

Wallenpaupack Area School District

Planned Course Curriculum Guide

Department

Business, Computers, and Information Technologies (BCIT)

Name of Course

Entrepreneurship

Course Description: Students will identify the fundamentals of business creation and discover the personal characteristics needed to be a successful entrepreneur. Research will be done to identify business opportunities on the local, domestic and global level. A major component of the course will be the development of a hypothetical business plan for the student's unique business venture.

Initial Creation Date (if applicable) and Revision Dates: April 2024

Wallenpaupack Area School District Curriculum	
COURSE: Entrepreneurship	GRADE/S: 9 – 12
UNIT 1: Introduction to Entrepreneurship	TIMEFRAME: 5 Blocks

PA COMMON CORE/NATIONAL STANDARDS:

- 15.5.12.A. – Analyze personal choices in preparation for entrepreneurship.
- 15.5.12. B. – Evaluate personal management and organizational abilities to succeed in entrepreneurship.

UNIT OBJECTIVES (SWBATS):

- Define entrepreneurship
- Identify who is an entrepreneur and what they do
- Examine characteristics of successful entrepreneurs
- Analyze personal strengths and weaknesses

INSTRUCTIONAL STRATEGIES/ACTIVITIES:

- Direct Instruction
- Class Discussion
- Case Studies
- Independent and Partner Work

ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):

- In-Class Assignments
- Famous Entrepreneur Project

DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):

- Research a second famous entrepreneur and compare and contrast their pasts and business strategies to draw conclusions on their characteristics and business models.

RESOURCES (Technology Based Resources, Text Resources, etc.):

- OneNote/Schoology
- Teacher Created Resources
- Presentation Software
- Case Studies

KEY VOCABULARY: Entrepreneur, Entrepreneurship, Aptitude, Characteristics

Wallenpaupack Area School District Curriculum	
COURSE: Entrepreneurship	GRADE/S: 9 – 12
UNIT 2: Idea Creation and Start-Up	TIMEFRAME: 10 Blocks

PA COMMON CORE/NATIONAL STANDARDS:

- 15.5.12.E. – Evaluate legal forms of business entities when considering entrepreneurship (e.g., existing business, franchise, new business, corporation, LLC, partnership, sole proprietorship)
- 15.5.12.D. – Create a business plan using appropriate data to support the business concept.
- 15.5.12.L. – Analyze an innovation/business concept and develop a comprehensive business plan.

UNIT OBJECTIVES (SWBATS):

- Combine personal strengths and weaknesses to create a start-up idea
- Differentiate between a product and service
- Model start-up costs for formation of the business
- Choose a location for their start-up based on personal and economic factors
- Choose a business structure for their start-up
- Complete the Company Description Section of the Business Plan

INSTRUCTIONAL STRATEGIES/ACTIVITIES:

- Direct Instruction
- Class Discussion
- Independent and Partner Work

ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):

- In-Class Assignments
- Business Plan (Ongoing)

DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):

- Provide an example of a local existing business, franchise, new business, corporation, LLC, partnership, and sole proprietorship. For each example, give a summary of their business and explain why that legal form is most appropriate.

RESOURCES (Technology Based Resources, Text Resources, etc.):

- OneNote/Schoology
- Teacher Created Resources

KEY VOCABULARY: Product, Service, Skills, Start-Up Costs, Sole Proprietorship, Partnership, Corporation, Limited Liability Company (LLC), eCommerce

Wallenpaupack Area School District Curriculum	
COURSE: Entrepreneurship	GRADE/S: 9 – 12
UNIT 3: Market Research	TIMEFRAME: 10 Blocks

PA COMMON CORE/NATIONAL STANDARDS:

- 15.5.12.F. – Research the opportunities for local entrepreneurship in the global economy and discuss the impact of government regulations.
- 15.5.12.D. – Create a business plan using appropriate data to support the business concept.
- 15.5.12.L. – Analyze an innovation/business concept and develop a comprehensive business plan.

UNIT OBJECTIVES (SWBATS):

- Study industry sector to evaluate a solution for current problems
- Identify the target market for their start-up
- Differentiate and describe company advantages
- Examine industry regulations and how they apply to their start-up/industry sector
- Complete the Market Research section of the Business Plan

INSTRUCTIONAL STRATEGIES/ACTIVITIES:

- Direct Instruction
- Class Discussion
- Independent and Partner Work
- Case Study(s)

ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):

- In-Class Assignments
- Business Plan (Ongoing)
- Case Study(s) Analysis

DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):

- Research a S&P 500 company to study the differences of company advantages from the time the business started to where the company is today. Create a presentation to present to the teacher and/or class.

RESOURCES (Technology Based Resources, Text Resources, etc.):

- OneNote/Schoology
- Teacher Created Resources
- Case Studies

KEY VOCABULARY: Target Market, Company Advantages, Regulations, Industry Sector, Demographics, Competition, Wants, Needs

Wallenpaupack Area School District Curriculum	
COURSE: Entrepreneurship	GRADE/S: 9 – 12
UNIT 4: Products and Services	TIMEFRAME: 10 Blocks

PA COMMON CORE/NATIONAL STANDARDS:

- 15.5.12.J. – Evaluate strategies for incorporating emerging technologies into specific business operations.
- 15.5.12.D. – Create a business plan using appropriate data to support the business concept.
- 15.5.12.L. – Analyze an innovation/business concept and develop a comprehensive business plan.

UNIT OBJECTIVES (SWBATS):

- Justify their rationale for the pricing of their products/services
- Explain the product life cycle for their products/services
- Develop a plan for further research and development for their start-up
- Complete the Service Line section of the Business Plan

INSTRUCTIONAL STRATEGIES/ACTIVITIES:

- Direct Instruction
- Class Discussion
- Independent and Partner Work

ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):

- In-Class Assignments
- Business Plan (Ongoing)

DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):

- Create an alternative pricing structure for two different companies that you believe could help generate more sales. Justify your reasoning.

RESOURCES (Technology Based Resources, Text Resources, etc.):

- OneNote/Schoology
- Teacher Created Resources

KEY VOCABULARY: Product Life Cycle, Research, Development, Product Line, Service Line, Pricing Structure, Competition, Unique Selling Proposition

Wallenpaupack Area School District Curriculum	
COURSE: Entrepreneurship	GRADE/S: 9 – 12
UNIT 5: Marketing and Sales	TIMEFRAME: 10 Blocks

PA COMMON CORE/NATIONAL STANDARDS:

- 15.5.12.D. – Create a business plan using appropriate data to support the business concept.
- 15.5.12.L. – Analyze an innovation/business concept and develop a comprehensive business plan.

UNIT OBJECTIVES (SWBATS):

- Explain their plan for the growth of their start-up
- Prepare marketing materials for their start-up
- Describe the economics of Wayne and Pike County as well the economics of the location of their start-up
- Create a marketing promotion/advertisement for their start-up
- Create a logo/brand for their start-up
- Analyze an existing company's marketing strategy
- Complete the Marketing and Sales section of the Business Plan

INSTRUCTIONAL STRATEGIES/ACTIVITIES:

- Direct Instruction
- Class Discussion
- Independent and Partner Work
- Case Study(s)

ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):

- In-Class Assignments
- Business Plan (Ongoing)
- Case Study(s) Analysis

DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):

- Research the components of a marketing plan and complete a marketing plan for your start-up. This plan can be included as an extra section of the Business Plan.

RESOURCES (Technology Based Resources, Text Resources, etc.):

- OneNote/Schoology
- Teacher Created Resources
- Canva

KEY VOCABULARY: Marketing, Sales, Target Audience, Promotion, Place, Price, Product, Marketing Mix, Economics, Advertisement, Business Model, Brand, Brand Awareness, Logo