

Blackhawk School District

CURRICULUM

Course Title: Entrepreneurship/Introduction to Business
Course Number:
Grade Level(s): 9 – 12
Length of Period: 42 minutes
Length of Course: 1 semester
Faculty Author(s): Kimberly Boggs
Credits: .5
Date: 1/19/09; Revised May '09

COURSE DESCRIPTION: Have you ever dreamed of owning and operating your own business? Would you like to be a decision maker and the boss? In this semester course, students individually select an idea for a new business and create a plan for success. Market research is used to determine the location and product/service mix. A business plan is developed to describe the organization, marketing strategies and financial requirements of the new business. You will create an advertising campaign and plan your grand opening. Learn what it takes to be a successful entrepreneur.

PA Standard	Description
3.2.12 D	Analyze and use the technological design process to solve problems. <ul style="list-style-type: none">• Assess all aspects of the problem, prioritize the necessary information and formulate questions that must be answered.• Propose, develop and appraise the best solution and develop alternative solutions.• Implement and assess the solution.• Evaluate and assess the solution, redesign and improve as necessary.• Communicate and assess the process and evaluate and present the impact of the solution.
3.7.12 D	Evaluate the effectiveness of computer software to solve specific problems. <ul style="list-style-type: none">• Evaluate the effectiveness of software to produce an output and demonstrate the process.• Design and apply advanced multimedia techniques.• Analyze, select and apply the appropriate software to solve complex problems.• Evaluate the effectiveness of the computer as a presentation tool.• Analyze the legal responsibilities of computer users.

3.7.12 E	<p>Assess the effectiveness of computer communications systems.</p> <ul style="list-style-type: none"> • Assess the effectiveness of a computer based communications system. • Transfer files among different computer platforms. • Analyze the effectiveness of online information resources to meet the needs for collaboration, research, publications, communications and productivity. • Apply knowledge of protocol standards to solve connectivity problems.
3.8.12 C	<p>Evaluate the consequences and impacts of scientific and technological solutions.</p> <ul style="list-style-type: none"> • Propose solutions to specific scientific and technological applications, identifying possible financial considerations. • Analyze scientific and technological solutions through the use of risk/benefit analysis. • Analyze and communicate the positive or negative impacts that a recent technological invention had on society. • Evaluate and describe potential impacts from emerging technologies and the consequences of not keeping abreast of technological advancements (e.g., assessment alternatives, risks, benefits, costs, economic impacts, constraints).
1.1.11 F	Understand the meaning of and apply key vocabulary across the various subject areas.
1.2.11 A	Read and understand essential content of information texts and documents in all academic areas.

Class Resources	
Entrepreneurship: Ideas In Action 4e Cynthia L. Greene South-Western Cengage Learning	
Entrepreneurship: Ideas In Action 4e Cynthia L. Greene South-Western Cengage Learning Annotated Edition	
Entrepreneurship: Ideas In Action 4e Cynthia L. Greene South-Western Cengage Learning Instructor's Resource CD	
Entrepreneurship: Ideas In Action 4e Cynthia L. Greene South-Western Cengage Learning ExamView CD	

Course Topic	Proposed Time	Topic Reflection
Should You Become an Entrepreneur?	5 Days	
<ul style="list-style-type: none"> • All About Entrepreneurship • Is Entrepreneurship Right for You? • Exploring Ideas and Opportunities • Problem Solving for Entrepreneurs 		

Course Topic	Proposed Time	Topic Reflection
Entrepreneurs in a Market Economy	5 Days	
<ul style="list-style-type: none"> • Entrepreneurs Satisfy Needs and Wants • How Economic Decisions Are Made • What Affects Price? 		

Course Topic	Proposed Time	Topic Reflection
Develop a Business Plan	10 Days	
<ul style="list-style-type: none"> • Why a Business Plan Is Important • What Goes into a Business Plan? • How to create an Effective Business Plan 		

Course Topic	Proposed Time	Topic Reflection
Identify and Meet a Market Need	10 Days	
<ul style="list-style-type: none"> • Identify Your Market • Research the Market • Know Your Competition 		

Course Topic	Proposed Time	Topic Reflection
Market Your Business	10 Days	
<ul style="list-style-type: none"> • Develop the Marketing Plan • The Marketing Mix – Product • The Marketing Mix - Price 		

Course Topic	Proposed Time	Topic Reflection
Distribution, Promotion, and Selling	5 Days	
<ul style="list-style-type: none"> • The Marketing Mix – Distribution • The Marketing Mix – Promotion • Selling and Promoting 		

Course Topic	Proposed Time	Topic Reflection
Select a Type of Ownership	5 Days	
<ul style="list-style-type: none"> • Decide to Purchase, Join, or Start a Business • Choose a Legal Form of Business • Legal Issues and Business Ownership 		

Course Topic	Proposed Time	Topic Reflection
Locate and Set Up Your Business	5 Days	
<ul style="list-style-type: none"> • Choose a Location • Obtain Space and Design the Physical Layout • Purchase Equipment, Supplies, and Inventory 		

Course Topic	Proposed Time	Topic Reflection
Plan and Track Your Finances	5 Days	
<ul style="list-style-type: none"> • Finance Your Business • Financial Statements • Recordkeeping for Businesses 		

Course Topic	Proposed Time	Topic Reflection
Operations Management	5 Days	
<ul style="list-style-type: none"> • Operating Procedures • Inventory Management • Financial Management 		

Course Topic	Proposed Time	Topic Reflection
Human Resource Management	5 Days	
<ul style="list-style-type: none"> • Identify Your Staffing Needs • Staff Your Business • Direct and Control Human Resources 		

Course Topic	Proposed Time	Topic Reflection
Risk Management	5 Days	
<ul style="list-style-type: none"> • Business Risks • Insure Against Risks • Other Risks 		

Course Topic	Proposed Time	Topic Reflection
Management for the Future	5 Days	
<ul style="list-style-type: none">• Growth Strategies• Ethical and Social Issues• Global Trends and Opportunities		