



Entrepreneurship II

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General Course Information

Course Name:	
Department: Marketing	Grade Level(s): 10-12
Duration/Credits: 1 sem/.5 credit	Prerequisites: Entrepreneurship I
BOE Approval Date:	Course Code H5110
Course Description:	
<p>Entrepreneurship II continues students' study of the entrepreneurial concepts and skills learned in Entrepreneurship I. In this course students will fully explore their business idea and create a specific business plan. Students will investigate more in depth business concepts, including managing, marketing, finance and accounting. Students enrolled in Entrepreneurship II 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 research and develop a concept for a new business venture and evaluate its successful potential. (A+ Research)</p> <p>The student will determine needed resources and create a start-up business plan. (A+ Writing)</p> <p>The student will read about and compare and contrast branding strategies. (A+ Reading)</p> <p>The student will discuss and debate sources of investment for small businesses. (A+ Speaking & Listening)</p> <p>The student will create proper financial statements to obtain investment or credit to implement their business plan.</p>	

Standards Alignment:
List standard set(s) to which course has been aligned\ MBA Research Standards

Power Standards

List Standards -

Unit I: Research and Development	Duration: 3 weeks
Unit Description:	
Unit Standards	Key Learning Targets
<p>Understands the economic principles and concepts fundamental to business operations</p> <p>Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others</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"> • Determine feasibility of venture ideas • Develop concept for new business venture to evaluate its success potential. • Conduct market analysis using SWOT and competitive analysis • Conduct self-assessment to determine entrepreneurial potential • Explain the nature of business ethics • Describe external resources useful to entrepreneurs during concept development
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:	
Key Unit Vocabulary: feasibility study, SWOT analysis, market analysis, environmental scans, competitive analysis, sensitivity analysis, cost of sales, professional fees, technology costs, administrative costs, sales and marketing costs, wages and benefits, industry risk, market risk, product risk, financial risk, management/decision risk, career risk, emotional risk, loss of capital, uncertain income, inflation, economic downturns, changes in interest rates, higher costs, bankruptcy, unemployment, business failure, SWOT	

Additional Information:

Unit II: Business Start-Up	Duration: 3 weeks
Unit Description:	
Unit Standards	Key Learning Targets
Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department	I can . . . <ul style="list-style-type: none">• Set marketing goals and objectives• Explain factors affecting pricing decisions, determine the price , and calculate break even• Plan product mix and determine services to provide customers• Identify company's unique selling proposition• 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: break-even, ROI, and markup, product-mix strategies,	
Additional Information:	

Unit III: Marketing Strategies	Duration: 4 weeks
Unit Description:	
Unit Standards	Key Learning Targets
Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives	I can . . . <ul style="list-style-type: none"> • Develop marketing strategies to guide marketing tactics. • Select marketing metrics • Develop marketing plan • Develop promotional plan for a business
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: demographic segmentation, geographic segmentation, psychographic segmentation, and behavioral segmentation, marketing metrics, marketing dashboard, navigational, and evaluative, marketing plan, promotion,	
Additional Information:	

Unit IV: Financial and Investment Strategies	Duration: 4 weeks
Unit Description:	
Unit Standards	Key Learning Targets
Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources	<p>I can . . .</p> <ul style="list-style-type: none"> • Explain the nature of and conduct sales forecasts • Set marketing budget • Select sources to finance venture creation/start-up • Implement accounting procedures to track money flow and to determine financial status. • Implement financial skills to obtain business credit and to control its use • Develop a pro forma income statement
Essential Questions	Enduring Understandings
Why do businesses keep track of finances?	What drives customers to a particular business?
Resources:	
Previous knowledge and skills needed:	
Key Unit Vocabulary: sales forecast, qualitative forecasting, and quantitative Forecasting, sales forecast, top-down approach, bottom-up approach, jury of executive opinion, sales force composite, and survey of buyer intentions, bootstrapping, grants, crowdfunding, cash flow statement, balance sheet, assets, accounts receivable, depreciation, liabilities, accounts payable, net worth, and accounting equation, income statement, profit-and-loss statement, revenue, cost of goods sold, gross profit, operating expenses, and net income income statement.	
Additional Information:	

Unit V: Business Evaluation	Duration: 4 weeks
Unit Description:	
Unit Standards	Key Learning Targets
<p>Understands the techniques and strategies used to foster positive, ongoing relationships with customers</p> <p>Understands the concepts, strategies, and systems used to obtain and convey ideas and information</p> <p>Understands the tools, techniques, and systems that businesses use to plan, staff, lead, and organize its human resources</p> <p>Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning</p>	<p>I can . . .</p> <ul style="list-style-type: none"> • Explain how organizations adapt to today's markets • Explain factors to consider in determining a venture's human-resources needs • Implement purchasing activities to obtain business supplies, equipment, resources, and services. • Position company to acquire desired business image. • Position company to acquire desired business image. • Identify and benchmark key performance indicators
Essential Questions	Enduring Understandings
How do I maintain a profitable business?	Evaluation is a key factor in a business to adapt to today's market.
Resources:	
Previous knowledge and skills needed:	
Key Unit Vocabulary: globalization, consumer demands, spending trends, and industry structure changes, cash-flow issues, added stress for the employer, worker with no work to accomplish, benchmarking, benchmarking partners, key performance indicators, and scorecards.	
Additional Information:	