

**Pacing Guide: Semester (18 Week) View**

**David Crockett High School: CTE**

**Course: Entrepreneurship (Grades 11-12)**

**Pacing Guide: Semester 18 Week**

**Daniel Boone High School: CTE**

**Course: Entrepreneurship (Grades: 11-12)**

<b>Week(s)</b>	<b>State Standard(s)</b>	<b>Main Topics</b>
Week 1		<ul style="list-style-type: none"><li>● Introduction to Course</li><li>● Safety (Safety Precautions, Security Precautions, Handling Accidents)</li></ul>
Week 2	State Standard 1 (The Role of Entrepreneurs)	<ul style="list-style-type: none"><li>● Start Up Process</li><li>● Entrepreneurs &amp; The US Economy</li></ul>
Week 3	State Standard 1 (Entrepreneur Project – Research, Presentation, Visual)	<ul style="list-style-type: none"><li>● Research and Background of Successful Entrepreneurs</li><li>● Highlight Major Characteristics, and Venture</li></ul>
Week 4, 5	State Standard 2 (Entrepreneurship Potential)	<ul style="list-style-type: none"><li>● Current &amp; Projected Trends</li><li>● Domestic and International Venture Opportunities</li></ul>
Week 6	State Standard 6 (Operations)	<ul style="list-style-type: none"><li>● Compare and Contrast Different Ownership Options</li><li>● Identify Legal Regulations</li></ul>
Week 7	State Standard 4 (Business Plan Development)	<ul style="list-style-type: none"><li>● Identify Assisting Agencies</li><li>● Government/Private &amp; Services Provided</li></ul>

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Week 9	State Standard 4 (Business Plan Development)	<ul style="list-style-type: none"><li>• Write Review &amp; Revise a Business Plan (Concept, Company Description, Vision, Mission)</li></ul>
Week 10, 11	State Standard 4 (Business Plan Development)	<ul style="list-style-type: none"><li>• Market Research &amp; Analysis (Primary/Secondary)</li></ul>
Week 12, 13	State Standard 3, 4, 5 (Social & Ethical Responsibility, Business Plan Development, Marketing)	<ul style="list-style-type: none"><li>• Marketing Plan</li><li>• Advertising Campaign</li><li>• Public Relations Proposal</li></ul>
Week 14, 15	State Standard 4, 6, 7 (Business Plan Development, Operations, Financials)	<ul style="list-style-type: none"><li>• Site Selection &amp; Layout Planning</li><li>• Distribution &amp; Distribution Methods/Transport</li><li>• Examine Start-Up Costs</li></ul>
Week 16	State Standard 6 (Operations)	<ul style="list-style-type: none"><li>• Management</li></ul>
Week 17, 18	State Standard 4, 5 (Business Plan Development, Marketing)	<ul style="list-style-type: none"><li>• Complete Business Plan (Summary, Cover, Table of Contents)</li><li>• Build Prototypes/Models</li></ul>