

# ENTREPRENEURSHIP

LENGTH OF TIME: 90 Minutes, Every Day

GRADE LEVEL: 9-12

## COURSE STANDARDS:

Students will:

1. Create a service business or market a product as part of their major project. (PA Academic Std 13.4b)
2. Troubleshoot and adjust problems in the plan by using peer editing and talking with experts in the various fields. (PA Academic Std 13.4d)
3. Make oral and PowerPoint presentations to class for projects/activities. (PA Academic Std 3.6b)
4. Research information to complete projects/activities. (PA Academic Std 1.8)
5. Conduct personal interview with an entrepreneur, or shadow a worker in their career choice. (PA Academic Std 13.2a)
6. Use MS Word to produce reports of business plans/interviews/research findings. (PA Academic Std 3.6b)
7. Use time management schedules to prioritize work for each job (PA Academic Std 13.3e)
8. Use peer editing to review designs, plans and presentations (PA Academic Std 1.2e)
9. Work in teams for most activities and projects. (PA Academic Std 13.3c)
10. Student reads and comprehends informational materials to develop understanding and expertise in business-related topics. (PA Academic Std 1.2)
11. Restates or summarizes information after reading informational materials about entrepreneurial skills. (PA Academic Std 1.6d)
12. Relates new information to prior knowledge and experience about starting a business. (PA Academic Std 1.2b)
13. Prepare publications by relating new information to prior knowledge and experience. (PA Academic Std 1.5)
14. Demonstrate understanding of rules of English language in every written article, essay, report, proposal, letter, and business document. (PA Academic Std 1.5e)
15. Analyze and revise work to clarify it when they produce a variety of drafts that result in quality pieces of work (PA Academic Std 1.2e)
16. Produce functional documents appropriate to audience and purpose (PA Academic Std 1.4b)
17. Use spreadsheets to interpret and calculate information for business plan, budget activity, student company finances. (PA Academic Std 3.6b)
18. Use spreadsheet formulas, functions, charts, graphs to keep track of financial data for their business plans and activities. (PA Academic Std 3.6b)

## RELATED PA ACADEMIC STANDARDS FOR READING, WRITING, SPEAKING AND LISTENING

- 1.2 Reading Critically in All Content Areas
- 1.4 Types of Writing
- 1.5 Quality of Writing
- 1.6 Speaking and Listening

## 1.8 Research

### RELATED PA ACADEMIC STANDARDS FOR SCIENCE AND TECHNOLOGY

#### 3.6 Technology Education

##### B. Information Technology

### RELATED PA ACADEMIC STANDARDS FOR CAREER EDUCATION AND WORK

#### 13.2 Career Acquisition (Getting a Job)

##### A. Interviewing Techniques

#### 13.3 Career Retention (Keeping a Job)

##### C. Teamwork

##### E. Time Management

#### 13.4 Entrepreneurship

##### B. Business Plan Development

##### D. Problem Solving

### PERFORMANCE ASSESSMENTS:

Students will demonstrate achievement of the standards by:

1. Working in teams to carry out the 10-week online Stock Market Game 2000 simulation. (Course Standards 8, 9)
2. Developing a business plan. (Course Standards 2, 4, 6, 8, 9, 14, 17)
3. Recalling principles of our economic system, marketing, and business principles when planning the student company. (Course standards 2, 3, 6, 9, 14, 17)
4. Developing and managing the student company. (Course Standards 2, 3, 6, 9, 14, 17)
5. Design strategies for a company that include a business plan, production plan, financial plan, and marketing plan. (Course Standards 1, 2, 5)
6. Produce PowerPoint presentation for projects/activities. (Course standard 3)
7. Market a product or service; sell a product or service; monitor and adjust product/service within the student company. (Course Standards 1, 2, 9)
8. Create spreadsheets and charts for financial management of the student company and other activities (investments, buying/selling a car, budget)(Course Standards 17, 18)
9. Make oral and PowerPoint presentations to class about plans for franchising, investments, credit card basics, buying/selling a car, budget, ethics, labor unions, airline industry. (Course Standard 3)
10. Research information about starting a business together with consultant. (Course Standard 4)
11. Recall principles of starting a business by completing an entrepreneurial simulation (Course Standards 3, 4, 6, 7, 9, 14, 15, 17)
12. Develop and present own business plan for student company (Course Standards 3, 4, 6, 7, 9, 14, 15, 17)

### DESCRIPTION OF COURSE:

The major focus of the class is the formation of a student company. After completing and analyzing marketing research surveys, students decide what product/service to sell. From that point officers are elected, materials are purchased, and the business is advertised. Students gain hands-on and practical experience about the procedures of starting, running, and liquidating a business. In addition to running the company, students will prepare a formal business. Other supplemental projects and activities include: business ethics, franchises, research of

entrepreneurs, research of successful and unsuccessful companies and various readings on current business trends and technology.

TITLES OF UNITS: (estimated amount of time)

1. Student managed School Store - Semester long
2. Business Articles - Weekly
3. Introduction to Entrepreneurship - 5 days
4. Budgeting - 2 days
5. The Entrepreneur in You - 2 days
6. Personality Profile: Do you Have What it Takes? - 2 days
7. The Entrepreneur Portfolio - Every Friday
8. Shark Tank & Activity - Every Friday
9. Discover a Problem & Find a Solution - 2 days
10. Study an Entrepreneur - 2 days
11. Interview Scenarios - 2 days
12. Resume Building - 2 days
13. Customer Relationship Management - 4 days
14. Food Truck Simulation - 4 days
15. Entrepreneurs Under 30 Activity - 2 days
16. Entrepreneurship Business Simulation Game - 1 day
17. E-Commerce Entrepreneurship - 4 days
18. Business Certifications - 3 days
19. Business Plan (second semester)

### **MATERIALS**

- Everfi - Venture (online resource)
- Website builders (Wix, Weebly, Wordpress)
- Online Youtube Videos (How to Make Something Out of Nothing, How to be an Entrepreneur)
- Online Entrepreneurship Simulation - [Hot Shot Business](#)
- Business Articles

SAMPLE INSTRUCTIONAL STRATEGIES:

1. Notetaking at the computer
2. Internet research, including e-mailing
3. Oral presentations
4. Peer editing
5. Teamwork with consultant, class members, other businesspeople.
6. Interviews with experienced business people
7. Written reports and letter writing using Google Documents Word.
8. Use of presentation skills through Google Presentation
9. Use of Google Spreadsheets for data entry and for recordkeeping

METHODS OF ASSISTANCE AND ENRICHMENT:

1. Guest Speakers from our local business community
2. Internet; e-mail
3. Office/Company visitations

PORTFOLIO DEVELOPMENT:

All these items are appropriate for inclusion in their portfolios.

1. Written letters/reports
2. Written Business Plan for Student Company
3. Slide presentation showing Student Company summary at end of semester
4. Written analyses of student company at its conclusion

#### METHODS OF ASSESSMENT:

At the time each project is given, students receive detailed instructions, together with a scoring rubric. Each rubric is tailor-made to the assignment.

#### INTEGRATED ACTIVITIES:

1. Concepts
  - Researching the different forms of business organization using the Internet
  - Discussing pros and cons of the different forms with guest speakers and consultant
  - Student Company activities integrate reading, writing, and math skills
2. Communication
  - Talking with and interviewing experienced business people and the consultant about their business
  - Oral report
  - Written reports/letters
  - PowerPoint presentations
  - Interacting with other schools online in the Stock Market Game 2000
3. Thinking/Problem Solving
  - Internet research for business plans and Stock Market Game 2000
4. Application of Knowledge
  - Oral and written presentations
5. Interpersonal Skills
  - Working in groups for simulations
  - Interviewing business people for research report
  - Working closely with business consultant for an extended period of time