

Entrepreneurship

Scope and Sequence

Endorsement: Business & Industry

Cluster: Business, Marketing, & Finance

Meets advanced course requirement? NO ▾

Program of Study: Entrepreneurship, Marketing & Sales

Meets foundation requirement for math, science, fine arts, English, LOTE? NO ▾

Course Description:

In Entrepreneurship, students will gain knowledge and skills needed to become an entrepreneur. Students will learn the principles necessary to begin and operate a business. The primary focus of the course is to help students understand the process of analyzing a business opportunity, preparing a business plan, determining feasibility of an idea using research, and developing a plan to organize and promote the business and its products and services. In addition, students will understand the capital required, the return on investment desired, and the potential for profit.

TEKS link:

- 1 credit
- Grades 10-12
- Lab supplies or fee may be required
- Required prerequisites: N/A
- Recommended prerequisites: Principles of Business, Marketing, & Finance

Industry Certification/Credential: Entrepreneurship and Small Business (ESB)

TEA recognized IBC (to count toward program of study completion)? YES ▾

Instructional Units	Grading Period
Unit 1 Big Idea: Developing an Entrepreneurial Mindset Chapter 1 – Importance of Entrepreneurship Chapter 2 – Characteristics of an Entrepreneur Chapter 4 – Social Entrepreneurship Chapter 5 – Managing Risk Unit 2 Big Idea: Opportunity Recognition & Market Analysis Chapter 6 – Idea Generation & Chapter 7 – Turning Ideas into Opportunities Chapter 8 – Evaluating Opportunity Chapter 9 – Market Research Methods & Chapter 10 – Using Data to Make Business Decisions	N1 (fall)
Unit 3 Big Idea: Competition Chapter 13 – Direct and Indirect Competition Chapter 14 – EOU and Competitive Pricing Chapter 15 – Establishing a Competitive Advantage Unit 4 Big Idea: Delivering Value to Customers Chapter 16 – Identifying your Target Market Chapter 17 – Understanding the Needs of a Customer Segment Chapter 18 – Delivering Value to a Customer Segment Chapter 19 – Delivering Value to a Customer Chapter 20 – Attracting and Retaining Customers	N2 (fall)
Unit 5 Big Idea: Business Model Chapter 21 – Channels of Distribution Chapter 22 – Identifying Internal Resources (Human Resources Only) Chapter 23 – Determining Operating Activities Chapter 24 – Establishing External Partnership	N3 (spring)

Entrepreneurship

Scope and Sequence

Chapter 25 – Legal Structures Chapter 32 – Government Regulations Unit 6 Big Idea: Financial & Expense Management Chapter 26 – The cost of Doing Business Chapter 27 – Expense Management Chapter 28 – Revenue Streams and Sales Projections Chapter 29 – Financing your Business Chapter 30 – Financial Analysis Unit 7 Big Idea: Operating the Business Chapter 31 – Managing the Business Chapter 33 – Record Keeping & Chapter 34- Accounting Systems Chapter 35 – Taxes and Your Business	
Unit 8 Big Idea: Growing the Business Chapter 36 – Planning for Business Growth Chapter 37 – Growing Operations Chapter 38 – Recruiting and Training Staff Chapter 39 – Franchising and Licensing Chapter 40 – Exit Strategies ESB CERTIFICATION PREPARATION & ADMINISTRATION	N4 (spring)

Primary Instructional Materials:

Entrepreneurship: Owning Your Future ISBN-9780134571058. Publisher, Pearson Education Inc

Supplementary Instructional Materials:

Knowledge Matters

GMETRIX/Certiport (for certification)- Entrepreneurship and Small Business (ESB)