

Entrepreneurship I YAG

One Credit | 36 Weeks (4 Grading Periods) | Recommended Prerequisite: Principles of Business, Marketing and Finance

TEKS Abbreviation: ENT = §127.275 Entrepreneurship I. The course develops the knowledge and skills needed to identify entrepreneurial opportunities, evaluate business structures and feasibility, understand business-plan components, and develop and present a preliminary business concept. Professional standards and employability skills are embedded throughout. ACCESS may support career exploration, postsecondary planning, financial-resource research, and professional portfolio development.

GP	Wks	Unit & Focus	Major Learning Tasks & Assessments	Integrated TEKS	Extension Activities
1	1–2	Unit 1 – Introduction to Entrepreneurship	• Distinguish entrepreneur and entrepreneurship and define business sizes • Compare routes to entrepreneurship: start-up, franchise, acquisition, merger and nonprofit ownership • Analyze risks, benefits, advantages and disadvantages of entrepreneurial life • Distinguish entrepreneurship from intrapreneurship and examine innovation in a free-market economy • Practice professional communication and business norms	• ENT1(A–K), ENT2(A–G)	• Entrepreneur profile • Local business examples • CTSO/leadership introduction
1	3–4	Unit 2 – Entrepreneurial Mindset, Skills & Self-Discovery	• Complete career/aptitude and personality assessments • Identify characteristics of successful entrepreneurs • Analyze strengths, weaknesses and opportunities for personal growth • Practice leadership, coachability, collaboration and critical thinking • Connect personal traits to entrepreneurial pathways	• ENT1(A–K), ENT4(A–C)	• ACCESS: career profiler • Entrepreneur interview • Self-reflection portfolio
1	5–6	Unit 3 – Business Structures & Ownership	• Compare corporations, LLCs, franchises, partnerships, limited partnerships and sole proprietorships • Evaluate control, tax implications, risk and liability • Differentiate management structures • Classify local businesses by structure • Explain the primary importance of shareholders	• ENT3(A–D), ENT1(G,J)	• Local business structure survey • Ownership decision case • Guest entrepreneur
1	7–9	Unit 4 – Ethics, Legal Responsibilities & Entrepreneurial Resources	• Evaluate ethical courses of action using applicable rules, laws and regulations • Apply professional norms to meetings, communication and team decisions • Identify local, state and national organizations supporting entrepreneurs • Compare opportunities including start-up grants and loans • Analyze services from SBA, SBDCs, SCORE, chambers, higher education and industry associations	• ENT1(A–K), ENT10(A–B)	• Resource directory • Professional meeting simulation • Entrepreneur support research
2	10–12	Unit 5 – Market Research, Ideation & Opportunity Identification	• Identify and analyze marketplace problems through ideation and market research • Describe possible solutions to identified problems • Determine feasibility using features-benefits-value analysis • Research customer needs and validate a potential opportunity • Use feedback to refine an entrepreneurial idea	• ENT5(A–C), ENT1(I–J)	• Customer discovery interviews • Ideation sprint • Opportunity feasibility brief
2	13–15	Unit 6 – Business Planning Foundations & Business Model Canvas	• Identify components of a business planning tool, including the Business Model Canvas • Apply a business planning template to an existing business • Define core accounting and finance terms used in business plans • Identify diversified revenue streams and variable, fixed and mixed costs • Identify balance sheet, profit/loss and cash-flow statement components	• ENT6(A–D), ENT7(A–B)	• Business Model Canvas • Existing-business analysis • Finance vocabulary application

2	16–17	Unit 7 – Preliminary Business Concept: Financial & Market Feasibility	• Calculate unit economics and break-even point using sample/business-concept data • Define channels of distribution and customer segmentation using demographics, psychographics and geographics • Compare pricing strategies and conduct competitive analysis • Analyze marketing/sales strategies, key performance metrics and unique value proposition • Draft preliminary business-concept feasibility evidence	• ENT6(E–M), ENT8(A–E)	• Break-even analysis • Competitive matrix • Concept feasibility portfolio
2	18	Semester 1 Exam – Entrepreneurship I	• Cumulative written/performance assessment • Business structure, market research and planning application • Preliminary concept and professional-skills reflection	• Cumulative: ENT1–8, ENT10	• Targeted review/remediation
3	19–22	Unit 8 – Product/Service Concept & Target Market	• Identify a current market need/problem and product/service solution • Refine unique value proposition • Analyze potential impact on a selected target market • Use segmentation and market evidence to refine the concept • Summarize feasibility and key venture elements	• ENT5(A–C), ENT6(G–M), ENT8(A–E)	• Customer persona • Value proposition exercise • Market validation study
3	23–27	Unit 9 – Financial Model, Pricing & Revenue Strategy	• Develop revenue-stream assumptions and classify business costs • Build simple financial projections using business-plan financial statements • Calculate unit economics and break-even scenarios • Select and justify pricing and distribution strategies • Define measurable key performance indicators for the venture	• ENT6(A–F,I,L), ENT8(E)	• Financial model • Pricing experiment • KPI dashboard
4	28–30	Unit 10 – Marketing, Sales & Competitive Position	• Develop competitive analysis for the proposed venture • Design marketing and sales strategies, including digital/social media • Connect target-market characteristics to channels and messaging • Strengthen unique value proposition and competitive edge • Use ethical and professional standards in promotional decisions	• ENT6(G–M), ENT1(G,J–K), ENT8(C–E)	• Marketing campaign concept • Competitive-position map • Sales strategy brief
4	31–33	Unit 11 – Entrepreneurial Pitch Development	• Identify and explain components of an effective pitch • Create a pitch for the preliminary business concept • Align presentation strategy to audience and purpose • Select and implement effective multimedia strategies • Practice professional speaking, listening and meeting skills	• ENT9(A–D,F), ENT1(A–F,H)	• Pitch deck • Elevator pitch • Peer rehearsal
4	34–35	Unit 12 – Venture Showcase, Feedback & Entrepreneurial Support Plan	• Deliver comprehensive business-concept pitch • Provide and receive constructive feedback and revise concept • Identify entrepreneur-support organizations appropriate to the venture • Compare grants, loans, mentoring and technical-assistance resources • Finalize preliminary business concept and professional portfolio	• ENT9(A–F), ENT10(A–B), ENT1(A–K), ENT8(A–E)	• Pitch competition/showcase • ACCESS: resource/postsecondary plan • Portfolio finalization
4	36	Semester 2 Exam & Entrepreneurship Showcase	• Cumulative written/performance assessment • Final preliminary-business-concept evaluation • Pitch, portfolio and entrepreneurial-readiness reflection	• Cumulative: ENT1–10	• Stakeholder showcase

Entrepreneurship I TEKS Coverage Checklist

Coverage verification: All 10 Entrepreneurship strands and every student expectation are intentionally addressed in the 36-week sequence.

Strand	Student Expectations	YAG Placement	Coverage
ENT1	A–K	Units 1–4, 5, 10–12	100%
ENT2	A–G	Unit 1; reinforced throughout	100%
ENT3	A–D	Unit 3	100%
ENT4	A–C	Unit 2	100%
ENT5	A–C	Units 5, 8	100%
ENT6	A–M	Units 6–7, 8–10	100%
ENT7	A–B	Unit 6	100%
ENT8	A–E	Units 7–10, 12	100%
ENT9	A–F	Units 11–12	100%
ENT10	A–B	Units 4, 12	100%

Implementation Notes

- Entrepreneurship I is a one-credit course with Principles of Business, Marketing and Finance as the recommended prerequisite.
- Extended learning may include CTSO participation, local chamber of commerce activities, and interactions with entrepreneurs, mentors, industry experts, Small Business Development Centers, SCORE, institutions of higher education, and other entrepreneurial-support organizations.
- Students should build one preliminary business concept across the year so market research, financial feasibility, marketing, business planning, professional communication, feedback, and pitch development become increasingly authentic and integrated.
- Weeks 18 and 36 are reserved for cumulative semester exams. No instructional unit crosses the semester boundary, and no calendar-specific dates are included.