



**Dublin City Schools
Entrepreneurship Academy
Graded Course of Study**

Course Goals

In this course students will cultivate creativity, problem-solving abilities, and design thinking skills. Through interactive workshops, project-based learning, and mentorship opportunities, students will develop an entrepreneurial mindset characterized by resilience, adaptability, and an ability to innovate. Additionally, students will understand and apply the importance of effective communication skills, with the ability to articulate ideas, collaborate with others, and pitch their ventures with confidence. By the end of the program, students will emerge as foundational entrepreneurs capable of identifying opportunities, navigating challenges, and driving positive change in the ever-evolving landscape of business and innovation.

Semester 1

Business - Entrepreneurship	
Topic	Student Competencies
1.1 Employability Skills: Develop career awareness and employability skills (e.g., face-to-face, online) needed for gaining and maintaining employment in diverse settings.	1.1.2 Identify the scope of career opportunities and the requirements for education, training, certification, licensure, and experience. 1.1.5 Develop strategies for self-promotion in the hiring process (e.g., filling out job applications, résumé writing, interviewing skills, portfolio development).



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<p>1.2 Leadership and Communications: Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.</p>	<p>1.2.2 Deliver formal and informal presentations.</p> <p>1.2.5 Communicate information (e.g., directions, ideas, vision, workplace expectations) for an intended audience and purpose.</p> <p>1.2.12 Use technical writing skills to complete forms and create reports.</p>
<p>1.3 Business Ethics and Law: Analyze how professional, ethical, and legal behavior contributes to continuous improvement in organizational performance and regulatory compliance.</p>	<p>1.3.3 Use ethical character traits consistent with workplace standards (e.g., honesty, personal integrity, compassion, justice).</p> <p>1.3.9 Identify potential conflicts of interest (e.g., personal gain, project bidding) between personal, organizational, and professional ethical standards.</p>
<p>1.6 Business Literacy: Develop foundational skills and knowledge in</p>	<p>1.6.1 Identify business opportunities.</p>



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<p>entrepreneurship, financial literacy and business operations.</p>	<p>1.6.2 Assess the reality of becoming an entrepreneur, including advantages and disadvantages (e.g., risk vs. reward, reasons for success and failure).</p> <p>1.6.3 Explain the importance of planning your business.</p> <p>1.6.4 Identify types of businesses, ownership and entities (i.e., individual proprietorships, partnerships, corporations, cooperatives, public, private, profit, not-for-profit).</p> <p>1.6.9 Explain how the performance of an employee, a department and an organization is assessed.</p> <p>1.6.12 Describe classifications of employee benefits, rights, deductions and compensations.</p>
<p>1.7 Entrepreneurship/Entrepreneurs: Analyze the environment in which a business operates and the economic factors and opportunities associated with self-employment.</p>	<p>1.7.2 Explain the role of profit as the incentive to entrepreneurs in a market economy.</p> <p>1.7.3 Identify the factors that contribute to the success and failure of entrepreneurial ventures.</p> <p>1.7.6 Describe life cycles of an entrepreneurial business and an entrepreneur.</p> <p>1.7.7 Create a list of personal strengths, weaknesses, skills and abilities needed to be successful as an entrepreneur.</p> <p>1.7.8 Explain pathways used to become an entrepreneur.</p> <p>1.7.9 Conduct a self-assessment to determine entrepreneurial potential.</p>



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	<p>1.7.10 Describe techniques for obtaining experience (e.g., apprenticeship, co-operative [co-op] education, work placement, internship, job shadowing) related to an entrepreneurial objective.</p> <p>1.7.13 Protect intellectual property and knowledge (e.g., copyright, patent, trademark, trade secrets, processes).</p>
<p>1.8 Operations Management: Plan, organize and monitor an organization or department to maximize contribution to organizational goals and objectives.</p>	<p>1.8.8 Identify routine activities for maintaining business facilities and equipment.</p>
<p>1.9 Financial Management: Use financial tools, strategies, and systems to develop, monitor, and control the use of financial resources to ensure personal and business financial well-being.</p>	<p>1.9.1 Create, analyze, and interpret financial documents (e.g., budgets, income statements).</p> <p>1.9.2 Identify tax obligations.</p> <p>1.9.8 Identify income sources and expenditures.</p>



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Business Process	
Topic	Student Competencies
<p>2.1 Business Activities: Relate business functions to business models, business strategies and organizational goal achievement.</p>	<p>2.1.1 Explain the reasons that businesses and organizations exist and their role in society, and describe types of business models.</p> <p>2.1.3 Describe types of business activities, or functions (e.g., accounting, finance, human resources management, information management, marketing, operations, sales and strategic management); the interactions among business functions, or activities; and the differences in implementation that occur in big versus small business.</p> <p>2.1.4 Explain forces that are driving business changes (e.g., globalization, consumer demand, government policies, political climate, diversity, spending trends, industry structure changes) and how organizations are adapting to today’s business environment (e.g., proactive management, competitive aggression, innovative management, agile management, organizational learning, market orientation, slack resources).</p> <p>2.1.5 Describe the need for and role of accounting and finance (e.g., understanding accounting treatment, verifying information, analyzing variances, guiding decision-making), and explain how they interact with and impact other business activities or functions.</p> <p>2.1.6 Explain the role and function of human resources management, describe its interactions with other functional areas, and identify its contributions to an organization.</p>



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	<p>2.1.7 Explain the nature and scope of information management and its contributions to business operations.</p> <p>2.1.9 Explain factors that motivate customers, clients and businesses to buy and actions employees can take to achieve the company's desired results.</p> <p>2.1.10 Describe connections among business ethics, company actions and results (e.g., influencing consumer behavior, gaining market share).</p> <p>2.1.11 Differentiate between operations and supply chain, and describe their components, or activities, and contributions to business.</p> <p>2.1.12 Explain the nature of management and levels of management (e.g., front line, middle management, executive).</p> <p>2.1.13 Identify ways that technology impacts business activities.</p>
<p>2.2 Economic Principles: Relate principles and concepts of applied economics to business models, business activities and organizational goal achievement.</p>	<p>2.2.3 Identify the impact of small business and entrepreneurship on market economies.</p> <p>2.2.7 Determine the relationship between government and business, identify government agencies that facilitate trade, and describe the impact of government regulations on business activities.</p>



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<p>2.3 International Business: Relate factors impacting international business to internal business operations, practices and strategies.</p>	<p>2.3.1 Describe the global environment in which businesses operate, identify leading economies, and explain how the global environment impacts a business’s overall global strategy.</p>
<p>2.4 Business Processes: Relate business-process design to organizational structure and organizational goal achievement.</p>	<p>2.4.1 Explain the impact of organizational design (e.g., reporting lines) on business process design.</p>
<p>3.1 Customer Relations: Apply techniques, strategies and tools to develop, maintain and grow positive internal and external customer, or client, relationships.</p>	<p>3.1.1 Explain the nature of positive customer, or client, relations and their role in keeping customers; and describe the importance of meeting and exceeding customer expectations.</p> <p>3.1.8 Build, maintain and improve relationships with customers or clients; and promote brand and solicit new ideas and solutions using social media.</p> <p>3.1.9 Identify opportunities to use crowdsourcing to engage customers or clients, improve customer or client relationships, promote brand, and solicit new ideas and solutions.</p>
<p>3.2 Relationship Management:</p>	<p>3.2.7 Identify when and how to take risks to achieve objectives.</p>



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<p>Apply techniques and strategies to develop, maintain and grow positive relationships with employees, peers and stakeholders.</p>	<p>3.2.8 Describe the nature of organizational culture and its impact on business, and interpret and adapt to a business’s culture.</p> <p>3.2.11 Manage internal and external business relationships to foster positive interactions, and strategically plan and leverage business relationships for growth.</p>
<p>3.3 Business Communications Management: Apply strategies and procedures to plan, create, implement, and evaluate internal and external company communications.</p>	<p>3.3.5 “Sell” ideas to internal and external audiences.</p>
<p>4.6 Corporate Social Responsibility (CSR): Interpret, apply and communicate an organization’s ethics and social responsibility policies and code of conduct in routine and ambiguous situations.</p>	<p>4.6.1 Compare and contrast ethical standards and challenges in domestic and international markets and across countries or areas (e.g., Brazil, China, Latin America, Pacific Rim).</p> <p>4.6.2 Compare and contrast ethical challenges across industry sectors (e.g., healthcare, financial services, consumer products, manufacturing, retail) and functional areas (e.g., marketing, human resources, financial reporting).</p> <p>4.6.5 Develop ethics and CSR policies and reporting processes.</p>



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<p>5.1 Marketing Fundamentals: Describe principles of marketing, marketing functions and the factors influencing their effectiveness.</p>	<p>5.1.6 Explain factors affecting pricing decisions (e.g., customer value perception, brand, negotiating power, corporate policies, competitive strategy, stage of customer life cycle).</p> <p>5.1.7 Describe foundational concepts associated with product and service management to understand its nature and scope (e.g., product life cycles).</p> <p>5.1.8 Explain the drivers of the brand and the impact, benefits and drawbacks of branding.</p> <p>5.1.9 Describe promotion’s nature, scope and role in meeting business objectives (e.g., types of promotion, promotional mix, promotional channels).</p> <p>5.1.11 Describe sales processes and techniques that can be used to facilitate selling.</p>
<p>5.5 Market Planning: Utilize principles and tools to select an audience and to identify and select marketing strategies to reach targeted audiences.</p>	<p>5.5.3 Describe the concept of market and market identification.</p> <p>5.5.4 Identify market segments, and select target market(s).</p> <p>5.5.5 Profile target customer to determine market needs and customer demand for products and services.</p> <p>5.5.6 Explain the role of situation analysis in the marketing planning process.</p> <p>5.5.7 Conduct a market analysis (market size, area, potential, etc.).</p> <p>5.5.9 Conduct a competitive analysis.</p>



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	<p>5.5.10 Forecast sales, and establish sales goals.</p> <p>5.5.11 Set marketing goals, objectives and budget to achieve corporate goals and objectives.</p>
<p>5.8 Branding: Apply branding techniques and methods to acquire position in the minds of internal and external customers that is consistent with organizational goals and objectives.</p>	<p>5.8.4 Determine company's unique selling proposition.</p>
<p>5.9 Marketing Communications: Apply the concepts and determine the strategies needed to communicate information about products, services, images or ideas to achieve desired outcomes that support</p>	<p>5.9.1 Describe types of promotional channels used to communicate with targeted audiences (e.g., word-of-mouth, direct, advertising, social) and the use of public-relations activities and trade shows or exhibitions.</p>



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<p>organizational goals and objectives.</p>	
<p>6.1 Management Fundamentals: Describe business management practices and their contributions to goal achievement and organizational success.</p>	<p>6.1.1 Distinguish between management and leadership, and describe the factors that influence management.</p> <p>6.1.3 Describe the types of resources managed in business and their significance in business operations, and explain the differences between managing internal versus external resources.</p> <p>6.1.4 Explain the purposes and nature of management functions (e.g., strategic and tactical planning, organizing, directing, staffing, controlling), and describe considerations in the business environment that impact their use.</p> <p>6.1.5 Compare management and motivation theories, and determine appropriate situations in which each would be used.</p> <p>6.1.10 Describe the need for and impact of quality management in organizations.</p> <p>6.1.12 Describe project management processes, skills and knowledge necessary for successful project outcomes.</p>
<p>9.1 Financial Principles: Apply tools, strategies, and systems to plan and monitor the use of financial</p>	<p>9.1.1 Compare and contrast types of business, types of business ownership, and the role of profit and taxes in influencing business structure.</p>



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<p>resources.</p>	<p>9.1.4 Determine risks to short-term and long-term business strategy using critical information on financial documents (e.g., pay register, bank statements, income tax forms, financial statements).</p> <p>9.1.5 Explain how accounting and accounting standards impact business financial performance, and distinguish between cash and accrual methods of accounting.</p> <p>9.1.6 Distinguish among profit, cash flows, and return on investment (ROI) measures; and identify factors that could cause different outcomes within these three measures of business performance.</p> <p>9.1.9 Calculate sales and financial ratios.</p> <p>9.1.13 Compare and contrast financing options for domestic and international markets.</p>
<p>10.1 Strategic Planning: Implement planning tools to guide organizations/ department’s activities.</p>	<p>10.1.2 Define business mission.</p>
<p>10.6 Product Development: Generate, screen and develop ideas into new products and services that can be commercialized.</p>	<p>10.6.1 Generate ideas for new products and services using innovation skills, creative- thinking techniques, and crowdsourcing.</p> <p>10.6.2 Develop decision-making criteria, and define the decision-making process that will be used to screen ideas for feasibility.</p>



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10.6.3 Research the potential costs, revenues and profits, and marketing strategy of the new product or service (i.e., conduct feasibility study).

10.6.4 Consider legal restrictions and requirements impacting the sale and marketing of new products and services (e.g., non-disclosure agreements, non-compete agreements, statement-of-work, master service agreements).

10.6.8 Determine resources available to advance ideas to the commercialization stage in either an intrapreneurship or entrepreneurship capacity (e.g., grants, business-development agencies and incubators, partnerships, joint ventures).

10.6.10 Implement the initial steps to establish a business (e.g., select business structure, complete legal and regulatory filings, establish financial and tax accounts).

10.6.11 Identify the purposes and the components of a business plan.



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Accounting	
Topic	Student Competencies
<p>1.1 Employability Skills: Develop career awareness and employability skills (e.g., face-to-face, online) needed for gaining and maintaining employment in diverse settings.</p>	<p>1.1.2 Identify the scope of career opportunities and the requirements for education, training, certification, licensure, and experience.</p> <p>1.1.5 Develop strategies for self-promotion in the hiring process (e.g., filling out job applications, résumé writing, interviewing skills, portfolio development).</p>
<p>1.2 Leadership and Communications: Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.</p>	<p>1.2.2 Deliver formal and informal presentations.</p> <p>1.2.5 Communicate information (e.g., directions, ideas, vision, workplace expectations) for an intended audience and purpose.</p> <p>1.2.12 Use technical writing skills to complete forms and create reports.</p>
<p>1.3 Business Ethics and Law:</p>	<p>1.3.3 Use ethical character traits consistent with workplace standards (e.g., honesty, personal integrity, compassion, justice).</p>



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<p>Analyze how professional, ethical, and legal behavior contributes to continuous improvement in organizational performance and regulatory compliance.</p>	<p>1.3.9 Identify potential conflicts of interest (e.g., personal gain, project bidding) between personal, organizational, and professional ethical standards.</p>
<p>1.4 Knowledge Management and Information Technology: Demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations.</p>	<p>1.4.2 Select and use software applications to locate, record, analyze and present information (e.g., word processing, e-mail, spreadsheet, databases, presentation, Internet search engines).</p>
<p>1.9 Financial Management: Use financial tools, strategies, and systems to develop, monitor, and control the use of financial resources to ensure</p>	<p>1.9.1 Create, analyze, and interpret financial documents (e.g., budgets, income statements).</p> <p>1.9.2 Identify tax obligations.</p>



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<p>personal and business financial well-being.</p>	<p>1.9.8 Identify income sources and expenditures.</p> <p>1.9.10 Identify the role of depreciation in tax planning and liability.</p>
<p>2.1 Business Activities: Relate business functions to business models, business strategies and organizational goal achievement.</p>	<p>2.1.5 Describe the need for and role of accounting and finance (e.g., understanding accounting treatment, verifying information, analyzing variances, guiding decision-making), and explain how they interact with and impact other business activities or functions.</p>

Semester 2

Innovation & Design	
Topic	Student Competencies
<p>10.6 Product Development: Generate, screen and develop ideas into new</p>	<p>10.6.1 Generate ideas for new products and services using innovation skills, creative- thinking techniques, and crowdsourcing.</p>



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products and services that can be commercialized.	<p>10.6.2 Develop decision-making criteria, and define the decision-making process that will be used to screen ideas for feasibility.</p> <p>10.6.3 Research the potential costs, revenues and profits, and marketing strategy of the new product or service (i.e., conduct feasibility study).</p>
Visual Arts	
Topic	Student Competencies
<p>Creating: Artists use creative thinking and reasoning skills to perceive concepts and ideas to develop works.</p>	<p>CONTENT STATEMENTS</p> <p>1CR Evaluate various sources for visual reference.</p> <p>2CR Explore multiple solutions to artistic problems.</p> <p>3CR Identify visual literacy strategies as a means to communicate concepts.</p>
<p>Performing: Artists employ personal processes and skills to solve problems</p>	<p>CONTENT STATEMENTS</p> <p>1PE Determine appropriate levels of artisanship through persistence.</p>



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<p>creatively and present work in various contexts.</p>	<p>2PE Demonstrate increasing skill with materials and techniques.</p> <p>3PE Integrate selected elements of art and principles of design to construct works of art.</p>
<p>Responding: Artists engage in analysis and interpretation to understand and evaluate artistic works.</p>	<p>CONTENT STATEMENTS</p> <p>1RE Increase relevant vocabulary to describe and analyze components related to visual art.</p> <p>2RE Engage with self-assessment to set and monitor goals to document personal growth.</p> <p>3RE Utilize art criticism methods when responding to works of art.</p> <p>4RE Identify the relationships between community or cultural values and trends in visual art.</p>
<p>Connecting: Artists understand and communicate the value of creative expressions in internal and external contexts.</p>	<p>CONTENT STATEMENTS</p> <p>1CO Understand how works of art reflect diverse communities, viewpoints and perspectives.</p> <p>2CO Recognize contributions of the visual arts in everyday life.</p> <p>3CO Examine personal and social contexts related to works of art.</p> <p>4CO Examine various aesthetic theories and visual culture.</p>