

Subject / Course Name: Entrepreneurship

Time Frame	SOL Objective/ Competency	Essential Understandings/ Questions	Essential Knowledge/Skills
1st Quarter (First 4½ Weeks)	22,23,24,25,26, 27,28,29	Examining All Aspects of an Industry	<p>Examine aspects of planning within an industry/organization.</p> <p>Examine aspects of management within an industry/organization.</p> <p>Examine aspects of financial responsibility within an industry/organization.</p> <p>Examine technical and production skills required of workers within an industry/organization.</p> <p>Examine principles of technology that underlie an industry/organization.</p> <p>Examine labor issues related to an industry/organization.</p> <p>Examine community issues related to an industry/organization.</p> <p>Examine health, safety, and environmental issues related to an industry/organization.</p>
	34,35,36,37, 38,39,40,41,42, 43, 44,45,46, 47,48	Understanding Entrepreneurship	<p>Explain the concept of entrepreneurship.</p> <p>Describe goals of entrepreneurship.</p> <p>Research important entrepreneurs in American history.</p> <p>Describe desirable entrepreneurial personality traits and skills.</p> <p>Conduct a self-assessment to determine entrepreneurial potential.</p> <p>Explain the concept that entrepreneurship is a lifestyle.</p> <p>Describe the need for entrepreneurial innovation.</p> <p>Explain entrepreneurial opportunity recognition.</p> <p>Examine career opportunities in entrepreneurship.</p> <p>Identify time-management skills.</p> <p>Assess risks of personal decisions.</p> <p>Describe the purpose and types of written business communication.</p> <p>Identify components of an oral presentation.</p> <p>Explain the importance of business ethics.</p> <p>Describe trends in entrepreneurship.</p>

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2nd Quarter (Second 4½ Weeks)	18,19,20,21	Demonstrating Workplace Readiness Skills: Technology Knowledge and Skills	<p>Demonstrate proficiency with technologies common to a specific occupation.</p> <p>Demonstrate information technology skills.</p> <p>Demonstrate an understanding of Internet use and security issues.</p> <p>Demonstrate telecommunications skills.</p>
	49,50,51,52,53, 54,55,56,57, 58,59,60	Understanding Business Ownership	<p>Examine the evolution of business in the local community.</p> <p>Identify the impact of small business/entrepreneurship on market economies.</p> <p>Explain the major reasons why businesses fail.</p> <p>Analyze strategies that can be used to lower the risks of a new business.</p> <p>Describe the strategic planning process.</p> <p>Describe major types of business ownership.</p> <p>Describe the major types of businesses.</p> <p>Explore sources of labor.</p> <p>Develop a job description.</p> <p>Describe the procedure for hiring employees.</p> <p>Explain the concept of chain of command</p> <p>Identify sources of information for entrepreneurs.</p>

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3rd Quarter (Third 4½ Weeks)	61,62,63,64,65	Understanding Financial Requirements	<p>Explain the purpose of income statements in a business.</p> <p>Explain the purpose of cash flow statements in a business.</p> <p>Explain the purpose of balance sheets in a business.</p> <p>Describe the purpose of budgets.</p> <p>Describe tax-related responsibilities.</p>
	66,67,68,69,70,71,72,73	Understanding Marketing Principles	<p>Explain the components of the marketing mix.</p> <p>Explain the concept of target market</p> <p>Explain the purpose of branding.</p> <p>Identify the elements of the promotional mix.</p> <p>Develop a sample of each element in the promotional mix.</p> <p>Describe the marketing functions and their importance.</p> <p>Identify sources for products or services.</p> <p>Explain pricing strategies.</p>
	74,75,76,77,78,79,80	Understanding Basic Economic Principles	<p>Explain the law of supply and demand.</p> <p>Identify the major economic systems.</p> <p>Explain opportunity cost.</p> <p>Identify factors of production.</p> <p>Describe the impacts of high unemployment rates on business.</p> <p>Explain the role of labor unions in business.</p> <p>Explain the importance of green business practices.</p>

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4th Quarter (Last 4½ Weeks)	81,82,83,84,85	Developing Sales and Customer Service Skills	<p>Identify the types of selling.</p> <p>Explain the importance of customer service.</p> <p>Explain key factors in building and retaining a clientele.</p> <p>Explain the benefits of customer loyalty.</p> <p>Demonstrate the steps of the sale.</p>
	86,87,88,89,90,91	Planning an Entrepreneurial Business	<p>Identify business ideas that meet a market need I the school or community.</p> <p>Identify the purpose and components of a business.</p> <p>Describe business start-up costs.</p> <p>Develop a mission statement.</p> <p>Develop a vision statement.</p> <p>Analyze potential competitors.</p>

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Ongoing- All Semester	1,2,3,4,5,6,7	Demonstrating Workplace Readiness Skills: Personal Qualities and People Skills	<p>Demonstrate positive work ethic.</p> <p>Demonstrate integrity.</p> <p>Demonstrate teamwork skills.</p> <p>Demonstrate self-representation skills.</p> <p>Demonstrate diversity awareness.</p> <p>Demonstrate conflict-resolution skills.</p> <p>Demonstrate creativity and resourcefulness.</p>

	<p>8,9,10,11,12, 13,14,15,16,17</p>	<p>Demonstrating Workplace Readiness Skills: Professional Knowledge and Skills</p>	<p>Demonstrate effective speaking and listening skills. Demonstrate effective reading and writing skills. Demonstrate critical-thinking and problem-solving skills. Demonstrate healthy behaviors and safety skills. Demonstrate an understanding of workplace organizations, systems, and climates. Demonstrate lifelong-learning skills. Demonstrate job-acquisition and advancement skills. Demonstrate time-, task-, and resource-management skills. Demonstrate job-specific mathematics skills. Demonstrate customer-service skills.</p>
	<p>30,31,32,33</p>	<p>Addressing Elements of Student Life</p>	<p>Identify the purposes and goals of the student organization. Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult. Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects. Identify Internet safety issues and procedures for complying with acceptable use standards.</p>