

Cocalico School District
Year-at-a-Glance - Curriculum Overview

Department: Business Course: Entrepreneurship & Management Grade Level: 10-12

Big Ideas

- To inform students of why an entrepreneurial mindset is important in today’s society
- To introduce students to the characteristics and skills that are needed to be a successful entrepreneur
- To help students understand how to start, operate, and maintain a business

Units of Study	% of Course Time	Textbooks & Supplemental Materials	Assessments	Standards Addressed
UNIT 1 - PREPARING <ul style="list-style-type: none"> • Chapter 1 – Characteristics of Entrepreneurship • Chapter 2 – Idea Generation • Chapter 3 – Business Plan 	30%	<ul style="list-style-type: none"> • Essentials of Entrepreneurship eText • NFIB Young Entrepreneur Module 1 & 2 • Junior Achievement Be Entrepreneurial • One-Minute Entrepreneur • Shark Tank Clips • Various website links 	<ul style="list-style-type: none"> • Famous Entrepreneur Project & Presentation • Elevator Pitch Speech • End of Chapter Activities & Questions • Chapter quiz • Unit test 	<ul style="list-style-type: none"> • 15.1.12 D, K-P • 15.3.12 A-X • 15.4.12 A, G, K, M • 15.5.12 A, D, L • 15.6.12 A • 15.7.12 J • 15.8.12 B-E, G, H • 15.9.12 D
UNIT 2 - PLANNING <ul style="list-style-type: none"> • Chapter 4 – Market Research Process • Chapter 5 – Business Types • Chapter 6 – Budgeting & Accounting • Chapter 7 – Sources of Funding • Chapter 8 – Economics of Entrepreneurship 	35%	<ul style="list-style-type: none"> • Essentials of Entrepreneurship eText • Junior Achievement Be Entrepreneurial • One-Minute Entrepreneur • Shark Tank Clips • Various website links 	<ul style="list-style-type: none"> • Restaurant Project & Presentation • End of Chapter Activities & Questions • Chapter quiz • Unit test 	<ul style="list-style-type: none"> • 15.1.12C, F, G, J-N, Q, R, V-X, Z • 15.2.12 C, D, M, P • 15.3.12 A-X • 15.4.12 A, G, K, M • 15.5.12 C, E-H, K, M • 15.6.12 A, C, D, H-J, N, P • 15.7.12 A, C, F, G, J • 15.8.12 A-F, H Q, R • 15.9.12 D, H, J
UNIT 3 - LEADING <ul style="list-style-type: none"> • Chapter 9 – Business Leadership • Chapter 10 – Business Communication • Chapter 11 – Ethical & Legal Consideration 	10%	<ul style="list-style-type: none"> • Essentials of Entrepreneurship eText • Junior Achievement Be Entrepreneurial • One-Minute Entrepreneur • Shark Tank Clips • Various website links 	<ul style="list-style-type: none"> • Famous Failures Project • End of Chapter Activities & Questions • Chapter quiz • Unit test 	<ul style="list-style-type: none"> • 15.1.12B, N • 15.2.12 K-P • 15.3.12 A-X • 15.4.12 A,G, K, M • 15.5.12 K • 15.7.12 A, C, E, G, J, K • 15.8.12 B, C, G, H • 15.9.12 J
UNIT 4 - MANAGING <ul style="list-style-type: none"> • Chapter 12 – Foundations of Management • Chapter 13 – Human Resources 	15%	<ul style="list-style-type: none"> • Essentials of Entrepreneurship eText • Junior Achievement Be Entrepreneurial 	<ul style="list-style-type: none"> • End of Chapter Activities & Questions • Chapter quiz 	<ul style="list-style-type: none"> • 15.1.12 J-L, V-X, Z • 15.2.12 D, I, K-P

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<ul style="list-style-type: none"> Chapter 14 – Product Development Chapter 15 – Managing Risk 		<ul style="list-style-type: none"> One-Minute Entrepreneur Shark Tank Clips Various website links 	<ul style="list-style-type: none"> Unit test 	<ul style="list-style-type: none"> 15.3.12 A-X 15.4.12 A, G, K, M 15.5.12 B, I-K 15.6.12 D, H, N 15.7.12 A, C, G, H, J 15.8.12 F, G, J, L, N, P, Q 15.9.12 D, F-J
UNIT 5 - MARKETING <ul style="list-style-type: none"> Chapter 16 – Marketing and Selling Chapter 17 – Marketing Mix 	5%	<ul style="list-style-type: none"> Essentials of Entrepreneurship eText Junior Achievement Be Entrepreneurial One-Minute Entrepreneur Shark Tank Clips Various website links 	<ul style="list-style-type: none"> End of Chapter Activities & Questions Coffee Shop Activity Grilled Cheese Challenge Chapter quiz Unit test 	<ul style="list-style-type: none"> 15.1.12 R 15.3.12 A-X 15.4.12 A, G, K, M 15.7.12 J 15.8.12 A, D, H, 15.9.12 B-E, J-M
UNIT 6 - GROWING <ul style="list-style-type: none"> Chapter 18 – Growth Strategies Chapter 19 – Exit Strategies 	5%	<ul style="list-style-type: none"> Essentials of Entrepreneurship eText Junior Achievement Be Entrepreneurial One-Minute Entrepreneur Shark Tank Clips Various website links 	<ul style="list-style-type: none"> End of Chapter Activities & Questions Chapter quiz Unit test 	<ul style="list-style-type: none"> 15.1.12 N, R 15.2.12 M,-P 15.3.12 A-X 15.4.12 A, G, K, M 15.6.12 A, D 15.7.12 I 15.8.12 A, D, G, H, P-R 15.9.12 J
BUSINESS PLAN (Ongoing throughout Course Units)		<ul style="list-style-type: none"> Aspects of a Business Plan 	<ul style="list-style-type: none"> Completed Business Plan Submission Business Plan Presentation to Business Panel 	<ul style="list-style-type: none"> 15.1.12 B, C, F, G, J-N, Q, R, V-X, Z 15.2.12 C, D, I, K-P, 15.3.12 A-X 15.4.12 A, G, K, M 15.5.12 A-M 15.7.12 A, C, E-H, J-K 15.8.12 A-J, L, N, P-R 15.9.12 B-M



Eagle P.A.C.T. Course Connections:

Entrepreneurship exposes students to problem-solving through various case studies and ethical situations within each unit. Communication and teamwork will be developed as students work together on partner projects, such as the Restaurant Project and Grilled Cheese Challenge. Adaptability/Flexibility is established throughout the semester as students develop and make changes to their individual or partner business plan projects.