

Moon Area School District Curriculum Map

Course: Entrepreneurship

Grade Level: 9-12

Content Area: Business/Computer

Frequency: One-Semester

Big Ideas

1. Identify entrepreneurial skills and characteristics as well as the risks, benefits, opportunities, and drawbacks of being an entrepreneur.
2. Develop an awareness for identifying entrepreneurial business opportunities and discuss different forms of business organizations, including sole proprietorships, partnerships, corporations, joint ventures, and not-for-profit enterprises.
3. Explore the fundamentals of starting and operating a business, developing a business plan, obtaining start-up funding, marketing a product or service, business technology, ethical business practices, and the importance of maintaining an effective accounting system.

Essential Questions

4. Who are some of the most significant historical entrepreneurs?
5. What are characteristics of successful entrepreneurs?
6. What are the advantages and disadvantages of entrepreneurship?
7. Why is it necessary to be able to identify business opportunities?
8. Why is it important to enhance your decision-making skills and to set goals and develop plans for attaining those goals?
9. Why is it essential to have effective communication, computer, and business skills and how can you sharpen them?
10. How can trends, productivity, supply, and demand impact business?
11. How does the government effect the business world?
12. What are the differences and similarities between running a family business, purchasing an existing business, franchising, and starting a new business?
13. What are the types of business organization?
14. What is a Business Plan, why is it important, and what are its components?
15. What is market research and why is it significant?
16. What are the various ways market research is performed?
17. Why is it essential to identify competition?
18. Why is it necessary to create a financial plan and keep efficient financial records?
19. How and when should a prospective entrepreneur obtain financing?
20. How can logistics issues interfere with choosing the location of a business?
21. How will the entrepreneur decide the physical layout of a business?

22. How will the entrepreneur decide on purchasing equipment and supplies?
23. Which types of business operations be researched and decided upon when creating a business plan?
24. Why is it essential to create a marketing plan?
25. What is The Marketing Mix and how does it apply to owning a business?
26. What are the short-term and long-term goals of a business?
27. What are the different types of management styles?
28. Why is it important to promote a positive working environment?
29. Why is it important to have supplemental activities to enhance a business plan?
30. What are the types of promotional activities businesses can utilize?
31. Which types of promotional activities are essential, and which are optional?

Primary Resource(s) & Technology:

Textbook: The Teen Entrepreneur by Anthony Masala (E-book: Business Education Publishing), Microsoft Office Software, Microsoft Teams, Promethean Board, Student Desktops/Laptops

Pennsylvania and/or focus standards referenced at:

www.pdesas.org
www.education.pa.gov

Big Ideas/EQs	Focus Standard(s)	Assessed Competencies (Key content and skills)	Timeline
		Unit 1: Introduction to Entrepreneurship	Approx.
1-2, 4-14	13.4.11.A 13.4.11.B 13.4.11.C	<ul style="list-style-type: none"> • Research current and historical entrepreneurs • Identify skills and characteristics of successful entrepreneurs • Advantages and disadvantages of entrepreneurship • Career and interests' activities • Compare and contrast types of business ownership • Identify the primary function and contents of a traditional business plan • Supply and Demand • Quiz, Project, and Supplemental Activities 	1.5 week

Big Ideas/EQs	Focus Standard(s)	Unit 2: Small Business Ownership in a Market Economy	Approx.
1-3, 7-14, 26, 29	13.4.11.A 13.4.11.B 13.4.11.C	<ul style="list-style-type: none"> • Business idea generation/innovation • Research small business industry category on the Occupational Outlook Handbook Website on the U.S. Department of Labor—Bureau of Labor Statistics Website • Complete Business Plan Projects 1-4 <ul style="list-style-type: none"> ○ Choose A Business ○ Create the Company Description ○ Create a Logo & Tagline ○ Create the Description of Products & Services • Quiz, Projects, and Supplemental Activities 	3 weeks
Big Ideas/EQs	Focus Standard(s)	Unit 3: Small Business Market Research	Approx.
2-3, 15-17, 21-25, 29-31	13.4.11.A 13.4.11.B 13.4.11.C	<ul style="list-style-type: none"> • Market Research • Outlook of the Industry • Target Market • Research & Analyze Competition • The 4's of Marketing: Product, Place, Price, and Promotion • Complete Business Plan Projects 5-8 <ul style="list-style-type: none"> ○ Market Analysis ○ Create the owner's business card ○ Create the company's letterhead ○ Marketing Plan • Quiz, Projects, and Supplemental Activities 	3 weeks
Big Ideas/EQs	Focus Standard(s)	Unit 4: Small Business Operations	Approx.
2-3, 18-24, 30-31	13.4.11.A 13.4.11.B 13.4.11.C	<ul style="list-style-type: none"> • Cost of Goods Sold • Production • Sales, Advertising, and Marketing • Accounting Records • Distribution • Create a Prospective Customer database • Decide on introductory promotional offers • Complete Business Plan Projects 9-12 <ul style="list-style-type: none"> ○ The Operating Plan ○ Schedule of Startup Funds Required (financial statement) ○ Customer Prospects ○ Introductory Promotional Letter/Press Release • Quiz, Projects, and Supplemental Activities 	3 weeks

Big Ideas/EQs	Focus Standard(s)	Unit 5: Marketing/Advertising Promotional Materials & Projected Income	Approx.
2-3, 18, 22-31	13.4.11.A 13.4.11.B 13.4.11.C	<ul style="list-style-type: none"> • Advertising and Marketing • Accounting Records • Income Statement Components: Net Sales, Cost of Goods Sold, Gross Profit, Operating Expenses, Net Income • Complete Business Plan Projects 13-16 <ul style="list-style-type: none"> ○ Create a Brochure (three-panel) ○ Create a Company Advertisement ○ Create the owner's resumé ○ Create the Projected Income Statement • Quiz, Projects, and Supplemental Activities 	3 weeks
Big Ideas/EQs	Focus Standard(s)	Unit 6: Final Assembly of Business Plan, Web Site Home Page Mock-Up & Sales Pitch	Approx.
1-31	13.4.11.A 13.4.11.B 13.4.11.C	<ul style="list-style-type: none"> • Complete Business Plan Projects 17-21 <ul style="list-style-type: none"> ○ Create the Executive Summary <ul style="list-style-type: none"> ▪ Introduction, Products & Services, Market Summary, Competitive Position, Financial Position, Mission Statement, and Vision Statement ○ Create the Cover Page ○ Create the Table of Contents ○ Create the Web Site Home Page • Prepare and Present Sales Pitch: Use PowerPoint, Canva, or another presentation development app • Quiz, Projects, and Supplemental Activities 	3 weeks
Big Ideas/EQs	Focus Standard(s)	Final Exam = project and/or cumulative exam	
1-31	13.4.11.A 13.4.11.B 13.4.11.C	<ul style="list-style-type: none"> • Review for final project and/or test • Complete final project and/or test 	1.5 week