

## DESE Model Curriculum: Introduction to Business (CIP Code 52.0101)

GRADE LEVEL/UNIT TITLE: 11-12/Explore Entrepreneurship

<b>COURSE INTRODUCTION</b>		
<p>This course is designed to introduce students to how business works in today’s society and to provide a foundation for other business courses. Content includes business functions such as accounting, management, marketing, and other consumer issues regarding money and money management, banking system and services, government’s role in business, and technology in the business world.</p> <p>Course Rationale: An understanding of economic systems and consumerism provides the resources needed for students to explore business careers. The content in this area is vital to the career planning of business students as they develop knowledge of business functions and applicable skill. Personal skills such as banking, taxes, insurance, and others that impact their effectiveness as citizens and consumers are also taught.</p>		
<b>UNIT DESCRIPTION</b>	<b>SUGGESTED UNIT TIMELINE</b>	
Students will explore entrepreneurship, including characteristics of successful entrepreneurs, the process of starting a new business, and the rewards and risks of business ownership.	9 Class Periods	
	<b>CLASS PERIOD (min.)</b>	
	50 min.	
<b>ESSENTIAL QUESTIONS</b>		
1. How have innovations by entrepreneurs influenced society and your life?		
<b>ESSENTIAL MEASURABLE LEARNING OBJECTIVES</b>	<b>NBEA STANDARD</b>	<b>DOK</b>
1. Identify the characteristics of a successful entrepreneur	ENTRE 1.A.1.1	1
2. Match one’s individual characteristics and interests to those of a successful entrepreneur	ENTRE 1.A.2.1	2
3. Explain the process of starting a new business	ENTRE 1.A.3.3	2
4. Compare and contrast the rewards and risks of owning a business	ENTRE 1.A.3.2	3
5. Identify the components of a business plan (e.g., description of company, description of service/product)	ENTRE 9.2.3 ENTRE 9.3.1	1
<b>ASSESSMENT DESCRIPTIONS</b>		
1. Create a business plan (DOK Level 4)		
2. Written objective tests (including multiple question types such as T/F, MC, Short answer) (DOK Level 2)		
3. Research current entrepreneur project/presentation (DOK Level 4)		
<b>OBJ. #</b>	<b>INSTRUCTIONAL STRATEGIES</b>	
2	1. Teacher will distribute <a href="#">Entrepreneurship quiz</a> and conduct a class discussion following completion.	
1	2. Teacher will explain the <a href="#">Famous Entrepreneur Facebook Page</a> project and students will use research skills to complete.	
4	3. Teacher will share the url’s of <a href="#">two articles</a> . After reading the articles, students will complete a risk and reward writing assignment.	
3, 5	4. Teacher will show episodes of the TV show Shark Tank and encourage students to use problem based learning to <a href="#">evaluate the products shown</a> .	
3, 5	5. The teacher will lecture to students on business plans, show <a href="#">How To Write a Business Plan</a> from the U.S. Small Business Administration (30 minutes) and assist students in complete the “Next Steps” at the end of the presentation.	

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<b>OBJ. #</b>	<b>INSTRUCTIONAL ACTIVITIES</b>
2	1. Students take an entrepreneurship quiz and discuss results in class. Follow up online activities could also be completed.
1	2. Students create a Facebook page for a famous entrepreneur of their choice. Students conduct research to complete the project.
4	3. Students read articles and complete the risk and reward assignment.
3, 5	4. Students participate in the Shark Tank Business Venture Study.
3, 5	5. Students will write a business plan.
<b>UNIT RESOURCES</b>	
1.	FBLA Business Plan Competitive Event ( <a href="http://www.fbla-pbl.org">www.fbla-pbl.org</a> )
2.	<a href="http://www.sba.gov">www.sba.gov</a>
3.	Missouri Entrepreneurship Challenge ( <a href="http://cas.umkc.edu/mcee/studentprograms.html">http://cas.umkc.edu/mcee/studentprograms.html</a> )