



Entrepreneurship I

[General Course Information](#)

[Power Standards](#)

[Unit I: Entrepreneurship Discovery](#)

[Unit II: Business Analysis](#)

[Unit III: Marketing Strategies](#)

[Unit IV: Business Plan](#)

General Course Information

| | |
|---|-----------------------|
| Course Name: Entrepreneurship I | |
| Department: Business & Marketing | Grade Level(s): 10-12 |
| Duration/Credits: 1 sem/.5 credit | Prerequisites: none |
| BOE Approval Date: | Course Code H5105 |
| Course Description: | |
| <p>Entrepreneurship I introduces students to a wide array of basic entrepreneurial concepts and skills. The course introduces the student to the essentials of business activities, including managing and marketing. Students will have the opportunity to learn what it takes to create a new business. Students desiring to advance their business idea can do so in Entrepreneurship II. Students enrolled in Entrepreneurship I are eligible to join student business organizations (DECA & FBLA).</p> | |
| Course Rationale: | |
| <p>Small business ownership accounts for approximately 90% of all businesses in the United States and remains a significant contributor to our economy. Based on this statistic, students will evaluate the risks and rewards of becoming a small business owner or working for a small business. Instruction in this area will help prepare the student for a career and post-secondary education.</p> | |
| Course Objectives: | |
| <p>The student will discuss and debate entrepreneurial discovery strategies to generate feasible ideas for business ventures. (A+ Speaking & Listening)</p> <p>The student will read about and use business analysis tools to evaluate the feasibility of a business idea. (A+ Reading)</p> <p>The student will develop marketing strategies for a new business venture.</p> <p>The student will research and create target markets appropriate for a business to obtain the best return on investment. (A+ Research)</p> <p>The student will utilize planning tools to create a basic business plan. (A+ Writing)</p> | |

| |
|-----------------------------|
| |
| Standards Alignment: |
| MBA Research Standards |

Power Standards

| |
|------------------|
| List Standards - |
|------------------|

| | |
|---|--|
| Unit I: Entrepreneurship Discovery | Duration: 4 weeks |
| Unit Description: | |
| Unit Standards | Key Learning Targets |
| <p>Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others</p> <p>Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career</p> | <p>I can . . .</p> <ul style="list-style-type: none"> • Describe the nature of entrepreneurship • Explain the role requirements of entrepreneurs and owners • Explain the need for entrepreneurial discovery • Discuss entrepreneurial discovery processes • Describe current business trends • Explain career opportunities in entrepreneurship • Conduct self-assessment to determine entrepreneurial potential |
| Essential Questions | Enduring Understandings |
| What do entrepreneurs contribute to society? | Entrepreneurship forms the backbone of small business. To be successful I must embrace the traits and values of an entrepreneur. |
| Resources: | |
| Previous knowledge and skills needed: | |
| Key Unit Vocabulary: continuous economic activity, innovation, profit potential, risk-taking, personality traits, entrepreneurs, small-business owners, and managers, | |
| Additional Information: | |

| | |
|--|--|
| Unit II: Business Analysis | Duration: 4 weeks |
| Unit Description: | |
| Unit Standards | Key Learning Targets |
| <p>Understands the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or venture</p> <p>Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making</p> | <p>I can . . .</p> <ul style="list-style-type: none"> • Explain and select types of business ownership • Identify the impact of small business/entrepreneurship on market economies • Determine, assess and select opportunities for venture creation • Explain the role of situation analysis in the marketing planning process • Identify company's unique selling proposition • Explain the nature of business ethics |
| Essential Questions | Enduring Understandings |
| How do we know if a business idea can be successful? | Business analysis tools exist to assist entrepreneurs in making strategic decisions. |
| Resources: | |
| Previous knowledge and skills needed: | |
| <p>Key Unit Vocabulary: sole proprietorship, partnership, corporation, merger, consolidation, expansion, franchise, limited-liability company, product trade-name franchise, and business-format franchise. business opportunity, business threat, business environment, economic development, technological change, economic change, environmental scanning, and environmental monitoring.</p> | |

| |
|--------------------------------|
| |
| Additional Information: |

| | |
|--|--|
| Unit III: Marketing Strategies | Duration: 5 weeks |
| Unit Description: | |
| Unit Standards | Key Learning Targets |
| Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives | <p>I can . . .</p> <ul style="list-style-type: none"> • Explain the nature of and select channels of distribution • Explain the concept of marketing strategies • Explain the concept of market and market identification • Identify market segments and select target markets • Explain the nature of marketing planning and marketing plans • Explain the nature and scope of the pricing function • Explain the nature and scope of the product/service management function • Explain the role of promotion as a marketing function |
| Essential Questions | Enduring Understandings |
| What drives customers to a particular business? | Businesses must understand target markets and employ the marketing mix strategies to obtain profit. |
| Resources: | |
| Previous knowledge and skills needed: | |
| Key Unit Vocabulary: channel, channel intensity, channel length, distribution patterns, exclusive distribution, selective distribution, and intensive | |

distribution, industrial user, middlemen, intermediaries, retailers, wholesalers, agents, direct channels, and indirect channels, Nature of product Market size and location, Access to channel members, business ventures, marketing mix, product, place, promotion, price, goals, strategies, and tactics. Target Market, market segmentation, demographic segmentation, geographic segmentation, psychographic segmentation, and behavioral segmentation, Selling Proposition goal setting, analyzing the current situation, developing strategy, implementing and monitoring strategy, selling price,

Additional Information:

| | |
|--|--|
| Unit IV: Business Plan | Duration: 5 weeks |
| Unit Description: | |
| Unit Standards | Key Learning Targets |
| <p>Understands the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or venture</p> <p>Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department</p> | <p>I can . . .</p> <ul style="list-style-type: none"> • Describe types of business models • Describe entrepreneurial planning considerations • Explain tools used by entrepreneurs for venture planning • Set marketing goals and objectives • Create a business plan |
| Essential Questions | Enduring Understandings |
| What do I need to begin a successful business? | A well developed business plan will insure access to investment opportunities. |
| Resources: | |
| Previous knowledge and skills needed: | |
| Key Unit Vocabulary: business model, entrepreneurial planning, SWOT analysis, market analysis, environmental scan, competitive analysis, sensitivity analysis, lean business plan | |
| Additional Information: | |