Entrepreneurship and Marketing 8

Course Summary

Unit 1: Overview
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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	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	What does it take to make create a business? What are the basics of Entrepreneurship? What successful entrepreneurs do to have a successful business? - 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? - 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	- 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?

	How do customers find out about businesses? (Social Media, billboards, youtube commercials, online etc.) How do companies utilize the 4P's? What are business operations? - 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	- Differences between consumer wants and needs - Role of money management in financing an idea or developing a product
Unit Goals	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	How to business create budgets? What is in them? How do you calculate profit? Revenue? Expenses? Budget creation practice - 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	● Forms of advertising and marketing that can influence a potential customer or buyer ● Differences between consumer wants and needs
Unit Goals	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	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? - 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	- Differences between consumer wants and needs - Role of money management in financing an idea or developing a product
Unit Goals	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	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? - 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	1) Have an open discussion with students around what worked and didn't work in running the business. Answering the questions below. 2) Possible sale of product created.
Essential Question(s) and new vocabulary	- 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.