

## Content Area: Entrepreneurship

**Grade: 11-12**

Unit	Enduring Understandings	Essential Questions	Objectives	Skills
1	<ul style="list-style-type: none"> <li>An entrepreneur plays a specific role in the creation and organization of a business.</li> <li>Individuals who own businesses have various options when it comes to the type of business they want to own.</li> <li>Entrepreneurs play a part in shaping their business based on demand and create jobs and capital.</li> <li>Technology plays a major role in business evolution.</li> </ul>	<ul style="list-style-type: none"> <li>What risks do entrepreneurs have to endure?</li> <li>Despite the risk, what motivates entrepreneurs?</li> <li>Why is it important for entrepreneurs to understand their risks?</li> <li>How do economic systems influence entrepreneurship?</li> <li>How has technology impacted businesses?</li> </ul>	<ul style="list-style-type: none"> <li>Classify various types of US businesses.</li> <li>Discover the characteristics of command, market and traditional economics.</li> <li>Compare supply to demand.</li> <li>Point out what businesses do for the economy.</li> </ul>	<ul style="list-style-type: none"> <li>Define the role of small business and entrepreneurship in the economy.</li> <li>Compare and contrast economic systems.</li> <li>Explain how economics informs the decision making process.</li> <li>Define the role of economic indicators and business cycles.</li> <li>Describe what entrepreneurs contribute to the economy.</li> </ul>
Unit 2	<ul style="list-style-type: none"> <li>The risk and reward of owning a business.</li> </ul>	<ul style="list-style-type: none"> <li>Besides money, what are rewards for entrepreneurs?</li> </ul>	<ul style="list-style-type: none"> <li>Identify the key rewards of being an entrepreneur - satisfaction,</li> </ul>	<ul style="list-style-type: none"> <li>Identify the rewards of owning and operating a business.</li> </ul>

	<ul style="list-style-type: none"> <li>• The qualities of an entrepreneur - creative, goal oriented, risk taker, independent, persistent.</li> <li>• The foundation an entrepreneur needs to start their business.</li> </ul>	<ul style="list-style-type: none"> <li>• How does the income of an entrepreneur affect their business?</li> <li>• How does the role of an entrepreneur differ from their employees?</li> <li>• How can you create job security even being an entrepreneur?</li> <li>• What does the foundation of any business look like?</li> </ul>	<p>creativity and freedom.</p> <ul style="list-style-type: none"> <li>• Explain various risks of entrepreneurship - financial issues, burnout.</li> <li>• Establish key personality traits of a business owner.</li> <li>• Design a small foundational plan for a business.</li> </ul>	<ul style="list-style-type: none"> <li>• Recognize the risks of being an entrepreneur.</li> <li>• Describe the background characteristics and skills of successful entrepreneurs.</li> <li>• Explain techniques that will improve one's potential for becoming an entrepreneur.</li> </ul>
Unit 3	<ul style="list-style-type: none"> <li>• Current trends in technology, the environment, and the like provide opportunities for entrepreneurs.</li> <li>• The pros and cons of starting your own business vs. buying an existing business.</li> <li>• How goals and personal values drive</li> </ul>	<ul style="list-style-type: none"> <li>• How are web-based businesses, service businesses, green businesses, social entrepreneurship and outsourcing creating opportunities for entrepreneurs?</li> <li>• Why are businesses put up for sale?</li> </ul>	<ul style="list-style-type: none"> <li>• Trace trends and identify how they create opportunity.</li> <li>• Determine the process for creating a new product/service - connection, discovery, invention and application.</li> <li>• Classify personal values and how they drive business.</li> </ul>	<ul style="list-style-type: none"> <li>• Understand entrepreneurial trends and ways to recognize opportunity.</li> <li>• Explain how to think creatively about opportunity.</li> <li>• Identify the importance of personal values and goals in choosing an entrepreneurial pursuit.</li> </ul>

	<p>your business and success.</p>	<ul style="list-style-type: none"> <li>• What role does reputation play in buying an established business?</li> <li>• How can problems in your life create entrepreneurial opportunities?</li> <li>• How can you turn your interests into an entrepreneurial opportunity?</li> <li>• How do your experiences shape your abilities as an entrepreneur?</li> </ul>	<ul style="list-style-type: none"> <li>• Examine how an entrepreneur's understanding of consumer needs (and niche markets) create success.</li> <li>• Construct a potential business opportunity for a local market.</li> </ul>	<ul style="list-style-type: none"> <li>• Describe how anyone can evaluate a business opportunity.</li> <li>• List the advantages and disadvantages of using business core values as an entrepreneur.</li> </ul>
Unit 4	<ul style="list-style-type: none"> <li>• The value of creating (and writing) clear business opportunities.</li> <li>• Feasibility studies are used to test the marketplace.</li> <li>• Business plans require specific information and follow guidelines.</li> </ul>	<ul style="list-style-type: none"> <li>• How do you create a business concept statement?</li> <li>• When conducting a feasibility analysis, why is it important to research the industry?</li> <li>• What role do prototypes play in the feasibility</li> </ul>	<ul style="list-style-type: none"> <li>• Identify the important elements of a successful business plan.</li> <li>• Predict the general success of an entrepreneur based on sample business plans.</li> <li>• Analyze each part of a business plan.</li> </ul>	<ul style="list-style-type: none"> <li>• Discuss the importance of defining a prospective business by writing a clear and concise business concept.</li> <li>• Describe how a feasibility study can be used to test a concept in the marketplace.</li> <li>• Explain the importance of</li> </ul>

		<p>of your product's idea or concept?</p> <ul style="list-style-type: none"> <li>• Why do you need to identify and research market competition when creating a business plan?</li> <li>• What role does distribution play?</li> </ul>		<p>business planning.</p> <ul style="list-style-type: none"> <li>• Identify and describe the components and formats of a business plan.</li> <li>• List key mistakes that entrepreneurs make when writing a business plan.</li> <li>• Synthesize information for a business plan.</li> <li>• Describe how to professionally package and present a business plan.</li> </ul>
Unit 5	<ul style="list-style-type: none"> <li>• There are various types of business structures and each has their advantages and disadvantages.</li> <li>• Entrepreneurs hold a lot of responsibility but in particular structures the responsibility (liability) differ - corporation.</li> </ul>	<ul style="list-style-type: none"> <li>• What is the difference between a general partner and a limited partner?</li> <li>• What are some good qualities to look for in a business partner?</li> <li>• How do responsibilities differ for entrepreneurs in</li> </ul>	<ul style="list-style-type: none"> <li>• Classify various types of US businesses - sole proprietorship, partnership, corporation.</li> <li>• Understand the issues that can arise when choosing to have a business partner.</li> <li>• Generate a stance on a</li> </ul>	<ul style="list-style-type: none"> <li>• Describe different attributes that individual partners bring to a partnership.</li> <li>• List the advantages and disadvantages of C-corporations.</li> <li>• Describe the purpose of a subchapter-S corporation.</li> </ul>

	<ul style="list-style-type: none"> <li>• Non-profit organizations run completely differently and profit is not the main driver.</li> <li>• Limited liability companies have many similarities between all business structures.</li> </ul>	<p>various business structures?</p> <ul style="list-style-type: none"> <li>• How do nonprofit corporations allocate revenue?</li> <li>• Who are the stakeholders for nonprofit corporations?</li> </ul>	<p>sample business dispute.</p> <ul style="list-style-type: none"> <li>• Create a DBA</li> </ul>	<ul style="list-style-type: none"> <li>• Compare and contrast all corporations.</li> </ul>
Unit 6	<ul style="list-style-type: none"> <li>• Protection of your intellectual property is an essential tool for entrepreneurs.</li> <li>• Certain legal requirements are fundamental to an entrepreneur's ability to conduct business.</li> <li>• Laws and regulations are designed to protect employees, other businesses, customers, and the general public from unfair, unsafe, or unhealthy</li> </ul>	<ul style="list-style-type: none"> <li>• How is your intellectual property an asset?</li> <li>• How do patent law, trademarks, and copyright law protect your inventions and new ideas?</li> <li>• Where do you obtain permits and licenses to run your business?</li> <li>• What types of contracts would a new business owner be party to?</li> <li>• How do zoning laws affect your business?</li> <li>• How does the Equal</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding intellectual property is an asset for any business or entrepreneur.</li> <li>• Classify three categories (permits and licenses, contracts, and zoning and building codes) of laws that affect the start-up of a business.</li> <li>• Chart the laws that affect the hiring, firing and paying of employees between local and national.</li> </ul>	<ul style="list-style-type: none"> <li>• Explain how to protect your intellectual property.</li> <li>• Differentiate between tangible and intangible assets.</li> <li>• Discuss the factors that affect the start-up of a business.</li> <li>• Explain the laws that affect employees. Identify the laws that regulate trade.</li> <li>• Discuss the tax laws that apply to a new venture.</li> </ul>

	<p>business practices.</p> <ul style="list-style-type: none"> <li>• Trade regulations and laws are essential to the success of entrepreneurs.</li> </ul>	<p>Employment Opportunity Commission protect employees?</p> <ul style="list-style-type: none"> <li>• Why must employers observe federal and local employment laws?</li> <li>• What is price discrimination?</li> <li>• How does the Consumer Bill of Rights protect consumers and companies?</li> <li>• How do taxes affect entrepreneurs?</li> </ul>	<ul style="list-style-type: none"> <li>• Examine how key trade laws are created to preserve competition and fairness in the marketplace.</li> <li>• Assess taxes on businesses.</li> </ul>	
Unit 7	<ul style="list-style-type: none"> <li>• The process of obtaining employees - recruiting, hiring, training and how they have a direct impact on the business.</li> <li>• Determining strengths and weaknesses of the staff should be configured during the hiring process.</li> </ul>	<ul style="list-style-type: none"> <li>• How does human resource management aid in recruiting and managing employees?</li> <li>• What role do labor unions play in human resource management?</li> <li>• How do managers effectively recruit</li> </ul>	<ul style="list-style-type: none"> <li>• Define the role of HR in a business</li> <li>• Classify the various types of managerial styles</li> <li>• Create an effective job posting</li> <li>• Distinguish proper from improper handling of harassment in the workplace</li> </ul>	<ul style="list-style-type: none"> <li>• Identify the components of human resource management.</li> <li>• Explain how managers influence motivation, Describe ways to maximize employee performance.</li> <li>• Analyze the importance of delegation.</li> </ul>

	<ul style="list-style-type: none"> <li>• A manager is essential and they should be a lead motivator to ensure optimum performance.</li> </ul>	<p>and screen employees?</p> <ul style="list-style-type: none"> <li>• How do managers effectively handle employee complaints?</li> <li>• How do managers create a “safe” working environment?</li> <li>• How does human resource management facilitate performance and improve employee productivity?</li> <li>• What are employee incentive programs?</li> </ul>		<ul style="list-style-type: none"> <li>• Assess motivational techniques used to increase performance levels</li> </ul>
--	---	---	--	--