

RED BANK REGIONAL HIGH SCHOOL CURRICULUM MAP

Course Title: Entrepreneurship

Grade Levels: 10, 11, 12

Topics	Concepts	Skills	Std/Prog Ind	Activities	Major Assessments	Time Frame
Should You Become an Entrepreneur	Entrepreneurs: Present and Past Is Entrepreneurship Right for You? Identify Business Opportunities and Set Goals	Define entrepreneurship. Discuss entrepreneurship in history Identify the impact of entrepreneurs and small business today, the characteristics of successful entrepreneurs, and your own personal goals. Assess whether you have what it takes to succeed in your own business. List different businesses you could start. Calculate answers to math applications	9.1-A 1, 2, 3, 9.1-B 1, 2, 3, 4 9.2-A 1, 2, 9.2-D 5 9.2-E 8	Class discussion Chapter review sheets Class work Homework Project Quiz Test	Class work Homework Quiz Test Project	1 week
What Skills Do Entrepreneurs Need?	Communication Skills Math Skills Problem-Solving Skills	Develop good skills for writing, speaking, and listening. Use basic math skills in business. Calculate percentages for business purposes. Use the six-step problem-solving model. Discuss the importance of group decision making. Calculate answers to math applications	9.1-A 1, 2, 3, 9.1-B 1, 2, 3, 4, 6 9.2-A 1, 2, 9.2-D 5 9.2-E 8	Class discussion Chapter review sheets Class work Homework Project Quiz Test	Class work Homework Quiz Test Project	1 week
Entrepreneurs in a Market Economy	What Is an Economy? The Concept of Cost Government in a Market Economy	Describe market and command economies. Define the concept of supply and demand. Explain the effects of market structure on price and the government's effect on what is produced. Identify various types of costs. Show how different types of cost affect the prices entrepreneurs charge. List the different roles the government plays in a market economy. Calculate answers to math applications	9.1-A 1, 2, 3, 9.1-B 1, 2, 3, 4 9.2-A 1, 2, 9.2-D 5 9.2-E 8	Class discussion Chapter review sheets Class work Homework Project Quiz Test	Class work Homework Quiz Test Project	1 week
Select a Type of Ownership	Run An Existing Business Own a Franchise or Start a Business Choose the Legal Form of Your Business	Identify the advantages and disadvantages of purchasing an existing business, of joining a family business and of starting a new business. Explain the steps involved in buying a business. Evaluate franchise ownership and the different legal forms for a business. Calculate answers to math applications	9.1-A 1, 2, 3, 9.1-B 1, 2, 3, 4 9.2-A 1, 2, 9.2-D 5 9.2-E 8	Class discussion Chapter review sheets Class work Homework Project Quiz Test	Class work Homework Quiz Test Project	1 week
Develop a Business Plan	Why Do You Need a Business Plan? What Goes into a Business Plan? Create an Effective Business Plan	Explain the purpose of writing a good business plan. Describe the importance of a business plan. Identify the seven basic elements of a business plan. List additional elements that may be needed. Research and organize a business plan. Calculate answers to math applications	9.1-A 1, 2, 3, 9.1-B 1, 2, 3, 4 9.2-A 1, 2, 9.2-D 5 9.2-E 8	Class discussion Chapter review sheets Class work Homework Project Quiz Test	Class work Homework Quiz Test Project	1 week

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Identify and Meet a Market Need	The Value of Market Research How to Perform Market Research Identify Your Competition	Identify a target market by understanding customers and the five steps involved in primary data market research. Research markets using primary and secondary data. Design a questionnaire. Determine your direct and indirect competition. Analyze the strengths and weaknesses of competitors. Establish strategies for maintaining customer loyalty. Calculate answers to math applications	9.1-A 1, 2, 3, 9.1-B 1, 2, 3, 4 9.2-A 1, 2, 9.2-D 5 9.2-E 8	Class discussion Chapter review sheets Class work Homework Project Quiz Test	Class work Homework Quiz Test Project	1 week
Finance, Protect, and Insure Your Business	Put Together a Financial Plan Obtain Financing for Your Business Theft Proof Your Business Insure Your Business	Calculate start-up costs. Create a cash flow statement, an income statement, a balance sheet, and a personal financial statement. Discuss different types of bank loans and the different types of insurance needed for a business. Explain Small Business Administration loans. Evaluate other sources that can provide debt capital. Identify ways to protect a business against different types of theft. Calculate answers to math applications	9.1-A 1, 2, 3, 9.1-B 1, 2, 3, 4 9.1-E 2, 3 9.2-A 1, 2, 9.2-D 5 9.2-E 2, 3, 4, 8	Class discussion Chapter review sheets Class work Homework Project Quiz Test	Class work Homework Quiz Test Project	1 week
Choose Your Location and Set Up for Business	Choose a Retail Business Location Choose a Location for a Non-Retail Business Obtain Space and Design the Physical Layout Purchase Equipment	Examine a location, possibilities for a retail, service, and an industrial business. Discuss benefits of operating a business from home. Evaluate leasing versus buying space and acquiring equipment and supplies from different vendors. Identify the costs and kinds of leases. Design the layout for different types of businesses Calculate answers to math applications	9.1-A 1, 2, 3, 9.1-B 1, 2, 3, 4 9.2-A 1, 2, 9.2-D 5 9.2-E 8	Class discussion Chapter review sheets Class work Homework Project Quiz Test	Class work Homework Quiz Test Project	1 week
Market Your Business	The Marketing Mix—Product, Distribution, Price The Marketing Mix—Promotion Set Marketing Goals	Select a product mix, product features, and positioning for goods. Identify channels of distribution for products or services. Use various methods to price the products or services business sells. Create an advertisement to promote a business Explain publicity as a promotional tool and evaluate other kinds of promotion. Set short-, medium-, and long-term goals for a business. Write a marketing plan. Calculate answers to math applications	9.1-A 1, 2, 3, 9.1-B 1, 2, 3, 4 9.2-A 1, 2, 9.2-D 5 9.2-E 6, 8	Class discussion Chapter review sheets Class work Homework Project Quiz Test	Class work Homework Quiz Test Project	1 week

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Hire and Manage a Staff	Hire Employees Create a Compensation Package Manage Your Staff	Determine the positions a business needs and the amount of pay for employees. Recruit, interview and select an employee. Consider alternatives to hiring permanent staff. Identify a benefits portion of a compensation package. Discuss how to lead employees by enforcing policies and offering training, how to motivate employees by delegating responsibility, and how to evaluate employees. Calculate answers to math applications	9.1-A 1, 2, 3, 9.1-B 1, 2, 3, 4 9.2-A 1, 2, 9.2-D 5 9.2-E 1, 8 9.2-F 1, 3, 5	Class discussion Chapter review sheets Class work Homework Project Quiz Test	Class work Homework Quiz Test Project	1 week
Record Keeping and Accounting	Set Up a Record Keeping System Understand Basic Accounting Track Your Inventory	Explain electronic record keeping and how to keep journals, ledgers and other types of important business records. Determine when a business needs a professional to help with record keeping and accounting. Discuss balance sheets, income statements, and cash flow statements. Track inventory using a perpetual inventory and a periodic inventory method. Determine how much inventory to keep in stock. Calculate answers to math applications	9.1-A 1, 2, 3, 9.1-B 1, 2, 3, 4 9.2-A 1, 2, 3 9.2-D 5 9.2-E 8	Class discussion Chapter review sheets Class work Homework Project Quiz Test	Class work Homework Quiz Test Project	1 week
Financial Management	Manage Your Cash Flow Analyze Your Financial Performance Hire Experts	Create a cash budget. Explain how to improve a business's cash flow. Analyze a business's financial statements. Calculate the level of sales needed to make a profit. Identify professionals who can help with the financial management of a business and the types of services financial experts provide. Calculate answers to math applications	9.1-A 1, 2, 3, 9.1-B 1, 2, 3, 4 9.2-A 1, 2, 3 9.2-D 5 9.2-E 4, 8	Class discussion Chapter review sheets Class work Homework Project Quiz Test	Class work Homework Quiz Test Project	1 week
Use Technology	Technology and Your Business Learn about the Internet Purchase Technology	Determine the different types of computer hardware entrepreneurs use. Choose the computer software needed to run a business. Consider other types of technology for businesses. Discuss how to promote a business over the Web and how to transact business over the Web. Assess a business's need for technology Determine where to purchase technology. Calculate answers to math applications	9.1-A 1, 2, 3, 5 9.1-B 1, 2, 3, 4 9.2-A 1, 2, 9.2-D 5 9.2-E 8	Class discussion Chapter review sheets Class work Homework Project Quiz Test	Class work Homework Quiz Test Project	1 week

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Meet Your Legal, Ethical, and Social Obligations	Understand Your Legal Requirements Ethical Issues in Business Meet Your Social Responsibilities	Recognize how laws promote competition. Discuss how regulations that protect businesses and the public affect a company. Identify the laws protecting employees' rights. Explain the importance of getting legal help. Study the meaning of ethics. Recognize the need to behave ethically in business. Recognize responsibilities to customers, suppliers, creditors, investors, and the community. List ways to respond to changes in the workplace. Choose environmentally safe ways of doing business. Calculate answers to math applications	9.1-A 1, 2, 3, 9.1-B 1, 2, 3, 4 9.2-A 1, 2, 9.2-D 1, 3, 4, 5 9.2-E 8 9.2-F 1, 3	Class discussion Chapter review sheets Class work Homework Project Quiz Test	Class work Homework Quiz Test Project	1 week
Growth in Today's Marketplace	Develop a Strategy for Growth Global Trends and Opportunities Culture and Business	Determine when a business is ready to expand, whether international business is right for a business, and why knowledge of different cultures in important for entrepreneurs. Discuss how to manage the growth of business. Select a growth strategy. List the different ways a business can export and import. Evaluate trade regulations that will affect businesses. Identify and respect different cultures. Calculate answers to math applications	9.1-A 1, 2, 3, 9.1-B 1, 2, 3, 4 9.2-A 1, 2, 9.2-D 5 9.2-E 8	Class discussion Chapter review sheets Class work Homework Project Quiz Test	Class work Homework Quiz Test Project	1 week

Text:
Entrepreneurship Ideas in Action
South-Western Educational Publishing Hospitality Marketing

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