

East Penn School District  
Secondary Curriculum

A Planned Course Statement  
for  
Advanced Entrepreneurship

Course # 604 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:  
Anne Nero  
Jayne St. Mary

## 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.

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### 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
<b>I. Should You Become an Entrepreneur?</b> (Text Ch 1)	1	Students will: <ul style="list-style-type: none"> <li>◆ Define entrepreneurship</li> <li>◆ Recognize the role entrepreneurs play in the U.S. economy</li> <li>◆ Examine the reasons that businesses succeed or fail</li> <li>◆ Identify sources for new business ideas</li> <li>◆ Recognize different business opportunities</li> <li>◆ Identify personal goals</li> <li>◆ List the six steps of the problem-solving model and describe ways to improve problem-solving skills</li> </ul>	A, L	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Textbook applications</li> <li>• Related text workbook activities</li> <li>• Vocabulary reinforcement</li> <li>• Supplemental video documentaries of historical entrepreneurs</li> </ul>	<ul style="list-style-type: none"> <li>• Test/Quizzes</li> <li>• Class work/participation</li> <li>• Homework</li> </ul>	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
<b>II. Entrepreneurs in a Market Economy</b> (Text Ch 2)	2	Students will: <ul style="list-style-type: none"> <li>◆ Distinguish between needs and wants</li> <li>◆ Describe the types of economic resources and the role of entrepreneurs in the U.S. economy</li> <li>◆ Compare different types of economic systems</li> <li>◆ Explain how:                             <ul style="list-style-type: none"> <li>◆ - Scarcity affects economic decisions</li> <li>◆ - Business functions are used to satisfy customers</li> <li>◆ - Supply and demand interact to determine price</li> <li>◆ - Costs of doing business affect the price of a good or service</li> <li>◆ - The effect of different market structures on price</li> </ul> </li> </ul>	A, L, U	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Textbook applications</li> <li>• Related text workbook activities</li> <li>• Vocabulary reinforcement</li> </ul>	<ul style="list-style-type: none"> <li>• Test/Quizzes</li> <li>• Class work/participation</li> <li>• Homework</li> </ul>	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
<b>III. Develop a Business Plan</b> (Text Ch 3)	3	Students will: <ul style="list-style-type: none"> <li>◆ Explain the purpose of writing a good business plan</li> <li>◆ Describe the importance of a business plan</li> </ul>	A, L, U	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Business plan simulation</li> </ul>	<ul style="list-style-type: none"> <li>• Test/Quizzes</li> <li>• Class work/participation</li> <li>• Homework</li> <li>• Introduction to</li> </ul>	NBEA <i>Entrepreneurship</i> IX. Business Plans: Develop a business plan

Unit	Num	Objective	Level	Content	Evaluation	Standard
		<ul style="list-style-type: none"> <li>◆ List and describe the basic elements of a business plan</li> <li>◆ Describe how to pull a business plan together and the resources available for researching your business plan</li> <li>◆ Name common mistakes to avoid in business planning</li> </ul>			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
<b>IV. Identify and Meet a Market Need</b> (Text Ch 4)	4	Students will: <ul style="list-style-type: none"> <li>◆ Identify a target market by analyzing the needs of customers</li> <li>◆ Explain how market segmentation can help an entrepreneur analyze a target market</li> <li>◆ Explain the role of market research</li> <li>◆ Identify the six steps involved in market research</li> <li>◆ Explain the Importance of understanding competition</li> <li>◆ Determine the types of competition</li> <li>◆ Prepare a competitive analysis</li> <li>◆ Describe strategies for maintaining customer loyalty</li> </ul>	A, L, U	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Textbook applications</li> <li>• Related text workbook activities</li> <li>• Vocabulary reinforcement</li> </ul>	<ul style="list-style-type: none"> <li>• Test/Quizzes</li> <li>• Class work/participation</li> <li>• Homework</li> <li>• Completion of associated portion of Personal Business Plan project</li> </ul>	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
<b>V. Market Your Business (Ch 5)</b>	5	Students will: <ul style="list-style-type: none"> <li>◆ Explain the importance of marketing a business</li> <li>◆ Discuss how to develop a marketing strategy for a business</li> <li>◆ Describe what information is included in a marketing plan</li> <li>◆ Explain how the marketing concept affects decisions regarding the product mix</li> <li>◆ Define and describe the importance of product features, branding, and positioning</li> <li>◆ Identify pricing objectives for a business</li> <li>◆ Calculate factors to consider when pricing services</li> <li>◆ List and describe various pricing techniques</li> </ul>	A, L,U	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Textbook applications</li> <li>• Related text workbook activities</li> <li>• Vocabulary reinforcement</li> </ul>	<ul style="list-style-type: none"> <li>• Test/Quizzes</li> <li>• Class work/participation</li> <li>• Homework</li> <li>• Completion of associated portion of Personal Business Plan project</li> </ul>	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
<b>VI. Distribution, Promotion, and Selling (Ch 6)</b>	6	Students will: <ul style="list-style-type: none"> <li>◆ Describe the four basic option of channels of distribution</li> <li>◆ Apply channels of distribution to the specific needs of various types of businesses</li> <li>◆ List factors to consider in the physical distribution of products</li> <li>◆ List the many forms of advertising and discuss advantages and disadvantages of each</li> <li>◆ Define publicity and describe ways to use publicity as a promotional tool</li> <li>◆ Explain the role of selling in a business</li> <li>◆ Determine how to meet</li> </ul>	A, L,U	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Textbook applications</li> <li>• Related text workbook activities</li> <li>• Vocabulary reinforcement</li> </ul>	<ul style="list-style-type: none"> <li>• Test/Quizzes</li> <li>• Class work/participation</li> <li>• Homework</li> <li>• Completion of associated portion of Personal Business Plan project</li> </ul>	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				
<b>VII. Select a Type of Ownership (Ch 7)</b>	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"> <li>• Classroom discussion</li> <li>• Textbook applications</li> <li>• Related text workbook activities</li> <li>• Vocabulary reinforcement</li> </ul>	<ul style="list-style-type: none"> <li>• Test/Quizzes</li> <li>• Class work/participation</li> <li>• Homework</li> <li>• Completion of associated portion of Personal Business Plan project</li> </ul>	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
<b>VIII. Locate and Set Up Your Business (Ch 8)</b>	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"> <li>• Classroom discussion</li> <li>• Textbook applications</li> <li>• Related text workbook activities</li> <li>• Vocabulary reinforcement</li> </ul>	<ul style="list-style-type: none"> <li>• Test/Quizzes</li> <li>• Class work/participation</li> <li>• Homework</li> <li>• Completion of associated portion of Personal Business Plan project</li> </ul>	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"> <li>◆ List factors that determine the needed level of inventory</li> </ul>				
<b>IX. Plan and Track Your Finances (Ch 9)</b>	9	Students will: <ul style="list-style-type: none"> <li>◆ Estimate your startup costs and personal net worth</li> <li>◆ Identify sources of equity capital for your business</li> <li>◆ Identify sources of debt capital for your business</li> <li>◆ Prepare a pro forma income and balance sheet</li> <li>◆ Describe the use of journals and ledgers in a record keeping system</li> <li>◆ Explain the importance of keeping accurate and up-to-date bank, payroll, and tax records</li> </ul>	A, L,U	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Textbook applications</li> <li>• Related text workbook activities</li> <li>• Vocabulary reinforcement</li> </ul>	<ul style="list-style-type: none"> <li>• Test/Quizzes</li> <li>• Class work/participation</li> <li>• Homework</li> <li>• Completion of associated portion of Personal Business Plan project</li> </ul>	<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. 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>