

East Penn School District
Secondary Curriculum

A Planned Course Statement
for
Advanced Entrepreneurship

Course # 605 Grade(s) 10-12

Department: Computer and Business Applications

Length of Period (mins.) 41 Total Clock Hours: 63

Periods per Cycle: 6 Length of Course (yrs.) .5

Type of Offering: required ✓ elective

Credit: .5

Adopted: 6/8/09

Developed by:
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Description of Course

Course Title: Advanced Entrepreneurship

Description: Entrepreneurial skills will be taught throughout making this class a perfect choice for students that are natural leaders that wish to become business owners and operators. This course will focus on a business that is created by the student and prepare them to enter college or straight into the competitive business world. This idea becomes a reality as it is developed further into a business plan that includes a company description, goals, marketing plans, financial statements, and a business layout, as well as creating a logo and slogan for the business.

Goals:

For students to be able to:

- Recognize and evaluate new business opportunities
- Understand the elements and importance of a business plan
- Develop an idea to start a small business
- Legal, ethical and social responsibilities
 - Environment/community etc.
- Create a business plan
 - Determine purpose and goals of business
 - Establish form of ownership
 - Identify target market(s) and competition
 - Determine marketing strategies and location
 - Establish financial needs and available resources
 - Project startup costs and future earnings
 - Establish management and staffing

Requirements: Any business lecture course except Study and Career Skills

Text:

Green, Cynthia L., Entrepreneurship – Ideas in Action. South-Western Cengage Learning, 2008. (Chapters 1-9)

Masala, Anthony, The Teen Entrepreneur. Business Education Publishing, 2006.

Key to Levels of Achievement (Listed with each learning objective)

Awareness (A):	Students are introduced to concepts, forms, and patterns.
Learning (L):	Students are involved in a sequence of steps and practice activities which involved further development and allow evaluation of process.
Understanding (U):	Students demonstrate ability to apply acquired concepts and skills to individual assignments and projects on an independent level.
Reinforcement (R):	Students maintain and broaden understanding of concepts and skills to accomplish tasks at a greater level of sophistication.

Unit	Num	Objective	Level	Content	Evaluation	Standard
I. Should You Become an Entrepreneur? (Text Ch 1)	1	Students will: <ul style="list-style-type: none"> ◆ Define entrepreneurship ◆ Recognize the role entrepreneurs play in the U.S. economy ◆ Examine the reasons that businesses succeed or fail ◆ Identify sources for new business ideas ◆ Recognize different business opportunities ◆ Identify personal goals ◆ List the six steps of the problem-solving model and describe ways to improve problem-solving skills 	A, L	<ul style="list-style-type: none"> • Classroom discussion • Textbook applications • Related text workbook activities • Vocabulary reinforcement • Supplemental video documentaries of historical entrepreneurs 	<ul style="list-style-type: none"> • Test/Quizzes • Class work/participation • Homework 	NBEA <i>Entrepreneurship</i> I. Entrepreneurs and Entrepreneurial Opportunities A. Characteristics of an Entrepreneur PA <i>Career Ed And Work</i> 13.1.11 A 13.1.11 F 13.3.11 B
II. Entrepreneurs in a Market Economy (Text Ch 2)	2	Students will: <ul style="list-style-type: none"> ◆ Distinguish between needs and wants ◆ Describe the types of economic resources and the role of entrepreneurs in the U.S. economy ◆ Compare different types of economic systems ◆ Explain how: <ul style="list-style-type: none"> ◆ - Scarcity affects economic decisions ◆ - Business functions are used to satisfy customers ◆ - Supply and demand interact to determine price ◆ - Costs of doing business affect the price of a good or service ◆ - The effect of different market structures on price 	A, L, U	<ul style="list-style-type: none"> • Classroom discussion • Textbook applications • Related text workbook activities • Vocabulary reinforcement 	<ul style="list-style-type: none"> • Test/Quizzes • Class work/participation • Homework 	NBEA <i>Entrepreneurship</i> III. Economics: Apply economic concepts when making decision for an entrepreneurial venture A. Economic Concepts B. Market Economy Characteristics C. Function of Price PA <i>Economics</i> 6.3.12 A 6.3.12 C 6.3.12 E 6.5.12 D
III. Develop a Business Plan (Text Ch 3)	3	Students will: <ul style="list-style-type: none"> ◆ Explain the purpose of writing a good business plan ◆ Describe the importance of a business plan 	A, L, U	<ul style="list-style-type: none"> • Classroom discussion • Textbook applications • Vocabulary reinforcement • Business plan simulation 	<ul style="list-style-type: none"> • Test/Quizzes • Class work/participation • Homework • Introduction to 	NBEA <i>Entrepreneurship</i> IX. Business Plans: Develop a business plan

Unit	Num	Objective	Level	Content	Evaluation	Standard
		<ul style="list-style-type: none"> ◆ List and describe the basic elements of a business plan ◆ Describe how to pull a business plan together and the resources available for researching your business plan ◆ Name common mistakes to avoid in business planning 			Personal Business Plan project	PA <i>Reading, Writing, Speaking, Listening</i> 1.2.11 A 1.4.11 B 1.5.11 A, B, C
IV. Identify and Meet a Market Need (Text Ch 4)	4	Students will: <ul style="list-style-type: none"> ◆ Identify a target market by analyzing the needs of customers ◆ Explain how market segmentation can help an entrepreneur analyze a target market ◆ Explain the role of market research ◆ Identify the six steps involved in market research ◆ Explain the Importance of understanding competition ◆ Determine the types of competition ◆ Prepare a competitive analysis ◆ Describe strategies for maintaining customer loyalty 	A, L, U	<ul style="list-style-type: none"> • Classroom discussion • Textbook applications • Related text workbook activities • Vocabulary reinforcement 	<ul style="list-style-type: none"> • Test/Quizzes • Class work/participation • Homework • Completion of associated portion of Personal Business Plan project 	NBEA <i>Marketing</i> II. Consumers and Their Behavior: Analyze the characteristics, motivations, and behaviors of consumers A. Characteristics of Consumer Behavior B. Segmentation and Target Markets V. Market Research: Analyze the role of marketing research in decision making PA <i>Career Ed And Work</i> 13.2.11 B, C 13.3.11 F 13.4.11 A

Unit	Num	Objective	Level	Content	Evaluation	Standard
V. Market Your Business (Ch 5)	5	Students will: <ul style="list-style-type: none"> ◆ Explain the importance of marketing a business ◆ Discuss how to develop a marketing strategy for a business ◆ Describe what information is included in a marketing plan ◆ Explain how the marketing concept affects decisions regarding the product mix ◆ Define and describe the importance of product features, branding, and positioning ◆ Identify pricing objectives for a business ◆ Calculate factors to consider when pricing services ◆ List and describe various pricing techniques 	A, L,U	<ul style="list-style-type: none"> • Classroom discussion • Textbook applications • Related text workbook activities • Vocabulary reinforcement 	<ul style="list-style-type: none"> • Test/Quizzes • Class work/participation • Homework • Completion of associated portion of Personal Business Plan project 	NBEA <i>Marketing</i> IV. The Market Mix: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process. A. Products and Services 2. New Product Development and Ideas PA <i>Career Ed And Work</i> 13.2.11 B, C 13.3.11 F 13.4.11 A
VI. Distribution, Promotion, and Selling (Ch 6)	6	Students will: <ul style="list-style-type: none"> ◆ Describe the four basic option of channels of distribution ◆ Apply channels of distribution to the specific needs of various types of businesses ◆ List factors to consider in the physical distribution of products ◆ List the many forms of advertising and discuss advantages and disadvantages of each ◆ Define publicity and describe ways to use publicity as a promotional tool ◆ Explain the role of selling in a business ◆ Determine how to meet 	A, L,U	<ul style="list-style-type: none"> • Classroom discussion • Textbook applications • Related text workbook activities • Vocabulary reinforcement 	<ul style="list-style-type: none"> • Test/Quizzes • Class work/participation • Homework • Completion of associated portion of Personal Business Plan project 	NBEA <i>Marketing</i> IV. The Market Mix: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process. D. Promotion 1. Advertising 2. Sales Promotion PA <i>Career Ed And Work</i> 13.3.11 F 13.4.11 A

Unit	Num	Objective	Level	Content	Evaluation	Standard
		customer needs and wants ♦ Discuss other types of promotional activities				
VII. Select a Type of Ownership (Ch 7)	7	Students will: ♦ Discuss purchasing an existing business ♦ Describe how to evaluate a franchise opportunity ♦ List advantages and disadvantages of joining a family business ♦ Determine whether to start a new business ♦ List advantages and disadvantages of a sole proprietorship, partnership and corporation ♦ Recognize how laws promote competition ♦ Describe how to protect intellectual property ♦ Identify consumer laws that affect businesses ♦ Describe when and how a business owner should seek legal advice	A, L,U	<ul style="list-style-type: none"> • Classroom discussion • Textbook applications • Related text workbook activities • Vocabulary reinforcement 	<ul style="list-style-type: none"> • Test/Quizzes • Class work/participation • Homework • Completion of associated portion of Personal Business Plan project 	NBEA <i>Entrepreneurship</i> VII. Legal: Analyze how forms of business ownership, government, regulations, and business ethics affect entrepreneurial ventures. A. Forms of Business Ownership B. Government Regulations PA <i>Career Ed And Work</i> 13.1.11 A 13.1.11 F 13.2.11 D
VIII. Locate and Set Up Your Business (Ch 8)	8	Students will: ♦ Examine options for locating a retail business ♦ Discuss factors to consider when choosing a location for a non retail business ♦ Describe steps to take in selecting a site ♦ Compare purchase and lease options ♦ Describe layout consideration for different types of businesses ♦ Explain how to find and choose vendors for your business	A, L,U	<ul style="list-style-type: none"> • Classroom discussion • Textbook applications • Related text workbook activities • Vocabulary reinforcement 	<ul style="list-style-type: none"> • Test/Quizzes • Class work/participation • Homework • Completion of associated portion of Personal Business Plan project 	NBEA <i>Marketing</i> IV. The Market Mix: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process. B. Place PA <i>Career Ed And Work</i> 13.2.11 B 13.2.11 C 13.4.11 A

Unit	Num	Objective	Level	Content	Evaluation	Standard
		<ul style="list-style-type: none"> ◆ List factors that determine the needed level of inventory 				
IX. Plan and Track Your Finances (Ch 9)	9	Students will: <ul style="list-style-type: none"> ◆ Estimate your startup costs and personal net worth ◆ Identify sources of equity capital for your business ◆ Identify sources of debt capital for your business ◆ Prepare a pro forma income and balance sheet ◆ Describe the use of journals and ledgers in a record keeping system ◆ Explain the importance of keeping accurate and up-to-date bank, payroll, and tax records 	A, L,U	<ul style="list-style-type: none"> • Classroom discussion • Textbook applications • Related text workbook activities • Vocabulary reinforcement 	<ul style="list-style-type: none"> • Test/Quizzes • Class work/participation • Homework • Completion of associated portion of Personal Business Plan project 	<p style="text-align: center;">NBEA <i>Entrepreneurship</i></p> <p>V. <u>Accounting</u>: Recognize that entrepreneurs must establish, maintain, and analyze appropriate records to make business decisions.</p> <p>A. Keeping Business Records</p> <p style="text-align: center;">PA <i>Mathematics</i></p> <p>2.2.11 A 2.2.11 B 2.2.11 C 2.5.11 D 2.6.11 B</p>