

<b>Entrepreneurship – 10-12<sup>th</sup> Grade</b>			
<b>Big Idea – What is an Entrepreneur?</b>			
<b>Essential Question-</b> What are the characteristics of an Entrepreneur?			
<b>Concepts</b>	<b>PA Core/Competencies</b>	<b>Resources</b>	<b>Assessments</b>
<p>Standards: 13.4.11.A Define the qualities of an entrepreneur.</p> <p>15.5.12.A Analyze personal choices in preparation for entrepreneurship</p> <p>13.4.11.A-B 15.5.12.B Evaluate personal management and organizational abilities to succeed in entrepreneurship</p>	<p>What are the personal qualities and attributes of an entrepreneur?</p> <p>What skills and talents are beneficial to success in entrepreneurship?</p>	<p>Textbook: Entrepreneurship Ideas in Action, Cynthia L. Greene, South-Western Cengage, 4th edition, 2008, And Instructor CD-ROM with supplemental activities and test bank questions</p> <p>EverFi.net: Venture: Entrepreneurial Exploration</p> <p>U.S. Department of Labor: <a href="https://www.dol.gov/general/topic">https://www.dol.gov/general/topic</a></p> <p>Small Business Administration: <a href="https://www.sba.gov/business-guide/launch-your-business/register-your-business">https://www.sba.gov/business-guide/launch-your-business/register-your-business</a></p> <p>Occupational Health and Safety Administration: <a href="http://www.osha.gov">http://www.osha.gov</a></p> <p>Crash Course Economics Video Series: <a href="https://thecrashcourse.com/topic/economics/">https://thecrashcourse.com/topic/economics/</a> © 2023 Crash Course. All Rights Reserved.</p> <p>BDC -Entrepreneurial potential self-assessment: <a href="https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/business-assessments/pages/entrepreneurial-potential-self-assessment.aspx">https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/business-assessments/pages/entrepreneurial-potential-self-assessment.aspx</a></p> <p>Grunge: Colonel Sander's Crazy Real-Life Story <a href="https://www.youtube.com/watch?v=vtD3rcRXavk">https://www.youtube.com/watch?v=vtD3rcRXavk</a></p>	<p>Curriculum bases assessments and final exam generated from textbook CD-ROM.</p>

		<p>Miacademy Learning Channel:  <u>Three Types of Resources</u>  <a href="https://www.youtube.com/watch?v=uS8h97TPgTE&amp;t=2s">https://www.youtube.com/watch?v=uS8h97TPgTE&amp;t=2s</a>            Producers, Consumers, Goods and Services  <a href="https://www.youtube.com/watch?v=6B2wUpJPTu0">https://www.youtube.com/watch?v=6B2wUpJPTu0</a></p> <p>MRUniversity: Principles of Economics – Demand Curve, Supply Curve, Equilibrium Price.  <a href="https://www.youtube.com/watch?v=W0xPGBb1fuA">https://www.youtube.com/watch?v=W0xPGBb1fuA</a></p> <p>Young Entrepreneur Forum: How to Write a Business Plan to Start Your Own Business:  <a href="https://www.youtube.com/watch?v=Fqch5OrUPvA">https://www.youtube.com/watch?v=Fqch5OrUPvA</a></p> <p>Entrepreneur Now Network: Identify Your Target Market:  <a href="https://www.linkedin.com/learning/identifying-your-target-market/target-market-essentials-2?autoplay=true&amp;trk=course_preview&amp;upsellOrderOrigin=default_guest_learning">https://www.linkedin.com/learning/identifying-your-target-market/target-market-essentials-2?autoplay=true&amp;trk=course_preview&amp;upsellOrderOrigin=default_guest_learning</a></p> <p>One Minute Accounting: Types of Business Organizations:  <a href="https://www.youtube.com/watch?v=UGSIED1Jx1Y">https://www.youtube.com/watch?v=UGSIED1Jx1Y</a></p> <p>Principles of Management: Four Functions of Management:  <a href="https://www.youtube.com/watch?v=AeHuH39M4QQ">https://www.youtube.com/watch?v=AeHuH39M4QQ</a></p> <p>HR Basics – Professor John W. Budd, University of Minnesota:  <a href="https://www.youtube.com/watch?v=9MWFkH4xb3U">https://www.youtube.com/watch?v=9MWFkH4xb3U</a></p>	
<b>Vocabulary</b> Entrepreneur, entrepreneurship, brainstorm, aptitudes, opportunities, self-assessment			
<b>Big Idea – Entrepreneurship in the economy</b>			
<b>Essential Question-</b>			

How do entrepreneurs contribute to the economy?			
Concepts	PA Core/Competencies	Resources	Assessments
6.5.12.F 15.5.12.C Analyze the impact of entrepreneurship in the domestic economy	What is the impact of entrepreneurship in the domestic economy?		
<b>Vocabulary:</b> capitalism, supply, demand, equilibrium price, fixed cost, variable cost, marginal cost			

Big Idea – Legal and regulatory implications of entrepreneurship			
Essential Question- What legal and regulatory issues impact entrepreneurship?			
Concepts	PA Core/Competencies	Resources	Assessments
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).	What are advantages and disadvantages of various legal forms of business entities when considering entrepreneurship?		
15.5.12.K Analyze issues and cases associated with government regulation.	What legal and government regulatory issues and must be considered by entrepreneurs?		
15.8.12.N Analyze existing federal, state and local legislation (such as harassment, employee rights, privacy, discrimination, substance abuse) as related to recruitment, selection, retention			

<p>of employees within a business or organization.</p> <p>15.2.12.I Compare and contrast employment laws including, but not limited to, American with Disabilities Act (ADA), Child Labor Laws, Civil Rights Act of 1964, Consolidated Omnibus Reconciliation Act (COBRA), and Family Medical Leave Act (FMLA).</p>			
<p><b>Vocabulary:</b> sole proprietorship, partnership, corporation, regulation, ethics, taxes, accountability, liability, risk, insurable risk, speculative risk</p>			

<b>Big Idea – Role of marketing in the entrepreneurial process</b>			
<b>Essential Question-</b> How does an Entrepreneur target a market?			
<b>Concepts</b>	<b>PA Core/Competencies</b>	<b>Resources</b>	<b>Assessments</b>
<p>15.9.12.B Analyze how marketing influences today’s households, businesses, and society; including but not limited to business-to-consumer, business-to-business, and consumer-to-consumer.</p> <p>15.9.12.C Evaluate the influence of members of a marketing channel,</p>	<p>How does marketing influence households, businesses, and society?</p> <p>How can entrepreneurs effectively use marketing channels to communicate effectively with consumers?</p>		

<p>including company, intermediaries, retailer, and consumer.</p> <p>15.9.12.F Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy. Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning.</p> <p>15.9.12.G Assess the distribution process of various companies and industries.</p> <p>15.9.12.H Evaluate the impacts of various pricing strategies on the consumer and businesses at the local, domestic, and global level; including penetration, skimming, supply/demand, and exchange rates.</p> <p>15.9.12.I</p>	<p>How do consumer behavior patterns effect business and the economy?</p> <p>How does an entrepreneur use the marketing concepts to develop, maintain, and improve products or services?</p> <p>How does an entrepreneur incorporate product, pricing, placement strategies into a comprehensive marketing plan?</p>		
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Design a comprehensive promotion plan for a product or service.			
15.9.12.K Create a comprehensive marketing plan.			
<b>Vocabulary:</b> product, pricing, promotion, distribution, placement, market, marketing mix, advertising, channels of distribution, personal selling, publicity, rational appeal, emotional appeal			
<b>Big Idea</b> – Financial elements of Entrepreneurship			
<b>Essential Question-</b> How does an Entrepreneur manage finances?			
Concepts	PA Core/Competencies	Resources	Assessments
15.1.12.Q Prepare financial statements (including a Balance Sheet, Profit & Loss and Owner's Equity) and understand their relevance.	How does an entrepreneur use financial information?		
15.1.12.T Assess profitability, liquidity, and solvency by calculating and interpreting financial ratios.	What financial documents does an entrepreneur need to create for a business plan?		
15.1.12.X Analyze and perform breakeven and cost benefit analyses to support financial decisions.	What financial calculations are necessary to measure financial performance?		
<b>Vocabulary:</b> account, cash flow, debt, equity, financing, income statement, net worth, payroll, venture capital, start-up cost			
<b>Big Idea</b> – Essential elements of a business plan			

<b>Essential Question-</b> How does an entrepreneur write a business plan?			
Concepts	PA Core/Competencies	Resources	Assessments
<p>13.4.11.C Develop a business plan for an entrepreneurial concept of personal interest and identify available resources, such as, but not limited to:</p> <ul style="list-style-type: none"> <li>• Community based organizations (that is chambers of commerce, trade/technical associations, Industrial Resource Centers)</li> <li>• Financial institutions</li> <li>• School-based career centers</li> </ul> <p>Small Business Administration services (that is SCORE, Small Business Development Centers, Entrepreneurial Development Centers)</p> <ul style="list-style-type: none"> <li>• Venture capital</li> </ul> <p>15.5.12.D Create a business plan using appropriate data to support the business concept.</p> <p>15.5.12.I Evaluate the functions of operations management as influenced by the business parameters.</p>	<p>What are the components of a comprehensive business plan?</p> <p>What resources are available to help an entrepreneur writing a business plan?</p> <p>How does an entrepreneur create a business plan using appropriate data to support a business concept?</p>		<p>Student-created comprehensive business plan.</p>

<p>13.4.11.C 15.8.12.D Analyze the effectiveness of a business plan for setting and achieving objectives</p> <p>15.8.12.E Evaluate how businesses are organized to achieve desired goals</p> <p>15.3.12.C Create a research project based upon defined parameters.</p> <p>15.3.12.D Evaluate business materials (including web based resources) for value related to purpose, quality, and appropriateness.</p> <p>15.3.12.G Employ appropriate presentation skills to lead discussions and team activities</p> <p>15.3.12.I Synthesize information gathered from multiple sources (e.g., digital, print, face to face).</p> <p>15.4.12.G</p>			
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Create an advanced digital project using sophisticated design and appropriate software/applications.			
<b>Vocabulary:</b> business plan, executive summary, pro forma financial statements, breakeven point, start-up costs, target market, industry analysis, competitor analysis			