ENTREPRENEURSHIP

Approved by KSD Board of Education: (May 19, 2025)

Course Description:

In this course, students learn the skills needed to start and run a business. The course emphasizes the importance of marketing, showing how it helps bring ideas to life and drive success. Students learn essential skills like identifying target markets, analyzing competitors, setting prices, managing products or services, and creating promotional plans. By the end of the course, they'll have hands-on experience with tasks like conducting a SWOT analysis, planning a product mix, and forecasting sales—all key steps in launching a business.

Dual credit is available through Missouri State University upon completion of *Startup! AND Entrepreneurship*

Grade Level: 10th-12th Grade

Unit Scope and Sequence

Unit 1: Characteristics & Fundamentals of Entrepreneurship
Unit 2: Market Research
Unit 3: Business Planning
Unit 4: Start a Business
Unit 5: Marketing Plan
Unit 6: Finance & Accounting
Unit 7: Building a Pitch

Course Enduring Understandings:

- Entrepreneurship is a dynamic process that requires creativity, problem-solving, risk-taking, and adaptability to identify opportunities and develop innovative solutions that meet market needs.
- Successful business ventures rely on strategic planning, including market research, financial management, and effective marketing, to minimize risks and maximize growth potential.
- Entrepreneurs must continuously learn, analyze data, and refine their business strategies to stay competitive, respond to challenges, and ensure long-term sustainability.

Course Essential Questions:

- How do entrepreneurs identify, evaluate, and act on business opportunities in a constantly changing market?
- What role does innovation, adaptability, and effective communication play in launching, growing, and sustaining a business in a competitive market?

ENTREPRENEURSHIP
Unit 1: Characteristics and Fundamentals of Entrepreneurship

In this unit, students explore the foundational principles of entrepreneurship, gaining insight into the mindset, skills, and characteristics necessary for success in business ventures. Through interactive discussions, case studies, and hands-on activities, students will analyze the traits of successful entrepreneurs, such as creativity, resilience, problem-solving, and risk-taking.

<table>
<tr><th colspan="2">Unit Essential Learning Targets</th></tr>
<tr><th>Enduring Understandings</th><th>Essential Questions</th></tr>
<tr><td>
Entrepreneurship is the process of identifying, developing, and managing a business venture to make a profit while taking financial risks.
Entrepreneurship is a mindset that involves creativity, problem-solving, risk-taking, and continuous learning, not just the act of starting a business.
Successful entrepreneurs identify opportunities by analyzing problems, understanding market needs, and developing innovative solutions.
Key entrepreneurial characteristics—such as resilience, adaptability, and leadership—are essential for overcoming challenges and achieving long-term success.
</td><td>
What characteristics and skills are essential for entrepreneurial success?
How do entrepreneurs identify and evaluate business opportunities?
How does an entrepreneurial mindset contribute to success in business and life?
</td></tr>
<tr><th>Students must know:</th><th>Students must be able to:</th></tr>
<tr><td>
Vocabulary

Profit
Revenue
Expenses
Investment
Market Research

</td><td>
Identify key characteristics of successful entrepreneurs and assess how these traits contribute to business success.
Use critical thinking and problem-solving techniques to recognize potential business ideas and evaluate their feasibility.
Demonstrate creativity, adaptability, and risk assessment by brainstorming solutions to business challenges and market needs.
</td></tr>
</table>

ENTREPRENEURSHIP
Unit 1: Characteristics and Fundamentals of Entrepreneurship

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X. Business Models and Planning Achievement Standard: Develop a plan to launch and operate a business.

ENTREPRENEURSHIP
Unit 2: Market Research

In this unit, students explore the fundamentals of market research and its role in entrepreneurial success. They learn how to identify target audiences, analyze competitors, and gather data to make informed business decisions.

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Market research is essential for entrepreneurial success because it helps businesses understand their customers, competitors, and industry trends.
Both primary and secondary research provide valuable insights that inform decision-making, product development, and marketing strategies.
Identifying and analyzing target markets allows entrepreneurs to tailor their products, services, and messaging to meet customer needs effectively.
Data-driven decisions reduce business risks by providing factual evidence to support business strategies and investments.

</td><td>

How does market research help entrepreneurs make informed business decisions?
What are the key differences between primary and secondary research, and when should each be used?
How can businesses use market research to identify and reach their target customers effectively?

</td></tr>
<tr><th>Students must know:</th><th>Students must be able to:</th></tr>
<tr><td>

Vocabulary

Market Research
Primary Research
Secondary Research
Target Market
Competitive Analysis
Customer Persona

</td><td>

Design and conduct surveys or interviews.
Create effective questions and use various methods to collect primary data from potential customers or stakeholders.
Organize and evaluate collected data, identifying key patterns and insights that inform business decisions.
Develop customer personas and target market profiles.
Use research findings to create detailed and realistic representations of target customers, helping to guide product development and marketing strategies.

</td></tr>
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ENTREPRENEURSHIP
Unit 3: Business Planning

In this unit, students learn the essential steps and strategies for creating a solid business plan, a critical tool for launching and running a successful business. The unit covers key components of business planning, including market research, financial planning, setting business goals, and developing effective marketing strategies.

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<tr><th colspan="2">Unit Essential Learning Targets</th></tr>
<tr><th>Enduring Understandings</th><th>Essential Questions</th></tr>
<tr><td>A well-thought-out business plan serves as a roadmap for entrepreneurs, helping them navigate challenges and set clear, achievable goals.
Understanding the target audience, competitors, and industry trends is crucial in making informed decisions and crafting effective business strategies.
Developing realistic financial projections and budgeting is necessary to ensure long-term business growth and profitability.
Crafting a solid marketing strategy helps businesses stand out in competitive markets and builds strong relationships with customers.</td><td>How does a well-written business plan contribute to the success and growth of a business?
What strategies can entrepreneurs use to gather valuable market research, and how does this inform business decisions?
How do entrepreneurs develop a budget and financial plan that supports their business goals and ensures sustainability?</td></tr>
<tr><th>Students must know:</th><th>Students must be able to:</th></tr>
<tr><td>Vocabulary
Business Plan
Market Analysis
Organizational Structure
Financial Projections
Market Research
Mission Statement
Target Audience
Financial Projections
Marketing Strategy</td><td>Gather and analyze data about potential customers, competitors, and industry trends to make informed decisions for their business plan.
Create realistic financial projections, including budgeting, forecasting expenses, and identifying revenue streams to support the business's goals.
Structure and write a complete business plan, including sections on the business description, mission statement, marketing strategy, target audience, and financial outlook, ensuring clarity and coherence throughout.</td></tr>
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ENTREPRENEURSHIP
Unit 4: Starting a Business

In this unit, students explore the foundational concepts and steps involved in starting a business. Students learn about the importance of legal structures, financial planning, and understanding business operations. They also study the critical components of marketing and customer acquisition, with a focus on creating a brand identity.

<table>
<tr><th colspan="2">Unit Essential Learning Targets</th></tr>
<tr><td>Enduring Understandings</td><td>Essential Questions</td></tr>
<tr><td>Starting a business involves identifying opportunities, understanding customer needs, and creating a viable plan to meet those needs.
Legal structures, financial management, and strategic planning are essential components of establishing a sustainable business.
Effective marketing and branding are key to attracting customers and building long-term business success.
Conducting market research is crucial for understanding the competitive landscape and informing business decisions.</td><td>What are the key steps involved in turning a business idea into a successful startup?
How can a business determine and meet the needs of its target market?
What factors should be considered when developing a business plan and selecting a legal structure for a new business?</td></tr>
<tr><td>Students must know:</td><td>Students must be able to:</td></tr>
<tr><td>Vocabulary
Legal Structures
Sole proprietorship
Partnership
LLC corporation
Brand Identity
Startup Capital
Target Market</td><td>Use various methods to gather and analyze data on potential customers, competitors, and market trends to inform business decisions.
Organize and present a comprehensive plan that outlines business goals, strategies, marketing approaches, and financial forecasts.
Analyze different business structures and assess their implications on liability, taxation, and operational flexibility to choose the most suitable one for their startup.</td></tr>
</table>

ENTREPRENEURSHIP
Unit 4: Starting a Business

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ENTREPRENEURSHIP
Unit 5: Marketing Plan

In this unit, students learn the steps involved in creating a comprehensive marketing plan for a new business or entrepreneurial venture. Students explore market research, target audience analysis, and competitive positioning. They develop skills in identifying unique selling propositions (USPs) and creating brand messaging that resonates with consumers. The unit also covers strategies for selecting the right marketing channels, budgeting, and measuring campaign success.

<table>
<tr><th colspan="2">Unit Essential Learning Targets</th></tr>
<tr><th>Enduring Understandings</th><th>Essential Questions</th></tr>
<tr><td>Developing a marketing plan requires a thorough understanding of the target audience, market trends, and competitive landscape to create an effective strategy.
A well-crafted marketing plan connects the business’s unique strengths to the needs and desires of consumers.
Marketing plans must be adaptable, with clear goals, measurable outcomes, and an understanding of how to pivot based on results.</td><td>How do entrepreneurs identify and understand their target market to develop an effective marketing plan?
What strategies can be used to differentiate a product or service from competitors in a crowded marketplace?
How do you measure the success of a marketing plan, and what factors should be considered when making adjustments to improve results?</td></tr>
<tr><th>Students must know:</th><th>Students must be able to:</th></tr>
<tr><td>Vocabulary
Unique Selling Proposition (USP)
Marketing Channels
Marketing Metrics
Key Performance Indicator (KPI)
Return on Investment (ROI)</td><td>Gather and analyze relevant data about a target market, competitors, and industry trends using both primary and secondary research methods to inform their marketing strategy.
Apply research findings to develop a clear marketing strategy with measurable goals and outcomes.
Organize research and strategy into a comprehensive marketing plan that includes specific actions, timelines, budget considerations, and metrics for evaluating the plan’s success.
Analyze demographics, psychographics, and consumer behavior to effectively reach the right audience.
Identify what makes a product or service stand out from competitors and how it drives the messaging and positioning within a market plan.
Evaluate the success of a marketing plan by measuring key performance indicators.
Identify various marketing channels and understand how to choose the right mix based on the business's goals and target audience.</td></tr>
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ENTREPRENEURSHIP
Unit 6: Finance and Accounting

In this unit, students learn the principles of finance and accounting as they apply to entrepreneurship. The unit introduces key concepts such as budgeting, financial statements, cash flow management, and profitability analysis. Students learn how to prepare and interpret income statements, balance sheets, and cash flow statements, as well as how to make data-driven decisions to ensure the financial health of a business.

<table>
<tr><th colspan="2">Unit Essential Learning Targets</th></tr>
<tr><th>Enduring Understandings</th><th>Essential Questions</th></tr>
<tr><td>Financial literacy is essential for entrepreneurs to make informed decisions that ensure the sustainability and growth of their businesses.
Understanding financial statements—such as income statements, balance sheets, and cash flow statements—is key to evaluating a business's performance and making strategic decisions.
Effective cash flow management is critical for maintaining a business's solvency and avoiding financial crises.
A solid financial plan, including budgeting and forecasting, helps entrepreneurs manage expenses, investments, and profits to achieve long-term success.</td><td>How can entrepreneurs use financial statements to assess the health of their business and make informed decisions?
What role does cash flow management play in the long-term success and survival of a business?
How can budgeting and financial forecasting help entrepreneurs plan for growth and navigate financial challenges?</td></tr>
<tr><th>Students must know:</th><th>Students must be able to:</th></tr>
<tr><td>Vocabulary
Key Financial Statements
Income Statement
Balance Sheet
Cash Flow Statement
Revenue
Expenses
Net income
Assets
Liabilities
Equity
Cash Flow
Profits</td><td>Read and interpret income statements, balance sheets, and cash flow statements to assess a business's financial performance, identifying strengths, weaknesses, and areas for improvement.
Develop a budget for a business, including forecasting revenue and expenses, and create a financial plan that aligns with business goals and ensures proper cash flow management.
Apply financial knowledge to make informed decisions regarding spending, investment, and cost-cutting measures, using financial data to prioritize actions that will contribute to the success and growth of a business.
Create a simple budget that outlines projected income and expenses, and how to track actual results against the budget to monitor the financial health of a business.</td></tr>
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ENTREPRENEURSHIP
Unit 7: Building a Pitch

In this unit, students learn the skills needed to craft and present a compelling pitch for their business ideas. Students explore key components of a successful pitch, including identifying their audience, structuring their presentation for maximum impact, and using storytelling techniques to connect with potential investors or customers. The unit covers strategies for delivering an engaging presentation, including body language, tone of voice, and visual aids.

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<tr><th>Enduring Understandings</th><th>Essential Questions</th></tr>
<tr><td>A strong business pitch not only communicates the value of an idea but also establishes a connection with the audience through effective storytelling and clear presentation techniques.
The ability to present a business idea confidently and persuasively is essential for securing support, whether from investors, partners, or customers.</td><td>What are the key elements of a compelling pitch, and how do they influence an audience’s decision-making?
How can storytelling techniques be used to make a business pitch more engaging and persuasive?
What strategies can be employed to improve presentation skills, ensuring a clear, confident, and professional delivery?</td></tr>
<tr><th>Students must know:</th><th>Students must be able to:</th></tr>
<tr><td>Key components of a pitch
Introduction
Problem statement
Solution
Target market
Financial projections
Benefits
Essential elements of a successful presentation
Body language
Voice modulation
Eye contact
Strategic use of visual aids</td><td>Apply effective storytelling techniques to convey the value and purpose of a business idea in a way that resonates with the audience, making the pitch more relatable and memorable.
Utilize presentation strategies, such as the use of visual aids, body language, and vocal techniques, to enhance the delivery of the pitch and maintain audience engagement throughout.
Organize and structure a pitch logically, ensuring it clearly presents the problem, solution, target market, and business potential, while addressing the needs and concerns of the intended audience.
Identify and analyze the needs and preferences of their target audience in order to tailor their pitch effectively.</td></tr>
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Unit 7: Building a Pitch

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