

KCKPS CTE CURRICULUM PACING GUIDE

ENTREPRENEURSHIP

KSDE Course Code	12053G0.501115GGF	KSDE Course Name	Entrepreneurship
CIP Code	12.0504 52.0799 52.0801 52.1402	KSDE Pathway	Restaurant & Event Management Business Management & Entrepreneurship Business Finance Marketing
Infinite Campus Course Numbers	11105011S & 11105011Q		
Prerequisites	None. Students may have taken Business Essentials, Principles of Marketing,		
Courses That Follow	Business Management, Marketing Applications, Applied Business Development		
Buildings Offered	F. L. Schlagle, J. C. Harmon, Sumner, Washington, Wyandotte		

KCKPS Course Description

Entrepreneurship students develop knowledge and skills necessary to own and operate a business. Topics include: economics, marketing principles, human relations and psychology, business and labor law, legal rights and responsibilities of ownership, business and financial planning, finance and accounting, and communication.

Kansas Department of Education Course Competencies

[Link to Career Cluster on KSDE](#)

This course utilizes the approved competencies provided on the KSDE website. The competencies identified by KSDE provide the foundation for what students should know and/or be able to do by the end of the course.

Common District Summative Assessment

Precision Exam: Entrepreneurship

Description: Students will gain an understanding of the marketing and management principles necessary to start and operate their own business. They will develop an awareness of the opportunities for small business ownership and develop the planning skills needed to open a small business. Students will become aware of the traits and characteristics of successful entrepreneurs.

Standards: https://www.precisionexams.com/kansas/files/standards-pdfs/ks_451.pdf

PACING GUIDE AT A GLANCE

Unit	Unit Name	Length
1	Principled Entrepreneurship	10 blocks
2	Entrepreneurship Development	12 blocks
3	Marketing and Business Planning	12 blocks
4	Financials	10 blocks

KSDE COURSE COMPETENCIES

Competency	Unit Taught
Benchmark 1.0 - Data and Decisions	
1.1 Solve mathematical problems using numbers and operators.	4
1.2 Incorporate algebraic skills to make business decisions.	4
1.3 Demonstrate an understanding of how basic economic concepts are utilized by an entrepreneur/small business	4
1.4 Explain and describe cost/benefit analysis as it explains cost-profit relationships.	4
1.5 Explain and demonstrate the nature of effective communication.	4
1.6 Describe methods in dealing with conflict as it relates to entrepreneurship/small business ownership.	4
Benchmark 2.0 - Laws & Regulations	
2.1 Describe the relationship between principled entrepreneurship and personal responsibility.	1
2.2 Describe the relationship between government and business.	1
2.3 Identify types of business ownership.	1

2.4 Demonstrate understanding of managerial and business ethics.	1
2.5 Analyze and define entrepreneurship.	1
2.6 Expound on the importance of entrepreneurship on market economies.	1
2.7 Explain characteristics of an entrepreneur as it relates to personal assessment and management.	1
Benchmark 3.0 - Entrepreneurship	
3.1 Identify successful methods in developing and assessing innovative business ideas.	2
3.2 Give explanation on how entrepreneurs recognize marketplace opportunities.	2
3.3 Explain tools used by entrepreneurs for venture planning.	2
3.4 Explain proper methods in assessing and calculating risk in developing a business venture.	2
3.5 Describe the need for continuation planning as it relates to entrepreneurship/small business ownership.	2
3.6 The student demonstrates an understanding of information management concepts and how they support effective business operations.	2
3.7 Describe the impact of the Internet on entrepreneurship/small business ownership.	2
Benchmark 4.0 - Marketing & Business Planning	
4.1 Understand marketing's role and function in business to facilitate economic exchanges with customers.	3
4.2 Analyze the role of marketing research in constructing a small business management model.	3
4.3 Identify and explain primary and secondary market research.	3
4.4 Describe marketing functions and related activities.	3
4.5 Describe the components and purpose of a business plan.	3
4.6 Examine and explain the components and purpose of a financial plan for a business.	3
4.7 Identify and evaluate a local entrepreneurial venture/business.	3
Benchmark 5.0 - Organizational & Financial Tools	

5.1 Develop organizational skills to improve efficiency.	4
5.2 Identify and explain expense control strategies to enhance the financial well-being of a business.	4
5.3 Give explanation on how entrepreneurs incorporate accounting in making business decisions.	4
5.4 Understand the need for proper financial and money management as it relates to an entrepreneur/small business owner.	4
Benchmark 6.0 - Employability Skills	
6.1 Develop personal traits and behaviors to foster career advancement.	1
6.2 Demonstrate employability/career success skills.	1

UNIT 1

Principled Entrepreneurship

10 blocks

Unit Overview

Unit 1 is designed to define and describe principled entrepreneurship and develop networking skills.

Unit Competencies

- 2.1 Describe the relationship between principled entrepreneurship and personal responsibility.
- 2.2 Describe the relationship between government and business.
- 2.3 Identify types of business ownership.
- 2.4 Demonstrate understanding of managerial and business ethics.
- 2.5 Analyze and define entrepreneurship.
- 2.6 Expound on the importance of entrepreneurship on market economies.
- 2.7 Explain characteristics of an entrepreneur as it relates to personal assessment and management.
- 6.1 Develop personal traits and behaviors to foster career advancement.
- 6.2 Demonstrate employability/career success skills.

Unit Resources

Primary Resources

- Junior Achievement - Contact your CTE Instructional Coach for Login Information
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Supplemental Resources

Unit Learning Targets

3.0 Learning Goal Targets

- 2.4 Demonstrate understanding of managerial and business ethics.
- 2.5 Analyze and define entrepreneurship.
- 2.6 Expound on the importance of entrepreneurship on market economies.
- 2.7 Explain characteristics of an entrepreneur as it relates to personal assessment and management.
- 6.2 Demonstrate employability/career success skills.

2.0 Foundational Targets

- 2.1 Describe the relationship between principled entrepreneurship and personal responsibility.
- 2.2 Describe the relationship between government and business.
- 2.3 Identify types of business ownership.
- 6.1 Develop personal traits and behaviors to foster career advancement.

Vocabulary:

UNIT 2

Entrepreneurship Development

12 blocks

Unit Overview

Unit 2 is designed to develop an entrepreneurial way of thinking by routinely recognizing problems as opportunities to create value.

Unit Competencies

- 3.1 Identify successful methods in developing and assessing innovative business ideas.
- 3.2 Give explanation on how entrepreneurs recognize marketplace opportunities.
- 3.3 Explain tools used by entrepreneurs for venture planning.
- 3.4 Explain proper methods in assessing and calculating risk in developing a business venture.
- 3.5 Describe the need for continuation planning as it relates to entrepreneurship/small business ownership.
- 3.6 The student demonstrates an understanding of information management concepts and how they support effective business operations.
- 3.7 Describe the impact of the Internet on entrepreneurship/small business ownership.

Unit Resources

Primary Resources

- Junior Achievement - Contact your CTE Instructional Coach for Login Information
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Supplemental Resources

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Unit Learning Targets

3.0 Learning Goal Targets

- 3.4 Explain proper methods in assessing and calculating risk in developing a business venture.
- 3.3 Explain tools used by entrepreneurs for venture planning.

2.0 Foundational Targets

- 3.1 Identify successful methods in developing and assessing innovative business ideas.
- 3.2 Give explanation on how entrepreneurs recognize marketplace opportunities.
- 3.5 Describe the need for continuation planning as it relates to entrepreneurship/small business ownership.
- 3.6 The student demonstrates an understanding of information management concepts and how they support effective business operations.
- 3.7 Describe the impact of the Internet on entrepreneurship/small business ownership.

Vocabulary:

UNIT 3

Marketing and Business Planning

12 blocks

Unit Overview

Unit 3 is designed to understand marketing's role and function in business.

Unit Competencies

- 4.1 Understand marketing's role and function in business to facilitate economic exchanges with customers.
- 4.2 Analyze the role of marketing research in constructing a small business management model.
- 4.3 Identify and explain primary and secondary market research.
- 4.4 Describe marketing functions and related activities.
- 4.5 Describe the components and purpose of a business plan.
- 4.6 Examine and explain the components and purpose of a financial plan for a business.
- 4.7 Identify and evaluate a local entrepreneurial venture/business.

Unit Resources

Primary Resources

- Junior Achievement - Contact your CTE Instructional Coach for Login Information
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Supplemental Resources

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Unit Learning Targets

3.0 Learning Goal Targets

- 4.2 Analyze the role of marketing research in constructing a small business management model.
- 4.6 Examine and explain the components and purpose of a financial plan for a business.

2.0 Foundational Targets

- 4.1 Understand marketing's role and function in business to facilitate economic exchanges with customers.
- 4.3 Identify and explain primary and secondary market research.
- 4.4 Describe marketing functions and related activities.
- 4.5 Describe the components and purpose of a business plan.
- 4.7 Identify and evaluate a local entrepreneurial venture/business.

Vocabulary:

UNIT 4

Financials

10 blocks

Unit Overview

Unit 4 is designed to explain the fundamentals of financial literacy as it relates to entrepreneurship/small business ownership.

Unit Competencies

- 1.1 Solve mathematical problems using numbers and operators.
- 1.2 Incorporate algebraic skills to make business decisions.
- 1.3 Demonstrate an understanding of how basic economic concepts are utilized by an entrepreneur/small business
- 1.4 Explain and describe cost/benefit analysis as it explains cost-profit relationships.
- 1.5 Explain and demonstrate the nature of effective communications.
- 1.6 Describe methods in dealing with conflict as it relates to entrepreneurship/small business ownership.
- 5.1 Develop organizational skills to improve efficiency.
- 5.2 Identify and explain expense control strategies to enhance the financial well-being of a business.
- 5.3 Give explanation on how entrepreneurs incorporate accounting in making business decisions.
- 5.4 Understand the need for proper financial and money management as it relates to an entrepreneur/small business owner.

Unit Resources

Primary Resources

- Junior Achievement - Contact your CTE Instructional Coach for Login Information
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Supplemental Resources

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Unit Learning Targets

3.0 Learning Goal Targets

- 1.2 Incorporate algebraic skills to make business decisions.
- 1.4 Explain and describe cost/benefit analysis as it explains cost-profit relationships.
- 1.5 Explain and demonstrate the nature of effective communications.
- 5.3 Give explanation on how entrepreneurs incorporate accounting in making business decisions.

2.0 Foundational Targets

- 1.1 Solve mathematical problems using numbers and operators.
- 1.3 Demonstrate an understanding of how basic economic concepts are utilized by an entrepreneur/small business
- 1.6 Describe methods in dealing with conflict as it relates to entrepreneurship/small business ownership.
- 5.1 Develop organizational skills to improve efficiency.
- 5.2 Identify and explain expense control strategies to enhance the financial well-being of a business.
- 5.4 Understand the need for proper financial and money management as it relates to an entrepreneur/small business owner.

Vocabulary: