



K I R K W O O D
S C H O O L D I S T R I C T

START UP!

Course Description:

This course is designed for students interested in exploring a career in business. It is a broad introduction to the various fields of business and the communication skills needed to be successful in the real world. Topics covered will include business trends, economics, entrepreneurship, marketing, finance and accounting, ethics and global business. Start Up! is the ideal beginner course for KHS students interested in exploring course offerings within the Pioneer School of Business.

*****Dual credit available through Missouri State University upon completion of Start Up! AND Entrepreneurship*****

Grade Levels: 9-12

Unit Scope and Sequence:

- Unit 1:** Characteristics and Functions of Business (2 weeks)
- Unit 2:** Economics (2 weeks)
- Unit 3:** Marketing (4 weeks)
- Unit 4:** Entrepreneurship (5 weeks)
- Unit 5:** Finance and Accounting (2 weeks)
- Unit 6:** Ethics of Business (1 week)
- Unit 7:** Business is Global (1 week)

Start Up!

Unit 1 - Characteristics and Functions of Business

UNIT 1 - The Characteristics and Functions of Business Unit will lay the groundwork for a comprehensive understanding of business operations, ethics, and the role of businesses in society.

Unit 1 Essential Learning Targets

<i>Enduring Understandings</i>	<i>Essential Questions</i>
<ul style="list-style-type: none"> ● Businesses are diverse entities that play a crucial role in our economy. ● Businesses must adapt to changing environments and business conditions. 	<ul style="list-style-type: none"> ● What does it mean to be in business? ● How do the principles of economics apply to business? ● In what ways do businesses demonstrate ethics and social responsibility?
<i>Students must know:</i>	<i>Students must be able to:</i>
<ul style="list-style-type: none"> ● Accounting ● Business ● Finance ● Human Resources ● Information Management ● Management ● Marketing ● Return on Investment (ROI) ● Ambient Intelligence ● Artificial Intelligence ● Business Trend ● Imports and Exports ● Franchise ● "C" Corporation ● Corporation ● General Partnership ● Joint Venture ● Limited Liability Company ● Merger ● Non-Profit Corporation ● "S" Corporation ● Sole Proprietorship 	<ul style="list-style-type: none"> ● Explain the (six) primary business functions, and related activities. ● Describe the importance of a mission for a business. ● Research current business trends. ● Discuss how technology trends are affecting business. ● Explain the various types of business ownership structures and what are the advantages and disadvantages of each. ● Define business and its benefits. ● Describe the impact of globalization on business.

Unit 1 Standards

Entrepreneurship

II - Entrepreneurial Trends

1 - ACHIEVEMENT STANDARD: Recognize trends in society that can lead to entrepreneurial opportunities.

6 - Design a product or business that takes advantage of current trends

VIII - Management

1 - ACHIEVEMENT STANDARD: Develop a management plan for an entrepreneurial venture.

8 - Develop a plan to meet human resource needs

10 - Design hiring procedures to obtain qualified and diverse candidates

13 - Explain employee compensation and benefits

IX - Legal

1 - ACHIEVEMENT STANDARD: Analyze how forms of business ownership, government regulations, and legal regulations affect entrepreneurial ventures.

6 - Describe special types of business ownership (e.g., S corporations, LLCs, cooperatives)

5 - Compare and contrast the advantages and disadvantages of the different types of business ownership

X - Business Models and Planning

1 - ACHIEVEMENT STANDARD: Develop a plan to launch and operate a business.

9 - Develop a business model for an entrepreneurial venture

11 - Evaluate the effectiveness of a business model for a specific business

12 - Identify opportunities to pivot a business model

Personal Finance

II - Earning and Reporting Income

1 - Achievement Standard: Identify various forms of income and analyze factors that affect income as a part of the career decision-making process.

12 - Discuss how factors affect income from employment such as supply and demand, geographic location, level of education, type of industry, union membership, productivity, skill level, and work ethic

14 - Compare compensation packages that include varying levels of wages and benefits

21 - Investigate employee benefits and incentives

Start Up! Unit 2 - Economics

UNIT 2 - This unit will provide students with a foundational understanding of key economic principles and their applications in the business world.

Unit 2 Essential Learning Targets

Enduring Understandings	Essential Questions
<ul style="list-style-type: none"> ● Business decisions affect the economy. 	<ul style="list-style-type: none"> ● Why is the global economy ever changing? ● How does the success or failure of a business affect other businesses? ● How do inflation, deflation, and stagflation impact purchasing power and overall economic stability?
Students must know:	Students must be able to:
<ul style="list-style-type: none"> ● Business Life Cycles ● Capital Goods ● Consumer and Producer ● Consumption ● Inflation and Deflation ● Distribution ● Economic Utility ● Economic Want ● Economic Good ● Exchange ● Macroeconomics and Microeconomics ● Natural Resources ● Opportunity Cost ● Production ● Resources (natural resources, labor, capital goods, expertise) ● Scarcity ● Supply and Demand ● Trade-Off 	<ul style="list-style-type: none"> ● Distinguish between goods and services. ● Identify economic systems. ● Classify economic resources. ● Understand the basic economic problem ● Describe the relationship between supply, demand, and price. ● Explain the effects of inflation and deflation. ● Describe the four phases of the business cycle. ● Analyze economic indicators . ● Explain economic interdependence (e.g., importing, exporting). ● Describe the major components of the U.S. Economy.

Unit 2 Standards - NBEA Standards

Economics

II - Economic Systems

1 - ACHIEVEMENT STANDARD: Explain why societies develop economic systems, identify the basic features of different economic systems, and analyze the U.S. economic system's major features.

17 - Debate the advantages and disadvantages and identify the winners and losers from different government intervention examples in the economy

III - Economic Institutions and Incentives

1 - ACHIEVEMENT STANDARD: Analyze the role of core economic institutions and incentives in the U.S. economy.

11 - Provide illustrations of how the market system requires a give-and-take between institutions and individuals

IV - Markets and Prices

1 - ACHIEVEMENT STANDARD: Analyze the role of markets and prices in the U.S. economy.

7 - Analyze the relationship of relative price to scarcity when prices are set by supply and demand market forces.

8 - Identify determinants of supply and demand

9 - Demonstrate an understanding of the supply and demand curves that show increases and decreases in quantity supplied and quantity demanded

10 - Demonstrate an understanding of the supply and demand curves when there are increases and decreases in supply and demand and explain why these changes occur

11 - Illustrate how a change in price affects quantity demanded or quantity supplied

12 - Explain and illustrate how the equilibrium price changes according to changes in supply or demand

13 - Explain and illustrate how a market reacts to shortages and surpluses with no government intervention

15 - Describe and illustrate the concept of elasticity and inelasticity

16 - Explain how efficient production and allocation of goods and services in a market economy are based on pricing information

17 - Explain why changes in prices of resources create incentives/disincentives for resource allocation in the U.S. economy

Start Up! Unit 3 - Marketing

UNIT 3 - The marketing unit is designed to introduce students to the fundamental principles of marketing and provide them with an understanding of how businesses create, communicate, and deliver value to their target customers.

Unit 3 Essential Learning Targets

<i>Enduring Understandings</i>	<i>Essential Questions</i>
<ul style="list-style-type: none"> ● The marketing mix drives business decisions. 	<ul style="list-style-type: none"> ● How does the marketing mix affect the success of a product/service or business? ● How do businesses identify and understand the needs and wants of their target customers? ● What strategies can businesses use to differentiate themselves from competitors in a crowded market?
<i>Students must know:</i>	<i>Students must be able to:</i>
<ul style="list-style-type: none"> ● Goods and Services ● Marketing and Marketing Concept ● Marketing Mix/4 P's of Marketing ● Channel Management (Place) ● Commodity ● Customer Service ● Marketing-Information Management ● Pricing ● Product/Service Management ● Promotion ● Selling ● Target Market ● Marketing Plan ● Marketing Tactics ● Segmentations - behavioral, competition, demographic, psychographic, geographic, market ● SWOT Analysis ● Mass Marketing ● Integrated Marketing Campaign ● Presentation/Pitch ● Presentation Deck 	<ul style="list-style-type: none"> ● Conduct a SWOT analysis. ● Develop a marketing plan. ● Describe the elements of the promotional mix. ● Develop a promotional plan for a business. ● Explain the factors affecting pricing decisions. ● Prepare a sales presentation. ● Determine customer/client needs. ● Set a marketing budget. ● Evaluate effectiveness of advertising.

Unit 3 Standards - NBEA Standards

Marketing

I - Foundations of Marketing

1 - Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

8 - Recognize how the elements of the marketing mix (e.g., product, price, place, and promotion) create an image or personality (position) for a product and connect directly to customers' needs and wants

10 - Describe the importance of marketing in a global economy

II - Consumers and their Behavior

1 - Achievement Standard: Analyze the characteristics, motivations, and behaviors of consumers.

A. Characteristic of Consumer Behavior

3 - Describe characteristics of the changing domestic and global populations (e.g., demographics, psychographics, and geography)

B. Segmentation and Target Markets

3 - Identify the tools of market segmentation (e.g., demographics, psychographics, and geographics)

4 - Explain ways that segmentation can be used to identify target markets

III - External Factors

1 - Achievement Standard: Analyze the influence of external factors on marketing.

D. Competitive Environment

5 - Describe ways competition affects marketing decisions

6 - Assess how a company's competitive role in an industry impacts its marketing strategies

IV - The Marketing Mix

1 - Achievement Standard: Analyze the elements of the marketing mix, their interrelationships, how they are used in the marketing process, and their role in positioning.

A. Products and Services

3 - Analyze marketing mix strategies for each product classification

D. Promotion

42 - Plan and organize a sales presentation (e.g., approaching prospects, asking appropriate questions, relating features and benefits to customer needs)

V - The Marketing Plan

1 - Achievement Standard: Describe the elements, design, and purposes of a marketing plan.

4 - Differentiate between short-term and long-term planning

5 - Discuss how the marketing plan aligns with the corporate strategic plan

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Unit 4 - Entrepreneurship

UNIT 4 - The Entrepreneurship Unit is designed to inspire and equip students with the fundamental skills and mindset required to embark on entrepreneurial ventures. Students will explore entrepreneurship, from ideation to execution, and gain insights into the key principles that drive successful business creation and management.

Unit 4 Essential Learning Targets

<i>Enduring Understandings</i>	<i>Essential Questions</i>
<ul style="list-style-type: none"> ● Entrepreneurship is a process involving identifying opportunities, developing innovative ideas, and taking calculated risks to create and manage a successful business. 	<ul style="list-style-type: none"> ● What is entrepreneurship, and why are they important to our economy? ● How do entrepreneurs manage risks and uncertainties associated with starting a new business? ● What motivates an entrepreneur?
<i>Students must know:</i>	<i>Students must be able to:</i>
<ul style="list-style-type: none"> ● Disruptive Innovation ● Entrepreneur ● Entrepreneurial Mindset ● Business Plan ● Five Stages of Entrepreneurial Process ● Financial Risk ● Small Business ● Intrapreneur ● Contract Employee ● Gig Economy ● Home-based business ● Self-employed ● Small-Business Owner ● Solopreneur ● KPIs (Key Performance Indicators) ● Risk Averse and Risk Tolerant ● Financial Resources for Entrepreneurs 	<ul style="list-style-type: none"> ● Identify the characteristics of a successful entrepreneur. ● Explain the process of starting a new business. ● Compare and contrast the rewards and risks of owning a business. ● Create a business plan. ● Explain the difference between a small business and an entrepreneur. ● Define the difference between an entrepreneur and an intrapreneur. ● Assess global trends and opportunities. ● Assess risks associated with venture.

Unit 4 Standards - NBEA Standards

Economics

I - Allocation of Resources

1 - ACHIEVEMENT STANDARD: Assess opportunity costs and trade-offs involved in making choices about how to use scarce economic resources.

12 - Evaluate alternative choices and solutions for current issues for a business or a nation

Entrepreneurship

I - Entrepreneurs and Entrepreneurial Skills

1 - ACHIEVEMENT STANDARD: Examine the role entrepreneurs play in today's economy and recognize the unique personal characteristics and skills that successful entrepreneurs possess.

A. Role of the Entrepreneur In Business

7 - Differentiate between an entrepreneur and an intrapreneur

B. Characteristics and Skills of an Entrepreneur

7 - Self-assess one's personal qualifications and readiness to become an entrepreneur

II - Entrepreneurial Trends

1 - ACHIEVEMENT STANDARD: Recognize trends in society that can lead to entrepreneurial opportunities.

B. Identifying and Capitalizing on Trends

6 - Design a product or business that takes advantage of current trends

III - Idea Generation and Validation (Lean Startup)

1 - ACHIEVEMENT STANDARD: Use lean startup methods to generate, develop, and test ideas to identify market and business opportunities.

A. Idea Generation

9 - Perform customer discovery to identify consumer pains and problems

VI - Finance

1 - ACHIEVEMENT STANDARD: Understand financial concepts and use the financial tools available to make sound business decisions.

A. Determining Cash Needs

1 - Explain the role of seed or start up money for an entrepreneurial venture

B. Obtaining Funding

1 - List common sources from which entrepreneurs can secure funding

4 - Discuss potential sources of funding

9 - Discuss the concept of bootstrapping

VIII - Management

1 - ACHIEVEMENT STANDARD: Develop a management plan for an entrepreneurial

venture.

B. Human Resources and Culture

1 - Define culture

3 - Identify characteristics of a good employee

14 - Identify situations where outsourcing staffing is beneficial (e.g., independent contractors, temporary staffing)

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Unit 5 - Finance and Accounting

UNIT 5 - The Finance and Accounting Unit is designed to provide students with a foundational understanding of financial principles and accounting practices. This will equip students with essential financial literacy skills, enabling them to comprehend and analyze the financial aspects of businesses and make informed decisions that contribute to a company's financial success.

Unit 5 Essential Learning Targets

<i>Enduring Understandings</i>	<i>Essential Questions</i>
<ul style="list-style-type: none"> ● Accounting primarily deals with the recording, summarizing, and reporting of financial transactions. Finance deals with the managing of the monetary aspects of an organization. ● Ethical considerations play a pivotal role in financial management for a business. 	<ul style="list-style-type: none"> ● How do financial statements provide insights into a company's financial health? ● How does accounting contribute to informed decision-making by managers and stakeholders? ● What is the difference between finance and accounting?
<i>Students must know:</i>	<i>Students must be able to:</i>
<ul style="list-style-type: none"> ● Balance Sheet ● Capital ● Cost of Goods Sold ● Earnings Before Interest and Taxes (EBIT) ● Expenses ● Gross and Net Profit ● Income ● Inventory ● Profit and Loss (P&L) Statement ● Income Statement ● Revenue ● Accounting Cycle ● Accounting Equation ● Asset ● Debits and Credits ● Liability ● Owner's Equity ● General Ledger 	<ul style="list-style-type: none"> ● Define fundamental financial concepts, including assets, liabilities, equity, revenue, and expenses. ● Explain what items affect income, revenue, expenses, and profits (supply and demand, economy, competition). ● Identify why profits are important, and how they can be increased. ● Create and interpret a profit and loss statement (P&L). ● Understand the purpose and components of financial statements. ● Analyze financial statements to assess the financial health of a business. ● Understand the importance of ethical decision-making in financial management. ● Explain how the Finance/Accounting business function interrelated with the other business functions.

Unit 5 Standards - NBEA Standards

Economics

III - Economic Institutions and Incentives

1 - ACHIEVEMENT STANDARD: Analyze the role of core economic institutions and incentives in the U.S. economy.

12 - Explain the roles of profit and competition in a market- oriented economy

Entrepreneurship

IV - Economics

1 - ACHIEVEMENT STANDARD: Apply economic concepts when making decisions for an entrepreneurial venture.

5 - Define unit economics

7 - Calculate gross and net profit

VI - Finance

1 - ACHIEVEMENT STANDARD: Understand financial concepts and use the financial tools available to make sound business decisions.

6 - Compare and contrast debt and equity financing options

VII - Accounting

1 - ACHIEVEMENT STANDARD: Recognize that entrepreneurs must establish, maintain, and analyze appropriate records to make business decisions.

5 - Maintain an accurate ledger of business transactions

6 - Describe the various financial statements (e.g., income statement, balance sheet, cash flow statement)

9 - Prepare basic financial statements (e.g., income statement, balance sheet, cash flow statement)

11 - Compare actual income and expenses to budgeted amounts for a specific period

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Unit 6 - Ethics of Business

UNIT 6 - The Ethics of Business Unit is designed to cultivate students' awareness and understanding of ethical considerations within the business world, focusing on navigating complex ethical dilemmas, making principled decisions, and appreciating the importance of ethical conduct in shaping sustainable and responsible business practices.

Unit 6 Essential Learning Targets

Enduring Understandings	Essential Questions
<ul style="list-style-type: none"> ● Ethical, moral, and legal choices that relate to the decision-making process in business situations have both positive and negative consequences. 	<ul style="list-style-type: none"> ● What are the consequences of unethical behavior? ● What are factors in the world that lead to ethical dilemmas?
Students must know:	Students must be able to:
<ul style="list-style-type: none"> ● Accountability ● Business Ethics ● Dilemma ● Ethical Dilemma ● Ethical Principles ● Ethics ● Fairness ● Integrity ● Respect ● Rule of Law ● Transparency ● Trust ● Corporate Social Responsibility (CSR) 	<ul style="list-style-type: none"> ● Distinguish between ethical and unethical business practices. ● Contrast ethical, moral, and legal choices that relate to the decision-making process in business situations, and the consequences of each. ● Explain the differences between ethical dilemmas versus normal dilemmas. ● Establish ethical principles that help ensure a consistent and disciplined approach to handling, responding to, and making good decisions in ethical situations. ● Explore case studies illustrating how companies integrate CSR into their operations.

Unit 6 Standards - NBEA Standards

Personal Finance

I - Personal Decision Making

1 - Achievement Standard: Use a data-informed decision-making process as it applies to the roles of citizens, workers, and consumers.

10 - Analyze how ethics affect business and personal financial management decisions

Entrepreneurship

I - Entrepreneurs and Entrepreneurial Skills

1 - ACHIEVEMENT STANDARD: Examine the role entrepreneurs play in today's economy and recognize the unique personal characteristics and skills that successful entrepreneurs possess.

11 - Develop a code of ethics for a business venture

12 - Analyze the effect of unethical behavior on a business

13 - Identify strategies that facilitate ethical behavior in a business

Marketing

III - External Factors

1 - Achievement Standard: Analyze the influence of external factors on marketing.

4 - Describe a code of ethical behavior for marketing

5 - Explain how unethical behavior can lead to government regulations

IV - The Marketing Mix

1 - Achievement Standard: Analyze the elements of the marketing mix, their interrelationships, how they are used in the marketing process, and their role in positioning.

9 - Discuss ethical issues in advertising

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Unit 7 - Business Is Global

UNIT 7 - The Business is Global Unit is designed to introduce students to the dynamic nature of the global business environment. This unit will broaden students' perspectives, expose them to different cultures' points of view, and equip them with the knowledge and skills necessary to understand the global market.

Unit 7 Essential Learning Targets

Enduring Understandings	Essential Questions
<ul style="list-style-type: none"> ● Embracing a global mindset is not just a strategic advantage but a fundamental requirement for thriving in the dynamic and diverse marketplace in today's business world. 	<ul style="list-style-type: none"> ● How does the global economy affect me? ● What is the impact of supporting global economies? ● What is the role and responsibility of the consuming public to be knowledgeable about and understand how business affects society, domestically and globally?
Students must know:	Students must be able to:
<ul style="list-style-type: none"> ● B-Corp ● Climate Change ● E-Commerce ● Environmentalism ● International Trade ● Manufacturer ● Producer ● Raw-Materials Producer ● Services ● Social Responsibility ● Tariff ● Trade Deficit ● Trade Surplus 	<ul style="list-style-type: none"> ● Describe the role of various types of businesses (producers, manufacturers, raw materials producers, service businesses, e-commerce, etc.). ● Explain global trade, trade surpluses, and trade deficits. ● Explain marketing and its importance on a global economy. ● Compare and contrast the USD to other currencies. ● Identify the impact of the global economy on consumers.

Unit 7 Standards - NBEA Standards

Economics

VI - Productivity

1 - ACHIEVEMENT STANDARD: Explain the importance of productivity and analyze how specialization, division of labor, investment in physical and human capital, and technological change affect productivity and global trade.

15 - Analyze the impact of the global economy on U.S. business

Entrepreneurship

IV - Economics

1 - ACHIEVEMENT STANDARD: Apply economic concepts when making decisions for an entrepreneurial venture.

7 - Research trade agreements and their effects on international trade

8 - Identify the challenges of selling to consumers in other countries

Marketing

I - Foundations of Marketing

1 - Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

10 - Describe the importance of marketing in a global economy

III - External Factors

1 - Achievement Standard: Analyze the influence of external factors on marketing.

1 - Determine how local, domestic, and international economic conditions affect marketing