

Entrepreneurship Curriculum Guide

Date	Content Area	Skills	Assessment	Standards
January	Should You Become an Entrepreneur?	Making Job Connections <ul style="list-style-type: none"> • All About Entrepreneurship • Is Entrepreneurship Right For You • Exploring Ideas & Opportunities • Problem Solving for Entrepreneurs 	Should You Become an Entrepreneur? <ul style="list-style-type: none"> • Review Questions • Vocabulary • Assessment • Skills Inventory • Business Plan Building 	<ul style="list-style-type: none"> • E.8.1 • E.8.2 • E.12.1 • E.BS.1
February	Entrepreneurs in a Market Place	Entrepreneurs in a Market Place <ul style="list-style-type: none"> • Entrepreneurs Satisfy Needs & Wants • How Economic Decisions Are Made • What Affects Prices 	Entrepreneurs in a Market Place <ul style="list-style-type: none"> • Review Questions • Vocabulary • Assessment • Pricing Activity • Business Plan Building 	<ul style="list-style-type: none"> • E.8.3 • E.8.4 • E.8.5 • E.8.6
February	Develop a Business Plan	Turning an Idea into a Business <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 	Develop a Business Plan <ul style="list-style-type: none"> • Review Questions • Vocabulary • Assessment • Analyze a Business Plan • Business Plan Building 	<ul style="list-style-type: none"> • E.8.8 • E.BS.3 • E.BS.10 • E.12.9
February	Identify & Meet a Market Need	Serving Customers Needs <ul style="list-style-type: none"> • Identify Your Market • Research the Market • Know Your Competition 	Identify & Meet a Market Need <ul style="list-style-type: none"> • Review Questions • Vocabulary • Assessment • Market Research Activity • Business Plan Building 	<ul style="list-style-type: none"> • E.BS.9 • E.12.6 • E.BS.5

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March	Market Your Business	Turning Creative Fun into Dollars <ul style="list-style-type: none"> Develop the Marketing Plan The Marketing Mix-Product The Marketing Mix-Price 	Market Your Business <ul style="list-style-type: none"> Review Questions Vocabulary Assessment Marketing Plan Building Business Plan Building 	<ul style="list-style-type: none"> F.8.1 F.8.2 F.8.3 F.12.1 F.12.2 F.12.3 F.12.4 F.BS.1
March	Distribution, Promotion, & Selling	Turning a Bad Experience into a Million Dollars <ul style="list-style-type: none"> The Marketing Mix-Distribution The Marketing Mix-Promotion Selling & Promoting 	Distribution, Promotion, & Selling <ul style="list-style-type: none"> Review Questions Vocabulary Assessment Marketing Plan Building Business Plan Building 	<ul style="list-style-type: none"> F.8.1 F.8.2 F.8.3 F.12.1 F.12.2 F.12.3 F.12.4 F.BS.1
March	Select a Type of Ownership	Capitalize on Youth Marketing <ul style="list-style-type: none"> Decide to Purchase, Join, or Start Choose a Legal Form Legal Issues & Business Ownership 	Select a Type of Ownership <ul style="list-style-type: none"> Review Questions Vocabulary Assessment Franchise Activity Business Plan Building 	<ul style="list-style-type: none"> E.12.7 E.8.7 H.12.1
April	Locate & Set Up Your Business	A Neighborhood Business <ul style="list-style-type: none"> Choose a Location Obtain Space & Design a Physical Layout Purchase Equipment, Supplies, & Inventory 	Locate & Set Up Your Business <ul style="list-style-type: none"> Review Questions Vocabulary Assessment Real Estate Activity Business Plan Building 	<ul style="list-style-type: none"> E.BS.4 E.12.8
April	Plan & Track Your Finances	Electronic Safekeeping <ul style="list-style-type: none"> Finance Your Business Pro Forma Financial Statements Recordkeeping for Businesses 	Plan & Track Your Finances <ul style="list-style-type: none"> Review Questions Vocabulary Assessment Quicken/QuickBooks Business Plan Building 	<ul style="list-style-type: none"> E.12.12 E.BS.4 E.BS.6

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May	Operation Management	Entertaining & Planning <ul style="list-style-type: none"> • Operating Procedure • Inventory Management • Financial Management 	Operation Management <ul style="list-style-type: none"> • Review Questions • Vocabulary • Assessment • Company Policies & Beliefs • Business Plan Building 	<ul style="list-style-type: none"> • H.12.1 • H.12.2 • H.12.3
May	Human Resource Management	Working for What Your Believe In <ul style="list-style-type: none"> • Identify Your Staffing Needs • Staff Your Business • Direct & Control Human Resources 	Human Resource Management <ul style="list-style-type: none"> • Review Questions • Vocabulary • Assessment • HR Activity • Business Plan Building 	<ul style="list-style-type: none"> • H.BS.2 • H.BS.3 • H.BS.4 • H.BS.5 • H.BS.6
May/June	Risk Management	Growth Is Risky <ul style="list-style-type: none"> • Business Risks • Insure Against Risks • Other Risks 	Risk Management <ul style="list-style-type: none"> • Review Questions • Vocabulary • Assessment • Evaluate Risk • Business Plan Building 	<ul style="list-style-type: none"> • E.12.10 • E.12.11