

## CFISD Entrepreneurship Scope and Sequence

**Course Description:**

Students will gain knowledge and skills needed to become an entrepreneur. Students will learn the principles necessary to begin and operate a business. The primary focus of the course is to help students understand the process of analyzing a business opportunity, preparing a business plan, determining feasibility of an idea using research, and developing a plan to organize and promote the business and its products and services. In addition, students will understand the capital required, the return on investment desired, and the potential for profit (1 Credit).

- Grades 10-12
- Recommended prerequisite: Principles of Business, Marketing, and Finance
- Entrepreneurship and Small Business (ESB) certifications satisfy the requirement to earn a performance acknowledgement.
- Lab supplies or fee may be required

TEKS

**Cluster:** Marketing

**Program of Study:** Entrepreneurship

**Endorsement:** Business & Industry

- Meets advanced course requirement (Y/N): N
- Meets foundation requirement for math, science, fine arts, English, LOTE (Y/N-area):

**N Industry Certification/Credentials:** Entrepreneurship and Small Business (ESB)

Instructional Units	Pacing
<p><b>1<sup>st</sup> Semester</b></p> <p><b>Unit 1     Big Idea: Developing an Entrepreneurial Mindset</b>                      Chapter 1 – Importance of Entrepreneurship                      Chapter 2 – Characteristics of an Entrepreneur                      Chapter 4 – Social Entrepreneurship                      Chapter 5 – Managing Risk</p> <p><b>Unit 2     Big Idea: Opportunity Recognition &amp; Market Analysis</b>                      Chapter 6 – Idea Generation &amp; Chapter 7 – Turning Ideas into Opportunities                      Chapter 8 – Evaluating Opportunity                      Chapter 9 – Market Research Methods &amp; Chapter 10 – Using Data to Make Business Decisions</p>	<p>1<sup>st</sup> grading pd</p>
<p><b>Unit 3     Big Idea: Competition</b>                      Chapter 13 – Direct and Indirect Competition                      Chapter 14 – EOU and Competitive Pricing                      Chapter 15 – Establishing a Competitive Advantage</p> <p><b>Unit 4     Big Idea: Delivering Value to Customers</b>                      Chapter 16 – Identifying your Target Market                      Chapter 17 – Understanding the Needs of a Customer Segment                      Chapter 18 – Delivering Value to a Customer Segment                      Chapter 19 – Delivering Value to a Customer                      Chapter 20 – Attracting and Retaining Customers</p>	<p>2<sup>nd</sup> grading pd</p>
<p><b>2<sup>nd</sup> Semester</b></p>	<p>3<sup>rd</sup> grading pd</p>

<p><b>Unit 5      Big Idea: Business Model</b>            Chapter 21 – Channels of Distribution            Chapter 22 – Identifying Internal Resources (Human Resources Only)            Chapter 23 – Determining Operating Activities            Chapter 24 – Establishing External Partnership            Chapter 25 – Legal Structures            Chapter 32 – Government Regulations  <b>Unit 6      Big Idea: Financial &amp; Expense Management</b>            Chapter 26 – The cost of Doing Business            Chapter 27 – Expense Management            Chapter 28 – Revenue Streams and Sales Projections            Chapter 29 – Financing your Business            Chapter 30 – Financial Analysis  <b>Unit 7      Big Idea: Operating the Business</b>            Chapter 31 – Managing the Business            Chapter 33 – Record Keeping &amp; Chapter 34- Accounting Systems            Chapter 35 – Taxes and Your Business</p>	
<p><b>Unit 8      Big Idea: Growing the Business</b>            Chapter 36 – Planning for Business Growth            Chapter 37 – Growing Operations            Chapter 38 – Recruiting and Training Staff            Chapter 39 – Franchising and Licensing            Chapter 40 – Exit Strategies  <b>ESB CERTIFICATION PREPARATION &amp; ADMINISTRATION</b></p>	4 <sup>th</sup> grading pd

**Primary Instructional Materials:**

Entrepreneurship: Owning Your Future ISBN-9780134571058. Publisher, Pearson Education Inc

**Supplemental Instructional Materials:**

Knowledge Matters-Entrepreneurship

Stukent Simulation -Entrepreneurship

GMETRIX/Certiport (for certification)- Entrepreneurship and Small Business