



Essentials of Entrepreneurship

Course Curriculum Guide

Course Name: Essentials of Entrepreneurship

Grade Level (s): 9-12

Course Description: This class is designed to teach students the inner workings and skills necessary for owning, opening, and operating a small business. Students will learn what it takes to be an entrepreneur running their own business, as well as develop their leadership skills. This course is focused on answering the question “what does a successful entrepreneur look like?” Once answered students branch out and learn the skills necessary to be successful entrepreneurs. Students will focus on the idea of leadership, customer service, influences on a business, product management, product development, and overall will give students the opportunity to focus on their personal interests and strengths. Students throughout the course of the semester will create their own unique businesses.

[SDWD Essential Learning Standards](#)

[Wisconsin State Standards for Business and Information Technology](#)

ACT College/Career Readiness Standards: [Reading](#), [Writing](#)

Unit Outlines:

Unit Title	Major Topics
<p>Preparing</p> <p><u>Key Terms & Vocabulary</u></p> <ul style="list-style-type: none">• Entrepreneurship• Risk• Abilities• Aptitudes• Business• Product• Good• Service• Business Model• Management Plan• Marketing Plan• Financial Plan	<ul style="list-style-type: none">• Characteristics of Entrepreneurship• Idea Generation• Business Plan

<p style="text-align: center;">Planning</p> <p style="text-align: center;"><u>Key Terms & Vocabulary</u></p> <ul style="list-style-type: none"> ● Market ● Target Market ● Market Identification ● Business-to-Business ● Business-to-Consumer ● Franchise ● Regulation ● Accounting ● Budget ● Fixed Expense ● Variable Expense ● Debt Financing 	<ul style="list-style-type: none"> ● Market Research Process ● Business Types ● Budgeting and Funding
<p style="text-align: center;">Leading</p> <p style="text-align: center;"><u>Key Terms & Vocabulary</u></p> <ul style="list-style-type: none"> ● Conflict Resolution ● Emotional Intelligence ● Interpersonal Skill ● Professional Development ● Professionalism ● Time Management ● Active Listening ● Business Ethics ● Consumer Protection Law ● Contract ● Corporate Social Responsibility ● Intellectual Property 	<ul style="list-style-type: none"> ● Business Leadership ● Business Communication ● Ethical and Legal Considerations (if time)

Textbook/Other Resources:

- Essentials of Entrepreneurship by B.E. Publishing
- The Pizza Entrepreneur by B.E. Publishing

Films:

- [The Lorax](#) (2012) (PG)