

# Wallenpaupack Area School District Planned Course Curriculum Guide

## Department

Business, Computers, and Information Technologies (BCIT)

## Name of Course

Entrepreneurship

**Course Description:** Students will identify the fundamentals of business creation and discover the personal characteristics needed to be a successful entrepreneur. Research will be done to identify business opportunities on the local, domestic and global level. A major component of the course will be the development of a hypothetical business plan for the student's unique business venture.

**Initial Creation Date (if applicable) and Revision Dates:** April 2024

<b>Wallenpaupack Area School District Curriculum</b>	
<b>COURSE:</b> Entrepreneurship	<b>GRADE/S:</b> 9 – 12
<b>UNIT 1:</b> Introduction to Entrepreneurship	<b>TIMEFRAME:</b> 5 Blocks
<b>PA COMMON CORE/NATIONAL STANDARDS:</b>	
<ul style="list-style-type: none"> <li>• 15.5.12.A. – Analyze personal choices in preparation for entrepreneurship.</li> <li>• 15.5.12. B. – Evaluate personal management and organizational abilities to succeed in entrepreneurship.</li> </ul>	
<b>UNIT OBJECTIVES (SWBATS):</b>	
<ul style="list-style-type: none"> <li>• Define entrepreneurship</li> <li>• Identify who is an entrepreneur and what they do</li> <li>• Examine characteristics of successful entrepreneurs</li> <li>• Analyze personal strengths and weaknesses</li> </ul>	
<b>INSTRUCTIONAL STRATEGIES/ACTIVITIES:</b>	
<ul style="list-style-type: none"> <li>• Direct Instruction</li> <li>• Class Discussion</li> <li>• Case Studies</li> <li>• Independent and Partner Work</li> </ul>	
<b>ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):</b>	
<ul style="list-style-type: none"> <li>• In-Class Assignments</li> <li>• Famous Entrepreneur Project</li> </ul>	
<b>DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):</b>	
<ul style="list-style-type: none"> <li>• Research a second famous entrepreneur and compare and contrast their pasts and business strategies to draw conclusions on their characteristics and business models.</li> </ul>	
<b>RESOURCES (Technology Based Resources, Text Resources, etc.):</b>	
<ul style="list-style-type: none"> <li>• OneNote/Schoology</li> <li>• Teacher Created Resources</li> <li>• Presentation Software</li> <li>• Case Studies</li> </ul>	
<b>KEY VOCABULARY:</b> Entrepreneur, Entrepreneurship, Aptitude, Characteristics	

<b>Wallenpaupack Area School District Curriculum</b>	
<b>COURSE:</b> Entrepreneurship	<b>GRADE/S:</b> 9 – 12
<b>UNIT 2:</b> Idea Creation and Start-Up	<b>TIMEFRAME:</b> 10 Blocks

- PA COMMON CORE/NATIONAL STANDARDS:**
- 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)
  - 15.5.12.D. – Create a business plan using appropriate data to support the business concept.
  - 15.5.12.L. – Analyze an innovation/business concept and develop a comprehensive business plan.

- UNIT OBJECTIVES (SWBATS):**
- Combine personal strengths and weaknesses to create a start-up idea
  - Differentiate between a product and service
  - Model start-up costs for formation of the business
  - Choose a location for their start-up based on personal and economic factors
  - Choose a business structure for their start-up
  - Complete the Company Description Section of the Business Plan

- INSTRUCTIONAL STRATEGIES/ACTIVITIES:**
- Direct Instruction
  - Class Discussion
  - Independent and Partner Work

- ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):**
- In-Class Assignments
  - Business Plan (Ongoing)

- DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):**
- Provide an example of a local existing business, franchise, new business, corporation, LLC, partnership, and sole proprietorship. For each example, give a summary of their business and explain why that legal form is most appropriate.

- RESOURCES (Technology Based Resources, Text Resources, etc.):**
- OneNote/Schoology
  - Teacher Created Resources

**KEY VOCABULARY:** Product, Service, Skills, Start-Up Costs, Sole Proprietorship, Partnership, Corporation, Limited Liability Company (LLC), eCommerce

<b>Wallenpaupack Area School District Curriculum</b>	
<b>COURSE:</b> Entrepreneurship	<b>GRADE/S:</b> 9 – 12
<b>UNIT 3:</b> Market Research	<b>TIMEFRAME:</b> 10 Blocks

- PA COMMON CORE/NATIONAL STANDARDS:**
- 15.5.12.F. – Research the opportunities for local entrepreneurship in the global economy and discuss the impact of government regulations.
  - 15.5.12.D. – Create a business plan using appropriate data to support the business concept.
  - 15.5.12.L. – Analyze an innovation/business concept and develop a comprehensive business plan.

- UNIT OBJECTIVES (SWBATS):**
- Study industry sector to evaluate a solution for current problems
  - Identify the target market for their start-up
  - Differentiate and describe company advantages
  - Examine industry regulations and how they apply to their start-up/industry sector
  - Complete the Market Research section of the Business Plan

- INSTRUCTIONAL STRATEGIES/ACTIVITIES:**
- Direct Instruction
  - Class Discussion
  - Independent and Partner Work
  - Case Study(s)

- ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):**
- In-Class Assignments
  - Business Plan (Ongoing)
  - Case Study(s) Analysis

- DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):**
- Research a S&P 500 company to study the differences of company advantages from the time the business started to where the company is today. Create a presentation to present to the teacher and/or class.

- RESOURCES (Technology Based Resources, Text Resources, etc.):**
- OneNote/Schoolology
  - Teacher Created Resources
  - Case Studies

**KEY VOCABULARY:** Target Market, Company Advantages, Regulations, Industry Sector, Demographics, Competition, Wants, Needs

<b>Wallenpaupack Area School District Curriculum</b>	
<b>COURSE:</b> Entrepreneurship	<b>GRADE/S:</b> 9 – 12
<b>UNIT 4:</b> Products and Services	<b>TIMEFRAME:</b> 10 Blocks

- PA COMMON CORE/NATIONAL STANDARDS:**
- 15.5.12.J. – Evaluate strategies for incorporating emerging technologies into specific business operations.
  - 15.5.12.D. – Create a business plan using appropriate data to support the business concept.
  - 15.5.12.L. – Analyze an innovation/business concept and develop a comprehensive business plan.

- UNIT OBJECTIVES (SWBATS):**
- Justify their rationale for the pricing of their products/services
  - Explain the product life cycle for their products/services
  - Develop a plan for further research and development for their start-up
  - Complete the Service Line section of the Business Plan

- INSTRUCTIONAL STRATEGIES/ACTIVITIES:**
- Direct Instruction
  - Class Discussion
  - Independent and Partner Work

- ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):**
- In-Class Assignments
  - Business Plan (Ongoing)

- DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):**
- Create an alternative pricing structure for two different companies that you believe could help generate more sales. Justify your reasoning.

- RESOURCES (Technology Based Resources, Text Resources, etc.):**
- OneNote/Schoology
  - Teacher Created Resources

**KEY VOCABULARY:** Product Life Cycle, Research, Development, Product Line, Service Line, Pricing Structure, Competition, Unique Selling Proposition

<b>Wallenpaupack Area School District Curriculum</b>	
<b>COURSE:</b> Entrepreneurship	<b>GRADE/S:</b> 9 – 12
<b>UNIT 5:</b> Marketing and Sales	<b>TIMEFRAME:</b> 10 Blocks

**PA COMMON CORE/NATIONAL STANDARDS:**

- 15.5.12.D. – Create a business plan using appropriate data to support the business concept.
- 15.5.12.L. – Analyze an innovation/business concept and develop a comprehensive business plan.

**UNIT OBJECTIVES (SWBATS):**

- Explain their plan for the growth of their start-up
- Prepare marketing materials for their start-up
- Describe the economics of Wayne and Pike County as well the economics of the location of their start-up
- Create a marketing promotion/advertisement for their start-up
- Create a logo/brand for their start-up
- Analyze an existing company’s marketing strategy
- Complete the Marketing and Sales section of the Business Plan

**INSTRUCTIONAL STRATEGIES/ACTIVITIES:**

- Direct Instruction
- Class Discussion
- Independent and Partner Work
- Case Study(s)

**ASSESSMENTS (Diagnostic/Benchmark/Formative/Summative):**

- In-Class Assignments
- Business Plan (Ongoing)
- Case Study(s) Analysis

**DIFFERENTIATED INSTRUCTION (Acceleration/Enrichment):**

- Research the components of a marketing plan and complete a marketing plan for your start-up. This plan can be included as an extra section of the Business Plan.

**RESOURCES (Technology Based Resources, Text Resources, etc.):**

- OneNote/Schoology
- Teacher Created Resources
- Canva

**KEY VOCABULARY:** Marketing, Sales, Target Audience, Promotion, Place, Price, Product, Marketing Mix, Economics, Advertisement, Business Model, Brand, Brand Awareness, Logo