

Elizabethtown Area School District
Scope & Sequence - Quick Reference



Department: Business Education

Course: Business Entrepreneurship

Grade Level(s): 10-12

<i>Unit Title</i>	<i>General Topic(s)</i>	<i>Pacing</i>
1. What is an Entrepreneur?	<ul style="list-style-type: none">● Identify characteristics of entrepreneurs and self assess● Distinguish between traditional, organizational and social entrepreneur● Identify the four main types of business ownership	First ½ of September
2. Generating Ideas	<ul style="list-style-type: none">● Determine the various ways to solve problems with products and services● Evaluate business ideas● Define and craft an elevator pitch for investors	Second ½ of September
3. Market Research and Planning	<ul style="list-style-type: none">● Define and conduct customer interviews● Describe observation analysis● Distinguish between primary and secondary market research	First ½ of October

	<ul style="list-style-type: none"> ● Discuss the importance of customer loyalty 	
4. Marketing for Entrepreneurship	<ul style="list-style-type: none"> ● Define choice architecture, guerilla marketing, and publicity ● Conduct competitor business marketing analysis ● Determine ways to build a brand and brand image ● Define marketing mix 	Second ½ of October
5. Promotion and Sales	<ul style="list-style-type: none"> ● Define promotion ● Identify the elements of the promotion mix ● Define and give examples of sales ● Name at least five steps in the sales process ● Detail why customer service is important 	November
6. Financial Analysis	<ul style="list-style-type: none"> ● Define income statement, balance sheet and cash flow statement ● Detail the significance of financial statements to the health of a business 	December
7. Management	<ul style="list-style-type: none"> ● Importance of creating and using organizational charts ● Define servant leadership ● Identify various ways to motivate and direct employees ● Types of leadership 	January