

Entrepreneurship and Marketing 8

Course Summary

Unit 1: Overview

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Unit 5: Business Model Canvas

Unit 6: Make a Pitch!

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Unit 1: Overview

This unit provides an introduction to our course and what we will be doing through the year, creating our own business.

Learning Outcome	Characteristics of entrepreneurial activity
Unit Goals	<ol style="list-style-type: none">1) With demonstrations and application students will be able to understand the tasks of an entrepreneur, and will research a successful entrepreneur.2) Students will have a basic understanding of Entrepreneurship.3) With creativity students will create their own business and research their competition.
Essential Question(s) and new vocabulary	<p>What does it take to make create a business? What are the basics of Entrepreneurship? What successful entrepreneurs do to have a successful business?</p> <ul style="list-style-type: none">- Business- Competition- Entrepreneur
Materials / visuals / equipment / sources	We will be using Apple computers, web browser, student notes, Google Drive / Docs / Slides.

Unit 2: Entrepreneurship 101

This unit provides an introduction and overview on business and entrepreneurship.

Learning Outcomes	Characteristics of entrepreneurial activity Recognition of a market need and identification of target market
Unit Goals	1) Students will learn how to turn ideas into a business opportunity while learning problem solving skills. 2) With creativity students will turn their ideas into a business with research and problem solving
Essential Question(s) and new vocabulary	How do you turn ideas into a business? What steps do you take to problem-solve? What ideas can you use to turn into a business? What is a loan? <ul style="list-style-type: none">- Entrepreneurship- Eusiness- Micro-loan- Risk vs. Reward
Materials / visuals / equipment / sources	We will be using a computer, web browser, power point, Microsoft word, student notes, research project, Google Classroom.

Unit 3: A Social Enterprise Story

This unit provides an insight into a local social enterprise telling the story of why they got started, their design process, marketing, and operations.

Learning Outcomes	<ul style="list-style-type: none">- Forms of advertising and marketing that can influence a potential customer or buyer- Recognition of a market need and identification of target market- Characteristics of social entrepreneurship in First Nations communities
Unit Goals	1) Founder's Story provides a background on why the founders started their company and the difficulties they faced early on. 2) Product Design provides ideas on creating a product and how level ground makes decisions about creating the next product/service. 3) Operations provides lessons on operations to help students understand all the components of a business including location, equipment, labour, process. 4) Marketing provides ideas around the 4 P's of marketing: Product, Price, Place, Promotion.
Essential Question(s) and new vocabulary	What is fair trade? An Ethical Business? Why do customers like certain products/services?

	<p>How do customers find out about businesses? (Social Media, billboards, youtube commercials, online etc.)</p> <p>How do companies utilize the 4P's?</p> <p>What are business operations?</p> <ul style="list-style-type: none"> - Marketing (4 P's) - Operations (location, equipment, labour, process) - Design - Social Entrepreneurship - Fair Trade
Materials / visuals / equipment / sources	We will be using a computer, web browser, power point, Microsoft word, student notes, research project, Google Classroom.

Unit 4: Finance

This unit provides an overview of financial literacy. Taking our time with this unit to ensure all students understand the new concepts.

Learning Outcomes	<ul style="list-style-type: none"> - Differences between consumer wants and needs - Role of money management in financing an idea or developing a product
Unit Goals	<ol style="list-style-type: none"> 1) 'Financial Terms' is a short video of a young entrepreneur named Ella who provides an overview of basic financial terms. 2) Revenue Calculation: Revenue = Units * Price (20 * 12 = \$240) 3) Expenses Calculation: Units * Cost (20 * 7 = \$140) 4) Profit Calculation: Revenue - Expenses (240 - 140 = \$100)
Essential Question(s) and new vocabulary	<p>How to business create budgets? What is in them?</p> <p>How do you calculate profit? Revenue? Expenses?</p> <p>Budget creation practice</p> <ul style="list-style-type: none"> - Budget - Profit - Revenue - Expenses - Cost
Materials / visuals / equipment / sources	We will be using a computer, web browser, power point, Microsoft word, student notes, research project, Google Classroom.

Unit 5: Business Model Canvas

This unit provides an overview of a Business Model Canvas.

Learning Outcomes	<ul style="list-style-type: none">• Forms of advertising and marketing that can influence a potential customer or buyer• Differences between consumer wants and needs
Unit Goals	<ol style="list-style-type: none">1. A business model canvas is an easier way to understand all the components of a business. It's similar to a business plan but visually easier to understand and only one page long.2. Going through all the questions (#1-7) listed below to ensure students have thought through the entire product/service/company.
Essential Question(s) and new vocabulary	<ol style="list-style-type: none">1. What is your product/service ?2. Customers : Who are your customers? Why will they be interested?3. Marketing Channels: How will you advertise to your customers?4. Resources: What do you need for your business? Where will you buy your supplies?5. Key Activities: What do you need to do to be successful?6. Costs: How much will it cost to buy what you need?7. Revenue: How much will you charge? How much do you need to charge? <ul style="list-style-type: none">- Success- Failure- Resources- Marketing Channel
Materials / visuals / equipment / sources	We will be using a computer, web browser, power point, Microsoft word, student notes, research project, Google Classroom.

Unit 6: Make A Pitch!

This unit teaches students how to make a business pitch and what should be included.

Learning Outcomes	<ul style="list-style-type: none">- Differences between consumer wants and needs- Role of money management in financing an idea or developing a product
Unit Goals	<ol style="list-style-type: none">1) Make a Pitch! In this section students will learn about making a pitch for their business. This is a great opportunity to practice their communication skills.

	2) Students broken up into four teams: Marketing, Operations, Finance, and Product Design.
Essential Question(s) and new vocabulary	<p>What is a business pitch? What is included in a business pitch? How to deliver a business pitch? What outcome are you looking for after the pitch?</p> <ul style="list-style-type: none"> - Business Pitch - Venture Capitalist - Investors
Materials / visuals / equipment / sources	We will be using a computer, web browser, power point, Microsoft word, student notes, research project, Google Classroom.

Unit 7: Closure and Sale

Overview and celebration of student accomplishment and sale of product.

Learning Outcomes	- All learning outcomes Summarized
Unit Goals	<p>1) Have an open discussion with students around what worked and didn't work in running the business. Answering the questions below.</p> <p>2) Possible sale of product created.</p>
Essential Question(s) and new vocabulary	<ul style="list-style-type: none"> - What would they do differently if they were to start again? - Why might failure be an important part to becoming an entrepreneur? - What did we learn about ourselves and our own skills in this process? - What are some skills we each want to work on improving or learning? - How do we feel about the money raised and our donations? - What can we continue to do in the future to be a good global citizen and care for society?
Materials / visuals / equipment / sources	We will be using a computer, web browser, power point, Microsoft word, student notes, research project, Google Classroom.