

Reading Public Schools

Instilling a joy of learning and inspiring the innovative leaders of tomorrow



Curriculum Guide

Entrepreneurship

Course Description

This course is designed to teach participants leadership and entrepreneurial skills and to help participants learn about the planning, preparation, and commitment to owning and operating a business. The focus of the course will be on gaining a basic understanding of the start-up complexities, selecting a business, preparing key elements in a business plan, and learning how to manage an ongoing concern. Students will experience a hands-on process for starting, operating, and liquidating a “real” business. Coverage will include various legal formations, marketing, sales, customer service, finance, risk protection, staffing, record keeping, and legal, ethical, and social obligations. Students will also gain knowledge of business ownership by presentations from real business owners (guest speakers) and field trips.

Course Content Standards

I. Entrepreneurs and Entrepreneurial Skills

1. Examine the role entrepreneurs play in today’s economy and recognize the unique personal characteristics and skills that successful entrepreneurs possess.

II. Entrepreneurial Trends

1. Recognize trends in society that can lead to entrepreneurial opportunities.

III. Idea Generation and Validation (Lean Startup)

1. Use lean startup methods to generate, develop, and test ideas to identify market and business opportunities.

IV. Economics

1. Apply economic concepts when making decisions for an entrepreneurial venture.

V. Marketing

1. Develop a marketing strategy to introduce a product or service.

VI. Finance

1. Understand financial concepts and use the financial tools available to make sound business decisions.

VII. Accounting

1. Recognize that entrepreneurs must establish, maintain, and analyze appropriate records to make business decisions.

VIII. Management

1. Develop a management plan for an entrepreneurial venture.

IX. Legal

1. Analyze how forms of business ownership, government regulations, and legal regulations affect entrepreneurial ventures.

Business Education Standards

COMMUNICATION

Foundations of Communication—communicate in a clear, courteous, concise, and correct manner on personal and professional levels

Social Communication—apply basic social communication skills in personal and professional situations

Technological Communication—use technology to enhance the effectiveness of communication

Employment Communication—integrate all forms of communication in the pursuit of employment

Organizational Communication—incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituencies

COMPUTATION

Mathematical Foundations—apply basic mathematical operations to solve problems

Number Relationships and Operations—solve problems involving whole numbers, decimals, fractions, percents, ratios, averages, and proportions

Patterns, Functions, and Algebra—use algebraic operations to solve problems

Measurement—use common international standards of measurement when solving problems

Statistics and Probability—analyze and interpret data using common statistical procedures

Units	Essential Questions	Key Activities <u>MAY include:</u>
Is Entrepreneurship Right for You? (Characteristics, Traits, Self-Assessment)	<ul style="list-style-type: none"> • What does it take to be a successful entrepreneur? • Do the benefits of being a business owner outweigh the risks? 	<ul style="list-style-type: none"> • Essential Questions/ Mastery Objectives • Unit activators, summaries, and slide presentations • Checkpoint, critical thinking, math, and communication questions • Self-assessment and aptitude assessment • Projects • Math applications • Case Study • Study Guide and Test
What Skills Do Entrepreneurs Need? (Communication, Math, and Problem-Solving Skills)	<ul style="list-style-type: none"> • How can a business owner develop effective communication skills? • What value do basic business math skills when running a business? • How can a business owner avoid making decisions based upon faulty assumptions or illogical thinking? 	
Select a Type of Ownership (Existing business, franchise, new business, legal formation)	<ul style="list-style-type: none"> • How does an entrepreneur determine the type of business ownership and legal formation? 	
Developing a Business Plan (Purpose of plan, elements of a business plan)	<ul style="list-style-type: none"> • Does a business need a business plan to be successful? • What value does a business plan have to the entrepreneur? 	
Marketing (Target Market, Market research, and competition)	<ul style="list-style-type: none"> • How can a business owner use marketing techniques to improve the success in launching a business? • Is having a competitive advantage necessary in running a business? 	
Finance, Protect, and Insure a Business (Financial statements, obtaining loans, employee theft, shoplifting, and insurance)	<ul style="list-style-type: none"> • How can entrepreneurs with solid business ideas get the financing they need to start and run a business? • What criteria do lenders look for in granting a business loan and what can an entrepreneur do to improve chances of obtaining a loan? • How can a business owner evaluate their risk and determine the protection needed to minimize the risks? 	
Marketing Your Business	<ul style="list-style-type: none"> • Is marketing a product or service an essential task in a business? • What does it mean to create a product mix and to position a product? • Why do you need to write a marketing plan? 	
Hire and Manage Staff	<ul style="list-style-type: none"> • How can businesses attract and retain talent? • Is there a management style that works best with staff? 	
Accounting and Financial Management	<ul style="list-style-type: none"> • In making business decisions, how can an accounting system help? • What value does a cash flow statement have for business owners? • How can a business owner use the cash flow information to improve business performance? 	
Legal, Ethical, and Social Obligations/ Requirements	<ul style="list-style-type: none"> • Why is it important for a business to know and keep business practices legal? • Why is it important for a business to create and communicate a code of ethics to all stakeholders? • As a business owner, why is it important to embed social responsibility into the company? 	

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Curriculum Guide

Curriculum guides are public documents aligned with the Massachusetts Department of Education Curriculum Frameworks. They focus on the set of standards that students will learn within certain disciplines at appropriate grade levels. Each area of the curriculum is divided into general strands (broad categories) under which the standards fall. When we discuss “standards-based education” we mean that students are measured against their proficiency and growth towards meeting these standards. Curriculum Guides are intended for teachers, parents, and the wider school community as an overview document of the course of study for the year.

Curriculum Map

Curriculum maps are internal documents utilized as planning tools for teachers. Curriculum maps keep a focus on the end-of-year standards and chart a course for the teaching and learning over the year. They are typically organized in a grade-level overview organized by month or marking period. Curriculum maps typically include; standards and expectations for the grade/content, essential skills/ concepts, methods of assessment, and major content resources. Maps are never “done” as ongoing work of educators include revisions, additions, and revisits to the maps. They provide an overview for the year while also allowing educators to see a vertical picture of how the content develops as students progress through each grade.

Standards

The standards used as the foundation of our curriculum come directly from the Massachusetts Department of Education Curriculum Frameworks. State standards may be viewed here: <http://www.doe.mass.edu/frameworks/>

Priority Areas

Priority areas are defined by the state of Massachusetts as the most critical areas in each grade level on which instructional time should focus.

Mathematical Practice Standards

Mathematical Practice Standards are a set of skills/behaviors that are replicated in grades preK-12. These standards describe ways in which students engage with the mathematical content and the level of application grows increasingly complex as students progress vertically throughout their education.

Content Standards

The Content Standards describe what students should know and be able to do once within the area of mathematics.

Essential Questions

Essential questions are questions that are not answerable with an easy answer or a simple instruction. The purpose of essential questions is to provide opportunities for inquiry into the learning and act as an umbrella to anchor the unit/lesson.