

Entrepreneurship (CIP Code: 52.0701/52.0101)

GRADE LEVEL/UNIT TITLE: 11-12/ Entrepreneurial Skills

Course Code: 040011/0340305

COURSE INTRODUCTION		
<p>An instructional program that provides a background for the development and operation of a business starting with the role of the entrepreneur in our economy to development of a business plan and the application of specific marketing skills and concepts within the business environment.</p> <p>Instruction in this area prepares students to understand how to organize and operate a business. All students can benefit from an understanding of and appreciation for entrepreneurship and its role in the enterprise system.</p> <p>This course is designed to provide students with the fundamental knowledge needed for organizing, developing, and implementing a business concern within the private free enterprise system. Topics of student will include learning the advantages and disadvantages of owning a business, preparing a business plan, choosing a location, securing a loan, determining organizational structure, and promoting a business.</p>		
UNIT DESCRIPTION	SUGGESTED UNIT TIMELINE	
Students will learn the development and operation of a business.	1 week	
	CLASS PERIOD (min.)	
	50 minutes	
ESSENTIAL QUESTIONS		
1. What are the essential skills/characteristics of a successful entrepreneur?		
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	NBEA STANDARD	DOK
1. Explain and discuss the need for entrepreneurial discovery	Entre I.A.3.b	2
2. Assess global trends and opportunities	Entre VII.A.3.a	3
3. Determine and assess opportunities for venture creation	Entre I.C.3.d	2
4. Describe idea-generation methods	Entre I.C.3.a	2
5. Generate venture ideas	Entre. I.C.3.c	2
6. Determine feasibility of ideas	Entre I.C.3.c	3
7. Describe entrepreneurial planning considerations	Entre. I. A. 3C	2
8. Explain tools used by entrepreneurs for venture planning	Entre. II. A. 3D	2
9. Assess start-up requirements	Entre. V. C. 3B	3
10. Assess risks associated with venture	Entre. V. B. 3B	3
11. Describe external resources useful to entrepreneurs during concept development	Entre. I. C. 3A	2
12. Assess the need to use external resources for concept development	Entre. I. C. 3A	3
13. Evaluate risk-taking opportunities	Entre. I. A. 3B	3
14. Demonstrate initiative	Car. Dvpt. I. B. 3A	4
15. Exhibit passion for goal attainment	Car. Dvpt. II. A. 3B	2
16. Describe desirable entrepreneurial personality traits	Entre. I. B. 3A	2

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17. Determine personal biases and stereotypes	Entre. I. A. 3D	2
18. Determine interests	Car. Dvpt. I.A. 3A	2
19. Evaluate personal capabilities	Car. Dvpt. I. A. 3F	2
20. Conduct self-assessment to determine entrepreneurial potential	Car. Dvpt. I. A. 3A	2
21. Demonstrate self-control	Entre. I. A. 3A	2
OBJ. #	INSTRUCTIONAL STRATEGIES	
7, 10, 18-20	1. Lecture, guided practice, independent learning	
1-17, 21	2. Interactive instruction, cooperative learning, independent learning	
OBJ. #	INSTRUCTIONAL ACTIVITIES	
7, 10, 18-20	1. Utilize attached worksheets for notes during lecture and guided practice. Have students complete self-assessment at: http://archive.sba.gov/assessmenttool/index.html	
1-17, 21	2. Students would brainstorm ideas for venture creation based on business category. i.e. manufacturing, service, e-business, etc. Students are able to argue their reasoning for the chosen option. Assessment would be based on need, costs, reality, student's skills and ability to do.	