

Course Title:	Content Area:	Grade Level:	Credit (if applicable)			
Entrepreneurship	CTE-Business	10-12	0.5			
Course Description:						
This course is ideal for students looking to explore entrepreneurship and the idea of becoming a small business owner. Students will learn how to set up their business, connect with customers, manage money, protect their assets, and grow their business ventures. By the end of the course, students will have a completed business plan to move forward with their business idea.						
Aligned Core Resources:		Connection to the BPS Vision of the Graduate				
The Young Entrepreneur’s Guide to Starting & Running a Business - Steve Mariotti		Collaboration Global Awareness Communications and Technology Literacy Communication Critical Thinking and Problem Solving				
Additional Course Information: <i>Knowledge/Skill Dependent courses/prerequisites</i>		Link to Completed Equity Audit				
No prerequisites		Equity Audit - Entrepreneurship				
Standard Matrix						
MBA Research Standards						
District Learning Expectations and Standards	Unit 1	Unit 2	Unit 3	Unit 4	Unit 5	Unit 6
MBA Research Standards, Entrepreneurship - Business Law Understands business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions	X			X		X
MBA Research Standards, Entrepreneurship - Communication Skills Understands the concepts, strategies, and systems used to obtain and convey ideas and information.						X
MBA Research Standards, Entrepreneurship - Customer Relations Understands the techniques and strategies used to foster positive, ongoing relationships with customers		X				X
MBA Research Standards, Entrepreneurship - Economics Understands the economic principles and concepts fundamental to business operations	X		X			

<u>MBA Research Standards,</u> <u>Entrepreneurship - Emotional Intelligence</u> Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others		X				X
<u>MBA Research Standards,</u> <u>Entrepreneurship - Entrepreneurship</u> Understands the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or venture	X					X
<u>MBA Research Standards,</u> <u>Entrepreneurship - Financial Analysis</u> Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources	X		X			X
<u>MBA Research Standards,</u> <u>Entrepreneurship - Human Resources</u> Understands the tools, techniques, and systems that businesses use to plan, staff, lead, and organize its human resources					X	X
<u>MBA Research Standards,</u> <u>Entrepreneurship - Marketing</u> Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives		X				X
<u>MBA Research Standards,</u> <u>Entrepreneurship - Operations</u> Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning					X	X
<u>MBA Research Standards,</u> <u>Entrepreneurship - Strategic Management</u> Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department					X	X

Unit Links

[Unit 1: Set Up Your Business](#)

[Unit 2: Connect with Customers](#)

[Unit 3: Manage Your Money](#)

[Unit 4: Protect Your Business](#)

[Unit 5: Grow Your Business](#)

[Unit 6: Final Business Plan](#)

Unit Title:	
Unit 1: Set Up Your Business	
Relevant Standards: Bold indicates priority	
<p><u>MBA Research Standards, Entrepreneurship - Business Law</u> Understands business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions</p> <p><u>MBA Research Standards, Entrepreneurship - Economics</u> Understands the economic principles and concepts fundamental to business operations</p> <p><u>MBA Research Standards, Entrepreneurship - Entrepreneurship</u> Understands the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or venture</p> <p><u>MBA Research Standards, Entrepreneurship - Financial Analysis</u> Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources</p>	
Essential Question(s):	Enduring Understanding(s):
<ul style="list-style-type: none"> Why are small businesses essential to the American economy? How do successful entrepreneurs think and act compared to non-entrepreneurs? What are the key factors to consider when identifying and recognizing a business opportunity? What are the different legal structures for businesses? How do you select the right legal structure for your business? How can funds be raised to start a business? 	<ul style="list-style-type: none"> Small businesses are essential to the growth of the American economy by driving job creation and innovation. Successful entrepreneurs need to have entrepreneurial thinking which includes creativity, responsibility, hard work, independence, risk-taking, problem-solving, proactive, and discipline to run a successful business. In order to recognize a business opportunity, an entrepreneur must conduct research, and market analysis, and have a deep understanding of customer needs and trends There are three main types of legal structures that need to be evaluated based on liability, tax structures, ownership, and primary decision-making. Raising capital for business start-ups is essential. There are a multitude of ways to raise capital to help with future success. Business plans are an essential component to developing a strong business which include financial projections, marketing strategies, and operational plans in order to successfully launch and manage a business. Communication in the world of business is an essential skill. It is important to be able to write and speak effectively.
Demonstration of Learning:	Pacing for Unit
<ul style="list-style-type: none"> Students will be able to evaluate the characteristics of current entrepreneurs and determine why they are or are not successful. 	7 class sessions of 42 class sessions

<ul style="list-style-type: none"> Students will be able to analyze current market conditions to find potential business opportunities. Students will be able to interpret the laws of supply and demand, forces of competition, and how prices affect a buyer's purchasing power. Students will be able to analyze the advantages and disadvantages of common legal structures of business (including sole proprietorships, partnerships, LLCs, and corporations). Students will be able to evaluate sources of financial support to start up a business. 	
Family Overview (link below)	Integration of Technology:
Entrepreneurship. Unit 1 Family Friendly Link	<ul style="list-style-type: none"> Internet Research/Resources Desktop Publishing Software Presentation Software
Unit-specific Vocabulary:	Aligned Unit Materials, Resources, and Technology (beyond core resources):
<p>Entrepreneur, products, services, investor, intrapreneurship, market, employee, risk, investment, small business, consumers, customer, scarce resources, capital, trade-off, insolvent, bankrupt, wholesaler, retailers, seed money, business plan, sustainable, green company, need, want, window of opportunity, calculated risks, feasibility, cost-benefit analysis, cash, opportunity cost, SWOT analysis, income statement, triple bottom line, social enterprise, economic system, economy, supply, demand, law of demand, law of supply, market clearing price, monopoly, revenue, profit motive, nonprofit, volume discount, distribution chain, manufacturing, reseller's permit, distribution channel, markup, markup price, liability, unlimited liability, limited liability, sole proprietorship,, partnership, general partnerships, limited partnerships, joint ventures, corporation, limited liability company, cooperative, board of advisors, financing, start-up investment, start-up capital, fixed costs, payback, net income, return on investment, angel investors, venture capitalists, business incubator, vendors, sales forecasts, cash flow statement, balance sheet, lean start-up, minimum viable product, product development</p>	Various Internet Resources
Opportunities for Interdisciplinary Connections:	Anticipated misconceptions:
<ul style="list-style-type: none"> Economics Math Civics Language Arts 	<ul style="list-style-type: none"> Starting a business is quick and easy. Success is guaranteed. All you need is a good idea. Entrepreneurship is about making money quickly. You are born an entrepreneur, it cannot be learned. You must have a lot of money to start a business. Business success is a matter of luck. Entrepreneurs work independently and do not need to collaborate.

		<ul style="list-style-type: none"> A business plan is a one-time document that does not need to be updated.
Connections to Prior Units:		Connections to Future Units:
N/A		This is the introductory unit that will be the foundation for all subsequent learning throughout this course.
Differentiation through Universal Design for Learning		
UDL Indicator		Teacher Actions:
7.1 Optimize individual choice and autonomy 8.4 Increase mastery-oriented feedback		7.1 Empower learners to take charge of their own learning. 8.2 Provide feedback that encourages perseverance, focuses on the development of efficacy and self-awareness, and encourages the use of specific supports and strategies in the face of challenge
Supporting Multilingual/English Learners		
Related CELP standards:		Learning Targets:
<ul style="list-style-type: none"> 9-12.1 An EL can construct meaning from oral presentations and literary and informational text through grade appropriate listening, reading, and viewing. 9-12.2 An EL can participate in grade appropriate oral and written exchanges of information, ideas, and analyses, responding to peer, audience, or reader comments and questions 9-12.4 An EL can construct grade appropriate oral and written claims and support them with reasoning and evidence. 9-12.5 An EL can conduct research and evaluate and communicate findings to answer questions or solve problems. 9-12.7 An EL can adapt language choices to purpose, task, and audience when speaking and writing. 9-12.8 An EL can determine the meaning of words and phrases in oral presentations and literary and informational text. 9-12.10 An EL can make accurate use of standard English to communicate in grade appropriate speech and writing. 		<ul style="list-style-type: none"> I can analyze the entrepreneurial mindset and behavior. I can identify and evaluate business opportunities based on current market conditions. I can analyze the economic impact of entrepreneurship on local and national levels. I can evaluate and select the appropriate legal structure for a business. I can develop strategies for financing a new business.
Lesson Sequence	Learning Target	Success Criteria/Assessment
1	<ul style="list-style-type: none"> I can analyze the entrepreneurial mindset and behavior. 	<ul style="list-style-type: none"> I can define entrepreneurship. I can describe the positive characteristics of an entrepreneur. I can compare and contrast characteristics of an entrepreneur and an employee. I can analyze a current entrepreneur and their

		<p>success based on their characteristics.</p> <p>Assessment: Entrepreneur Research Project/Reflection</p>
2	<ul style="list-style-type: none"> I can identify and evaluate business opportunities based on current market conditions. 	<ul style="list-style-type: none"> I can explain the concept of innovation. I can utilize strategies to explore potential opportunities in a specific market. I can perform a cost-benefit analysis and SWOT analysis to determine the feasibility of a business opportunity. I can evaluate the triple-bottom-line of a business. <p>Assessment: Students will develop concept for business plan based on market research</p>
3	<ul style="list-style-type: none"> I can analyze the economic impact of entrepreneurship on local and national levels. 	<ul style="list-style-type: none"> I can define the economy and free market system. I can describe the free market system characteristics. I can evaluate the laws of supply and demand and find market equilibrium. I can analyze how entrepreneurship impacts economic activity at the national and local levels. <p>Assessment: Quiz on Supply and Demand and how entrepreneurship impacts economic activity.</p>
4	<ul style="list-style-type: none"> I can evaluate and select the appropriate legal structure for a business. 	<ul style="list-style-type: none"> I can determine the difference between manufacturing, service, retail, and wholesale businesses. I can compare and contrast the advantages and disadvantages of the different types of business legal structures. I can select the most suitable legal structure for a given business concept and defend my reasoning. <p>Assessment: Select an appropriate legal structure for student business and defend reasoning</p>
5	<ul style="list-style-type: none"> I can develop strategies for financing a new business. 	<ul style="list-style-type: none"> I can define key vocabulary related to starting a new business. I can describe the various financing options available to entrepreneurs. I can compare and contrast the advantages and disadvantages of various financing options. <p>Assessment: Students will calculate start-up costs for a business and determine the funding sources that are best for their business, and explain why.</p>

Unit Title:	
Unit 2: Connect with Customers	
Relevant Standards: Bold indicates priority	
<p><u>MBA Research Standards, Entrepreneurship - Customer Relations</u> Understands the techniques and strategies used to foster positive, ongoing relationships with customers</p> <p><u>MBA Research Standards, Entrepreneurship - Emotional Intelligence</u> Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others</p> <p><u>MBA Research Standards, Entrepreneurship - Marketing</u> Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives</p>	
Essential Question(s):	Enduring Understanding(s):
<ul style="list-style-type: none"> How can market research help entrepreneurs better understand their target audience and market dynamics? What marketing strategies can effectively reach and engage potential customers? How can entrepreneurs integrate social responsibility into their business practices and marketing efforts? What are the key principles of successful selling and effective communication in the context of entrepreneurship? 	<ul style="list-style-type: none"> Market research is important to identify customer needs, market trends, and opportunities for business growth Effective marketing strategies are effective in engaging potential customers Social responsibility is an essential part of a successful business model and it can be a competitive advantage. There are effective selling techniques and clear ethical communication requirements in building customer relationships to drive business success.
Demonstration of Learning:	Pacing for Unit
<ul style="list-style-type: none"> Students will be able to conduct market research for their start-up business and analyze the results to make future business decisions. Students will develop a promotional plan for their business and create sample advertisements and promotional strategies for their business. 	8 class sessions of 42 class sessions
Family Overview (link below)	Integration of Technology:
Entrepreneurship, Unit 2 Family Friendly Link	<ul style="list-style-type: none"> Internet Research/Resources Desktop Publishing Software Presentation Software
Unit-specific Vocabulary:	Aligned Unit Materials, Resources, and Technology (beyond core resources):
Market, marketing, target market, mass market, features, competitive advantage, competitive intelligence, direct competitors, demographics, geographics, psychographics, focus group, customer profile, business-to-consumer companies, business-to-business companies, brand, marketing plan, promotional mix, call to action, advertising, public	Various Internet Resources

relations, personal selling, sales promotion, media, networking, philanthropy, foundations, business ethics, ethics, whistle-blower, nepotism, non-disclosure, trade secret, transparency, ethical sourcing, sustainable, fair trade, promotional responses, referral, cold call, negotiation, compromise, active listening	
Opportunities for Interdisciplinary Connections:	Anticipated misconceptions:
<ul style="list-style-type: none"> • Economics • Math • Civics • Language Arts 	<ul style="list-style-type: none"> • Market research is for big business only. • Marketing is only about advertising. • Social responsibility is just a marketing tactic. • Effective communication is all about talking; listening is not as important. • The more customers, the better. • Effective selling is about being pushy and aggressive.
Connections to Prior Units:	Connections to Future Units:
This unit connects to the prior unit by building off of the business that they plan on starting and adding in the marketing components to building their business plan.	This connects to the final unit where students will have a fully developed business plan to present to the class.
Differentiation through Universal Design for Learning	
UDL Indicator	Teacher Actions:
5.1 Use multiple media for communication 1.1 Compose in multiple media such as text, speech	5.1 Compose in multiple media such as text, speech, video 1.1 Display information in a flexible format so that perceptual features can be varied
Supporting Multilingual/English Learners	
Related CELP standards:	Learning Targets:
<ul style="list-style-type: none"> • 9-12.1 An EL can construct meaning from oral presentations and literary and informational text through grade appropriate listening, reading, and viewing. • 9-12.2 An EL can participate in grade appropriate oral and written exchanges of information, ideas, and analyses, responding to peer, audience, or reader comments and questions • 9-12.4 An EL can construct grade appropriate oral and written claims and support them with reasoning and evidence. • 9-12.5 An EL can conduct research and evaluate and communicate findings to answer questions or solve problems. • 9-12.7 An EL can adapt language choices to purpose, task, and audience when speaking and writing. • 9-12.8 An EL can determine the meaning of words and phrases in oral presentations and literary and 	<ul style="list-style-type: none"> • I can conduct market research to identify customer needs and preferences. • I can develop and implement effective marketing strategies. • I can integrate social responsibility into business operations and marketing. • I can demonstrate effective selling and communication skills.

<p>informational text.</p> <ul style="list-style-type: none"> 9-12.10 An EL can make accurate use of standard English to communicate in grade appropriate speech and writing. 		
Lesson Sequence	Learning Target	Success Criteria/Assessment
1	<ul style="list-style-type: none"> I can conduct market research to identify customer needs and preferences. 	<ul style="list-style-type: none"> I can define market research and target market. I can conduct market research through a survey, poll, observation, etc. to gather data. I can analyze market research data to identify target market segments, market trends, and customer behaviors. <p>Assessment: Students will conduct market research and analyze the data to make marketing decisions.</p>
2	<ul style="list-style-type: none"> I can develop and implement effective marketing strategies. 	<ul style="list-style-type: none"> I can set marketing goals for a business. I can use the marketing mix to develop strategies for effective marketing. I can create a promotional mix for a specified business. I can develop a marketing plan for a business <p>Assessment: Students will create a marketing plan for their business.</p>
3	<ul style="list-style-type: none"> I can integrate social responsibility into business operations and marketing. 	<ul style="list-style-type: none"> I can define social responsibility. I can provide examples of social responsibility in society. I can design socially responsible practices for my business. <p>Assessment: Students will develop a social responsibility plan for their business.</p>
4	<ul style="list-style-type: none"> I can demonstrate effective selling and communication skills. 	<ul style="list-style-type: none"> I can communicate effectively with my customers in both verbal and written form. I can evaluate successful selling practices. I can develop my own persuasive communication skills. <p>Assessment: Students will create a sales pitch for their business.</p>

Unit Title:	
Unit 3: Manage Your Money	
Relevant Standards: Bold indicates priority	
MBA Research Standards, Entrepreneurship - Economics Understands the economic principles and concepts fundamental to business operations MBA Research Standards, Entrepreneurship - Financial Analysis Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources	
Essential Question(s):	Enduring Understanding(s):
<ul style="list-style-type: none"> How can you establish an effective system for tracking costs and profits to make informed financial decisions? What role do financial statements, including income statements, cash flow statements, and balance sheets, play in steering your business and ensuring its financial health? How does bookkeeping benefit entrepreneurs in managing financial records and making financial decisions? 	<ul style="list-style-type: none"> Monitoring costs and profits is a fundamental aspect of managing a successful business. Financial statements are an essential tool for assessing a business's financial health, making informed decisions, and communicating financial information. Bookkeeping is an important role in maintaining organized financial records and facilitating business management.
Demonstration of Learning:	Pacing for Unit
<ul style="list-style-type: none"> Students will create and analyze balance sheets for a small business Students will create and analyze an income statement Students will calculate start-up costs for their business. 	8 class sessions of 42 class sessions
Family Overview (link below)	Integration of Technology:
Entrepreneurship Unit 3 Family Friendly Link	<ul style="list-style-type: none"> Various Internet Resources Spreadsheet Software
Unit-specific Vocabulary:	Aligned Unit Materials, Resources, and Technology (beyond core resources):
start-up costs, operating costs, fixed costs, variable costs, cost of goods sold, cost of services sold, gross profit per unit, profit, net profit, income, expenses, owner's equity, balance sheet, income statement, accounting, calendar year, fiscal year, inventory, break-even point, break-even units, depreciation, percentage, financial ratios, sales-data analysis, same-size analysis, operating ratio, return on sales, cash flow statement, cash flow, burn rate, assets, liabilities, depreciation expense, debt ratio, debt-to-equity ratio, liquidity, bank reconciliation, embezzlement, accounting	Various Internet Resources

controls, auditor.		
Opportunities for Interdisciplinary Connections:		Anticipated misconceptions:
<ul style="list-style-type: none"> • ELA • Math • Civics • Economics 		<ul style="list-style-type: none"> • Profit is the same as revenue • Financial statements are only for big businesses • Bookkeeping is complex and requires a degree • Tracking costs is only important when a business is struggling • A positive cash balance means a business is successful.
Connections to Prior Units:		Connections to Future Units:
Unit 1: Set Up Your Business		Students will use the information used in this unit to develop financial statements for their own business in the final project.
Differentiation through Universal Design for Learning		
UDL Indicator		Teacher Actions:
5.1 Use multiple media for communication 1.1 Compose in multiple media such as text, speech		5.1 Compose in multiple media such as text, speech, video 1.1 Display information in a flexible format so that perceptual features can be varied
Supporting Multilingual/English Learners		
Related CELP standards:		Learning Targets:
<ul style="list-style-type: none"> • 9-12.1 An EL can construct meaning from oral presentations and literary and informational text through grade appropriate listening, reading, and viewing. • 9-12.2 An EL can participate in grade appropriate oral and written exchanges of information, ideas, and analyses, responding to peer, audience, or reader comments and questions • 9-12.4 An EL can construct grade appropriate oral and written claims and support them with reasoning and evidence. • 9-12.5 An EL can conduct research and evaluate and communicate findings to answer questions or solve problems. • 9-12.7 An EL can adapt language choices to purpose, task, and audience when speaking and writing. • 9-12.8 An EL can determine the meaning of words and phrases in oral presentations and literary and informational text. • 9-12.10 An EL can make accurate use of standard English to communicate in grade appropriate speech and writing. 		<ul style="list-style-type: none"> • I can develop a system to track costs and profits effectively. • I can interpret and utilize financial statements (income, cash flow, and balance sheets) for business decision-making. • I can understand the importance of bookkeeping and maintaining accurate financial records.
Lesson	Learning Target	Success Criteria/Assessment

Sequence		
1	<ul style="list-style-type: none"> I can develop a system to track costs and profits effectively. 	<ul style="list-style-type: none"> I can define revenue and expenses. I can identify categories of revenues and expenses. I can create a cost tracking system including identifying expenses, categorizing costs, and calculating profits. <p>Assessment: Analyze case study business finances.</p>
2	<ul style="list-style-type: none"> I can interpret and utilize financial statements (income, cash flow, and balance sheets) for business decision-making. 	<ul style="list-style-type: none"> I can explain the different financial statements I can itemize start-up expenses, and calculate break-even point and ROI. I can differentiate between assets and liabilities I can calculate owner's equity. I can create financial statements. <p>Assessment: Create financial statements for their business.</p>
3	<ul style="list-style-type: none"> I can understand the importance of bookkeeping and maintaining accurate financial records. 	<ul style="list-style-type: none"> I can define bookkeeping and accounting. I can explain why it is important to maintain accurate financial records. <p>Assessment: Quiz on bookkeeping and financial records</p>

Unit Title:	
Unit 4: Protect Your Business	
Relevant Standards: Bold indicates priority	
MBA Research Standards, Entrepreneurship - Business Law Understands business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions	
Essential Question(s):	Enduring Understanding(s):
<ul style="list-style-type: none"> How can you safeguard your business's intellectual property to protect your innovations and ideas? What types of insurance are essential for entrepreneurs to mitigate risks and safeguard their business assets? What are the key tax considerations and government regulations that small business owners should be aware of and comply with? 	<ul style="list-style-type: none"> Protecting intellectual property to secure new innovations and ideas is important; it ensures the competitive advantage of businesses. Insurance is a critical tool for managing risks and protecting business assets, promoting long-term stability and resilience. Adhering to tax requirements and government regulations to operate legally and maintain the trust of customers is important to be successful.
Demonstration of Learning:	Pacing for Unit
<ul style="list-style-type: none"> Students will research and present intellectual property laws Students will analyze the essential insurance products for a business Students will summarize tax implications for their business. 	8 class sessions of 42 class sessions
Family Overview (link below)	Integration of Technology:
Entrepreneurship, Unit 4 Family Friendly LLink	<ul style="list-style-type: none"> Various internet resources
Unit-specific Vocabulary:	Aligned Unit Materials, Resources, and Technology (beyond core resources):
Intellectual property, copyright, patent, trademark, logo, infringement, fair use, public domain, electronic right, open source, speculative risk, pure risk, risk transfer, policy, coverage, premium, property insurance, cash value, replacement cost, catastrophic risk, business interruption insurance, liability insurance, general liability product liability, professional liability, identity theft insurance, employment practices liability, workers' compensation insurance, ride, deductible, tax, sales taxes, tax return, self-employment tax, FICA, FUTA, excise tax, tax avoidance, tax credit, antitrust laws, license, permit, zoning law, ordinance	Various Internet Resources
Opportunities for Interdisciplinary Connections:	Anticipated misconceptions:

<ul style="list-style-type: none"> • Economics • Math • Civics • Language Arts 		<ul style="list-style-type: none"> • Intellectual property protection is only for large businesses • Insurance is an unnecessary expense • Taxes and regulations don't apply to small businesses
Connections to Prior Units:		Connections to Future Units:
Students will learn how to protect the business that they have been working to develop up to this point including protecting their brand, logo, slogan, product, etc.		This unit connects to the final project unit in developing a final business plan. Protecting a business is also beneficial in growing one's business.
Differentiation through <u>Universal Design for Learning</u>		
UDL Indicator		Teacher Actions:
5.1 Use multiple media for communication 1.1 Compose in multiple media such as text, speech		5.1 Compose in multiple media such as text, speech, video 1.1 Display information in a flexible format so that perceptual features can be varied
Supporting Multilingual/English Learners		
Related <u>CELP standards:</u>		Learning Targets:
<ul style="list-style-type: none"> • 9-12.1 An EL can construct meaning from oral presentations and literary and informational text through grade appropriate listening, reading, and viewing. • 9-12.2 An EL can participate in grade appropriate oral and written exchanges of information, ideas, and analyses, responding to peer, audience, or reader comments and questions • 9-12.4 An EL can construct grade appropriate oral and written claims and support them with reasoning and evidence. • 9-12.5 An EL can conduct research and evaluate and communicate findings to answer questions or solve problems. • 9-12.7 An EL can adapt language choices to purpose, task, and audience when speaking and writing. • 9-12.8 An EL can determine the meaning of words and phrases in oral presentations and literary and informational text. • 9-12.10 An EL can make accurate use of standard English to communicate in grade appropriate speech and writing. 		<ul style="list-style-type: none"> • I can Identify and protect the intellectual property of my business • I can evaluate and select appropriate insurance coverage to manage risks. • I can understand tax responsibilities and government regulations for my class business.
Lesson Sequence	Learning Target	Success Criteria/Assessment
1	<ul style="list-style-type: none"> • I can identify and protect intellectual property of my business 	<ul style="list-style-type: none"> • I can define intellectual property. • I can identify and differentiate between the various forms of intellectual property.

		<ul style="list-style-type: none"> • I can explain the process a business has to follow to protect intellectual property. • I can determine which intellectual property I should protect and how to protect it. <p>Assessment: Students will identify the intellectual property that they would need to protect and explain how they would protect it and why.</p>
2	<ul style="list-style-type: none"> • I can evaluate and select appropriate insurance coverage to manage risks. 	<ul style="list-style-type: none"> • I can define key insurance terms. • I can compare and contrast the different types of insurance. • I can determine the types of insurance various businesses will need. • I can select the appropriate types of insurance for my own business. <p>Assessment: Students will select insurances for their business and explain the importance of the insurance for their business.</p>
3	<ul style="list-style-type: none"> • I can understand tax responsibilities and government regulations for my class business. 	<ul style="list-style-type: none"> • I can define key vocabulary around taxes. • I can explain the importance of complying with local, state, and federal tax laws. • I can determine industry-specific regulations for business licenses and permits. • I can explain the industry-specific regulations for my business and how to obtain the appropriate licenses/permits. <p>Assessment: Students will conduct research to identify the industry-specific regulations for their business to determine licenses and permits needed for their business.</p>

Unit Title:	
Unit 5: Grow Your Business	
Relevant Standards: Bold indicates priority	
<p><u>MBA Research Standards, Entrepreneurship</u> - Human Resources Understands the tools, techniques, and systems that businesses use to plan, staff, lead, and organize its human resources</p> <p><u>MBA Research Standards, Entrepreneurship</u> - Operations Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning</p> <p><u>MBA Research Standards, Entrepreneurship</u> - Strategic Management Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department</p>	
Essential Question(s):	Enduring Understanding(s):
<ul style="list-style-type: none"> How can effective management practices contribute to the growth and sustainability of your business? What is the role of human resources in building a successful business, and how can you manage your team effectively? What strategies and techniques can entrepreneurs employ to achieve sustainable business growth and expansion? 	<ul style="list-style-type: none"> Management practices are important in driving business growth, ensuring operational efficiency, and adapting to change. Human resources is an essential role in building a successful business and fostering a positive work culture conducive to growth. There are a variety of growth strategies available to businesses.
Demonstration of Learning:	Pacing for Unit
<ul style="list-style-type: none"> Students will create a management plan for their business. Students will research various ways to expand your business such as franchising, corporations, mergers, and more. 	8 class sessions of 42 class sessions
Family Overview (link below)	Integration of Technology:
Entrepreneurship, Unit 5 Family Friendly Link	<ul style="list-style-type: none"> Various internet resources
Unit-specific Vocabulary:	Aligned Unit Materials, Resources, and Technology (beyond core resources):
Management, organizing, interpersonal skills, quality control programs, purchase order, invoice, inventory turnover, inventory shrinkage, employee handbook, organizational structure, recruit, job description, references, compensation, benefits, performance-based reward, flextime, telecommute, performance evaluation, lay off, debt capital, equity capital, merge, merger, product life cycle, franchise agreement, franchise royalties, franchise fee, franchise operations manual	

Opportunities for Interdisciplinary Connections:		Anticipated misconceptions:
<ul style="list-style-type: none"> • Economics • Math • Civics • Language Arts 		<ul style="list-style-type: none"> • Human resources is only about hiring and firing employees • Business growth is only about increasing sales • Business growth is always positive
Connections to Prior Units:		Connections to Future Units:
N/A		Unit 6: Creating a business Plan
Differentiation through Universal Design for Learning		
UDL Indicator		Teacher Actions:
5.1 Use multiple media for communication 1.1 Compose in multiple media such as text, speech		5.1 Compose in multiple media such as text, speech, video 1.1 Display information in a flexible format so that perceptual features can be varied
Supporting Multilingual/English Learners		
Related CELP standards:		Learning Targets:
<ul style="list-style-type: none"> • 9-12.1 An EL can construct meaning from oral presentations and literary and informational text through grade appropriate listening, reading, and viewing. • 9-12.2 An EL can participate in grade appropriate oral and written exchanges of information, ideas, and analyses, responding to peer, audience, or reader comments and questions • 9-12.4 An EL can construct grade appropriate oral and written claims and support them with reasoning and evidence. • 9-12.5 An EL can conduct research and evaluate and communicate findings to answer questions or solve problems. • 9-12.7 An EL can adapt language choices to purpose, task, and audience when speaking and writing. • 9-12.8 An EL can determine the meaning of words and phrases in oral presentations and literary and informational text. • 9-12.10 An EL can make accurate use of standard English to communicate in grade appropriate speech and writing. 		<ul style="list-style-type: none"> • I can implement effective management practices to lead and grow my business. • I can understand the significance of human resources and effectively manage my team. • I can explore and employ growth strategies to expand my business.
Lesson Sequence	Learning Target	Success Criteria/Assessment
1	<ul style="list-style-type: none"> • I can implement effective management practices to lead and grow your business. 	<ul style="list-style-type: none"> • I can define management. • I can determine best practices for managing and leading a company. • I can self-assess and reflect on the type of manager I will be.

		<ul style="list-style-type: none"> I can develop a management plan for my business. <p>Assessment: Students will create a management plan for their business.</p>
2	<ul style="list-style-type: none"> I can understand the significance of human resources and effectively manage your team. 	<ul style="list-style-type: none"> I can define human resources. I can identify how I will motivate employees and create a positive work environment. I can develop job descriptions for potential job openings in my business. I can create an employee handbook for my business. <p>Assessment: Students will create job descriptions for their business and an employee handbook.</p>
3	<ul style="list-style-type: none"> I can explore and employ growth strategies to expand your business. 	<ul style="list-style-type: none"> I can identify various business growth strategies. I can compare and contrast the advantages and disadvantages of the business growth strategies. I can select growth strategies that I could employ in my business in the future. <p>Assessment: Students will select potential growth strategies that they could use in the future. Students will need to explain why they selected the growth strategies.</p>

Unit Title:	
Unit 6: Final Business Plan	
Relevant Standards: Bold indicates priority	
<p><u>MBA Research Standards, Entrepreneurship - Business Law</u> Understands business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions</p> <p><u>MBA Research Standards, Entrepreneurship - Communication Skills</u> Understands the concepts, strategies, and systems used to obtain and convey ideas and information.</p> <p><u>MBA Research Standards, Entrepreneurship - Customer Relations</u> Understands the techniques and strategies used to foster positive, ongoing relationships with customers</p> <p><u>MBA Research Standards, Entrepreneurship - Economics</u> Understands the economic principles and concepts fundamental to business operations</p> <p><u>MBA Research Standards, Entrepreneurship - Emotional Intelligence</u> Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others</p> <p><u>MBA Research Standards, Entrepreneurship - Entrepreneurship</u> Understands the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or venture</p> <p><u>MBA Research Standards, Entrepreneurship - Financial Analysis</u> Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources</p> <p><u>MBA Research Standards, Entrepreneurship - Human Resources</u> Understands the tools, techniques, and systems that businesses use to plan, staff, lead, and organize its human resources</p> <p><u>MBA Research Standards, Entrepreneurship - Marketing</u> Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives</p> <p><u>MBA Research Standards, Entrepreneurship - Operations</u> Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning</p> <p><u>MBA Research Standards, Entrepreneurship - Strategic Management</u> Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department</p>	
Essential Question(s):	Enduring Understanding(s):
<ul style="list-style-type: none"> Why does the business plan need to include each of the basic components? How do investors use the business plan to determine if the business will be successful? 	<ul style="list-style-type: none"> Business plans are essential for the success of a business. Business plans must be updated as your business changes. Investors will use the business plan to determine future involvement with the company.
Demonstration of Learning:	Pacing for Unit
<ul style="list-style-type: none"> Development of a comprehensive business plan for the student's business of choice. 	Ongoing with the final 3 classes of the course will be spent on finalizing the business plan and presenting it to the class.

Family Overview (link below)	Integration of Technology:
Entrepreneurship, Unit 6 Family Friendly Link	<ul style="list-style-type: none"> • Presentation Software • Internet Research
Unit-specific Vocabulary:	Aligned Unit Materials, Resources, and Technology (beyond core resources):
Executive Summary, Company Background, Market Opportunity, Leadership, Mission Statement, Social Responsibility, Target Market, Competitors, Competitive Advantage, Promotion, Sales Forecast, Variable Costs, Fixed Costs, Income Statement, Balance Sheet, Return on Sales, Return on Investment, Break Even Point	Various Internet Resources
Opportunities for Interdisciplinary Connections:	Anticipated misconceptions:
<ul style="list-style-type: none"> • ELA • Math • Economics • Civics 	<ul style="list-style-type: none"> • Business plans are a waste of time. • Business plans do not need to be updated. • Investors do not look at the business plan. • Business plans must be lengthy and complicated. • The business plan guarantees business success.
Connections to Prior Units:	Connections to Future Units:
This unit connects to all prior units because the project will incorporate components from each unit in order to develop a well-organized, well-developed business plan.	N/A
Differentiation through Universal Design for Learning	
UDL Indicator	Teacher Actions:
5.1 Use multiple media for communication 1.1 Compose in multiple media such as text, speech	5.1 Compose in multiple media such as text, speech, video 1.1 Display information in a flexible format so that perceptual features can be varied
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<p>purpose, task, and audience when speaking and writing.</p> <ul style="list-style-type: none"> 9-12.8 An EL can determine the meaning of words and phrases in oral presentations and literary and informational text. 9-12.10 An EL can make accurate use of standard English to communicate in grade appropriate speech and writing. 		<ul style="list-style-type: none"> I can develop a well-thought-out business plan presentation and present it to the class.
Lesson Sequence	Learning Target	Success Criteria/Assessment
1	<ul style="list-style-type: none"> I can identify the most suitable business type and legal structure for your venture. 	<ul style="list-style-type: none"> I can select the appropriate legal structure that aligns with my business goals and explain my reasoning.
2	<ul style="list-style-type: none"> I can craft a clear and compelling mission statement and incorporate social responsibility into a business plan. 	<ul style="list-style-type: none"> I can create a mission statement, vision statement, and create a plan for ethical and social responsibility.
3	<ul style="list-style-type: none"> I can conduct comprehensive market research and define a target market. 	<ul style="list-style-type: none"> I can gather and analyze data to understand market trends, customer needs, and preferences, and identify my primary target market.
4	<ul style="list-style-type: none"> I can develop strategies to gain a competitive advantage and set clear business growth goals. 	<ul style="list-style-type: none"> I can identify what makes my company unique to determine competitive advantage and set clear achievable goals for my business.
5	<ul style="list-style-type: none"> I can create a comprehensive plan for promoting and selling my products or services. 	<ul style="list-style-type: none"> I can develop a marketing strategy for my business that includes promotional ideas and sales channels.
6	<ul style="list-style-type: none"> I can summarize start-up costs and identify potential funding sources. 	<ul style="list-style-type: none"> I can develop a list of start-up expenses and determine my funding sources.
7	<ul style="list-style-type: none"> I can understand the legal considerations and requirements for operating a business. 	<ul style="list-style-type: none"> I can analyze legal obligations, licenses, permits and other regulations that I need to comply with as a business owner.
8	<ul style="list-style-type: none"> I can develop a well-thought-out business plan presentation and present it to the class. 	<ul style="list-style-type: none"> I can create a well-designed, well-planned business plan presentation. I can formally present my business plan to my peers.