

Start Up! Overview

Course Description: In this course, students plan, start, and operate their own small business, emphasizing the critical problem solving skills required to be successful. Students will research business ideas, calculate costs, construct a business plan, identify financing options, develop a marketing plan and operate their business individually or with a partner. Start Up! is the recommended course for students interested in exploring course offerings within the Pioneer School of Business.

**Dual credit through Missouri State University is offered upon completion of Start Up! and Entrepreneurship
Dual credit is not recommended for 9th graders.*

Grade Level: 9-12th

Curricular Work Thus Far:

1. Solicited feedback from local and state university education departments, Kirkwood staff, and Kirkwood students to guide course development.
2. Examined DESE Accounting I curriculum and National Business Education Association Standards 2020 to inform course development.
3. Developed a curricular scope & sequence of seven units within the yearlong course.
 - ☐ **Unit 1:** Characteristics and Functions of a Business
 - ☐ **Unit 2:** Economics
 - ☐ **Unit 3:** Marketing
 - ☐ **Unit 4:** Entrepreneurship
 - ☐ **Unit 5:** Finance and Accounting
 - ☐ **Unit 6:** Ethics of Business
 - ☐ **Unit 7:** Business is Global
4. Developed unit essential questions and student learning goals in alignment with national standards. Examples include, but are not limited to:
 - **Essential Questions:**
 - What does it mean to be in business?
 - How does this success or failure of a business affect other businesses?
 - What strategies can businesses use to differentiate themselves from competitors in a crowded market?
 - What motivates and entrepreneur?
 - **Student Learning Goals:**

- Students will explain the various types of business ownership structures and the advantages and disadvantages of each.
- Students will explain the effects of inflation and deflation.
- Students will analyze economic indicators.
- Students will develop a promotional plan for a business.
- Students will assess risks associated with venture.
- Students will create a business plan.