



# Course Overview

High School | Entrepreneurship - Last Updated on March 20, 2025

## DESCRIPTION

### K-12 Content Area | Mission & Philosophy Statement

- Financially literate global citizens make informed personal and professional decisions, essential for navigating and succeeding in an interconnected economic environment.
- Innovative and opportunistic thinkers can initiate and manage businesses effectively by understanding market dynamics and business planning, thus enhancing their competitiveness in an entrepreneurial landscape.
- Adept technology users continuously develop their ability to seamlessly integrate tools, tackle complex business challenges, and drive innovation with a growth mindset, making them invaluable in a technology-driven global economy.
- Understanding the ethical and legal standards in business ensures that young people can lead and operate within guidelines, which is essential for maintaining trust and integrity in organizational settings.
- Refined communicators and collaborators effectively work on teams, build professional networks, and contribute to a culturally diverse workforce.

### Course Description

This course will introduce students to the basic principles of business, with a specific focus on owning and managing one’s own business. Students will examine the major steps involved in starting a new business, including the marketing, financing, budgeting, managing, purchasing, staffing and legal aspects. Students will be provided with real-world examples of entrepreneurs who have changed the business world. In addition, students will extend their understanding of concepts through a comprehensive computer simulation in which they will be responsible for operating a convenience store.

## STANDARDS

### Pennsylvania - Grade 9-12 - Entrepreneurship

- 15.5.12.A
- 15.5.12.B
- 15.5.12.D
- 15.5.12.E
- 15.5.12.L
- 15.5.12.M
- 15.5.12.I
- 15.5.12.C
- 15.5.12.F
- 15.5.12.G
- 15.5.12.H
- 15.5.12.J
- 15.5.12.K

### Pennsylvania - Grade 11 - Career Education and Work

- 13.4.11.A
- 13.4.11.B
- 13.4.11.C



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### COURSE OBJECTIVES

Specific objectives for this course are aligned to the Pennsylvania Academic Standards for Business, Computer, and Information Technology, and the Pennsylvania Core Standards for Career Education and Work & Entrepreneurship, as outlined in the Scope and Sequence for Entrepreneurship.

### ASSESSMENT TYPES

- Curriculum-based measures
- Benchmark Assessments
- Formative Assessments
- Summative Assessments
- Performance-Based Assessments

### SUGGESTED METHODS OF INSTRUCTION

The Entrepreneurship course utilizes a variety of instructional strategies to engage students and enhance their understanding of communications and computing concepts. Below is a list of suggested strategies for high-quality instruction:

- Instructional components outlined in the *Framework for Teaching* by Charlotte Danielson
- Computer simulations
- Case studies and real-life scenario analysis
- Collaborative projects and group discussions



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### RESOURCES

District Approved Program Resources	District Approved Supplemental Resources	District Approved Technology Resources
Cengage Entrepreneurship: Ideas in Action, 7th Student Edition ISBN-13: 979-82-14-06899-2		Microsoft Office Suite Google Suite iMac Computer Lab

Teacher Resources: Lesson plans, simulation guides, book excerpts and assessment tools.

[Business Model Generation](#): A Handbook for Visionaries, Game Changers, and Challengers (The Strategyzer series) Paperback – July 13, 2010 by Alexander Osterwalder (Author), Yves Pigneur (Author)