes to avoid in business planning. <p>15.5.12.D - Create a business plan using appropriate data to support the business concept. 15.5.12.L - Analyze an innovation/ business concept and develop a comprehensive business plan.</p>

Type of Ownership	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Deciding to Purchase or Join an Existing Business or Start a New Business Choose the Legal Form of Your Business Legal Issues Surrounding Business Ownership</p> <p><u>Related Vocabulary:</u> franchise initial franchise fee startup costs royalty fees advertising fees sole proprietorship partnership corporation share of stock board of directors dividends intellectual property patent copyright trademark contract</p>	<p>The students will be able to:</p> <ul style="list-style-type: none"> • Explain the steps involved in buying an existing business. • Recognize the advantages and disadvantages of joining the family business. • Evaluate franchise ownership. • Recognize the advantages and disadvantages of starting a new business. • Compare a sole proprietorship and a partnership. • Describe a corporation. • Choose a form of ownership. • Recognize how laws promote competition. • Describe how to protect intellectual property. • Identify consumer laws that affect business. • Describe when and how a business owner should seek legal advice. <p>15.5.12.E ~ Evaluate legal forms of business entities when considering entrepreneurship (e.g., existing business, franchise, new business, corporation, LLC, partnership, sole proprietorship). 15.5.12.L ~ Analyze an innovation/ business concept and develop a comprehensive business plan.</p>

Location	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Obtain Space and Design the Physical Layout</p> <p><u>Related Vocabulary:</u> industrial park enterprise zones trade area tenant landlord gross lease net lease percentage lease inventory vendors quote reorder point</p>	<p>The students will be able to:</p> <ul style="list-style-type: none"> • Describe steps to take in selecting a site. • Compare purchase and lease options. • Describe layout considerations for different types of business. • Explain how to find and choose vendors for your business. • List factors that determine the needed level of inventory. <p>15.5.12.I ~ Evaluate the functions of operations management as influenced by the business parameters. 15.5.12.L ~ Analyze an innovation/ business concept and develop a comprehensive business plan.</p>

Competitors	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Identify Your Market Research the Market Know Your Competition</p> <p><u>Related Vocabulary:</u> target market market segments customer profile demographics psychographics use-based data geographic data market research primary data survey focus group secondary data direct competition indirect competition competitive analysis</p>	<p>The students will be able to:</p> <ul style="list-style-type: none"> • Identify your target market by analyzing the needs of customers. • Explain how market segmentation can help an entrepreneur analyze a target market. • Explain the role of market research. • Identify the six steps involved in market research. • Explain the importance of understanding your competition. • Prepare a competitive analysis. • Describe strategies for maintaining customer loyalty. <p>15.5.12.J ~ Evaluate strategies for incorporating emerging technologies into specific business operations. 15.5.12.K ~ Analyze issues and cases associated with government regulation. 15.5.12.L ~ Analyze an innovation/ business concept and develop a comprehensive business plan.</p>

<p>Marketing And Advertising</p>	
<p>CONTENT/KEY CONCEPTS</p>	<p>OBJECTIVES/STANDARDS</p>
<p>Developing the Marketing Plan The Product Element of the Marketing Mix The Price Element of the Marketing Mix The Distribution Element of the Marketing Mix The Promotion Element of the Marketing Mix Principles of Selling and Promoting Your Product</p> <p><u>Related Vocabulary:</u> marketing marketing concept marketing mix marketing strategy marketing plan product mix features branding positioning return on investment market share demand-based pricing cost-based pricing competition based pricing discount pricing distribution channels of distribution direct channel indirect channel physical distribution advertising publicity press release public relations personal selling sales promotion rebate</p>	<p>The students will be able to:</p> <ul style="list-style-type: none"> • Explain the importance of marketing a business. • Discuss how to develop a marketing strategy for business. • Describe what information is included in a marketing plan. • Explain how the marketing concept affects decisions regarding the product mix. • Define and describe the importance of product features, branding, and positioning. • Identify pricing objectives for a business. • Calculate the price for products using various methods. • Discuss factors to consider when pricing services. • List and describe various pricing techniques. • Describe the four basic options of channels of distribution. • Apply channels of distribution to the specific needs of various types of business. • List factors to consider in the physical distribution of products. • List the many forms of advertising and discuss advantages and disadvantages of each. • Define publicity and describe ways to use publicity as a promotional tool. • Explain the role of selling in a business. • Determine how to meet customer needs and wants. • Discuss other types of promotional activities. <p>15.5.12.J ~ Evaluate strategies for incorporating emerging technologies into specific business operations. 15.5.12.L ~ Analyze an innovation/ business concept and develop a comprehensive business plan.</p>

<p>Finances</p>	
<p>CONTENT/KEY CONCEPTS</p>	<p>OBJECTIVES/STANDARDS</p>
<p>Explain Ways to Estimate Startup Costs and Personal Net Worth Demonstrate the Preparation of Pro Forma Cash Flow Statements, Income Statements, and Balance Sheets Describe the Use of Journals and Ledgers In a Recordkeeping System Develop Operating Procedures Inventory Management Systems Financial Management</p> <p><u>Related Vocabulary:</u> net worth debt-to-equity ratio equity capital venture capitalists debt capital collateral manager management organizational structure authoritative management democratic management operations manual perpetual inventory method stock card point-of-sale software system periodic inventory method stock turnover rate cash budget gross sales net sales</p>	<p>The students will be able to:</p> <ul style="list-style-type: none"> • Estimate your start- up costs and personal net worth. • Identify sources of equity capital for your business. • Identify sources of debt capital for your business. • Prepare a pro forma cash flow and income statements and balance sheet. • Describe the use of journals and edger’s in a recordkeeping system. • Explain the importance of keeping accurate and up-to-date bank, payroll, and tax records. • Define the five functions of management. • Describe four types of policies that should be included in an operations manual. • Prepare a purchasing plan for inventory. • Describe the perpetual and periodic inventory methods. • Determine how much inventory to keep in stock. • Describe strategies for managing cash flow. • Evaluate a business's performance through financial statement analysis. <p>15.5.12.L ~ Analyze an innovation/ business concept and develop a comprehensive business plan. 15.5.12.M ~ Analyze funding sources for an entrepreneurship including, IPO, venture capital, loans, and owner capital.</p>

Contingency Plan	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Business Risks Preparation How to Insure Against Risk Risks Associated with Credit</p> <p><u>Related Vocabulary:</u> risk risk management risk assessment shoplifting bounced check premium pure risk speculative risk controllable risk uncontrollable risk insurable risk trade credit consumer credit Federal Employees' Compensation Act (FECA)</p>	<p>The students will be able to:</p> <ul style="list-style-type: none"> • Protect their business against shoplifting and theft. • List and explain steps involved in preparing to face risks. • Discuss types of theft and security precautions that can be taken to protect your business. • Classify risks faced by business owners. • Explain why some business risks are uninsurable. • Determine the different types of insurance needed for a new business. • Explain how to approach an insurance purchase. • Identify risks associated with credit. • Explain how to manage risks at work. • Describe strategies to reduce the risks of doing business internationally. <p>15.5.12.L ~ Analyze an innovation/business concept and develop a comprehensive business plan.</p>