

Southern York County School District Instructional Plan

Name: Mrs. Kellin McCullough

Dates:

Course/Subject: Entrepreneurship

Unit 1 – Entrepreneurs and Opportunities

Stage 1 – Desired Results

PA Standard(s)/Assessment Anchors Addressed:

Career Education and Work

13.4.3 A, 13.4.3 B, 13.4.5 A, 13.4.5 B, 13.4.8 A, 13.4.8 B, 13.4.11 A, 13.4.11 B

Business, Computer and Information Technology

15.5.12.A, 15.5.12B, 15.5.12C

Understanding(s):

Students will understand . . .

- Entrepreneurs desire to be their own boss and have varied skills necessary to assume many roles in the business.
- Opportunities and problems in the marketplace are created by both businesses and consumers.
- Basic economic concepts need to be considered when making business decisions.
- Supply and Demand along with business costs affect the price of a product.

Essential Question(s):

- What traits and skills does an individual need to be a successful Entrepreneur?
- How does a market economy resolve the problems of what, how, and from whom to produce?

Learning Objectives:

Students will know . . .

- Key Terms: Entrepreneurship, Entrepreneur
- The difference between: employer and employee, and entrepreneur
- Key Terms: opportunity cost, scarcity, market economy, supply, demand
- The relationship between cost and price.
- The difference between variable and fixed costs.
- The characteristics of a market economy.
- The functions of business

Students will be able to:

- Identify characteristics of a successful entrepreneur and analyze the degree to which one possesses the characteristics of an entrepreneur.
- Analyze the risks and rewards of owning your own business.
- Recognize opportunities in the marketplace (local community and beyond)
- Apply economic concepts when making decisions for an entrepreneurial venture.
- Explain the importance of opportunity cost when making a decision.
- Explain the determinants of supply and demand.
- Explain the effect of the market structure has on the price of a good/service.

Stage 2 – Assessment Evidence

Performance Task(s):

- Famous Entrepreneur Spotlight Project
- Study of Economic Systems Activity
- Supply and Demand Activity
- Children’s Story
- Opportunities / Design Thinking Activities

Other Evidence:

- Classroom Activities
- Class Participation

Stage 3 – Learning Plan

Daily Learning/Assessment Activities:
See Below

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Name: Mrs. Kellin McCullough

Dates:

Course/Subject: Entrepreneurship

Unit 2 – Develop a Business Plan

Stage 1 – Desired Results

PA Standard(s)/Assessment Anchors Addressed:

Career Education and Work

13.4.3 A, 13.4.3 B, 13.4.5 A, 13.4.5 B, 13.4.8 A, 13.4.8 B, 13.4.11 A, 13.4.11 B

Business, Computer and Information Technology

15.5.12.A, 15.2.12B, 15.5.12C

Understanding(s):

Students will understand . . .

- A business plan is a written document that describes all of the necessary steps for opening and operating a successful business.
- A business plan provides detailed financial information that shows how a business will succeed in earning a profit.

Essential Question(s):

- Why is a business plan critical to the success of a potential entrepreneur?

Learning Objectives:

Students will know . . .

- Key Terms: Business plan, pro forma financial statement, over letter, statement of purpose, executive summary
- Key Terms: SBA, SBDC, SCORE, Trade Associations

Students will be able to:

- Explain the purpose of writing a good business plan.
- Describe the importance of a business plan
- List and describe the elements of a business plan
- Describe how to pull a business plan together
- Describe the resources available for researching a businesses plan
- Name common mistakes to avoid in business planning.

Stage 2 – Assessment Evidence

Performance Task(s):

- Business Resources
- Business Plan Evaluation
- Build Your Business Plan Activity

Other Evidence:

- Class Activities
- Class Participation

Stage 3 – Learning Plan

Daily Plans

Southern York County School District Instructional Plan

Name: Mrs. Kellin McCullough

Dates:

Course/Subject: Entrepreneurship

Unit 4 – Marketing in Entrepreneurship

Stage 1 – Desired Results

PA Standard(s)/Assessment Anchors Addressed:

Career Education and Work

13.4.3 A, 13.4.3 B, 13.4.5 A, 13.4.5 B, 13.4.8 A, 13.4.8 B, 13.4.11 A, 13.4.11 B

Business, Computer and Information Technology

15.5.12.A, 15.2.12B, 15.5.12C

Understanding(s):

Students will understand . . .

- Entrepreneurs need to develop a plan to identify, reach, and keep customers in a specific target marketing
- The importance of location in business.
- How to distribute goods and services to customers.
- The importance of promotion in attracting customers.
- Location is one of the most important decisions an entrepreneur will make.

Essential Question(s):

- To what extent is it important for an entrepreneur to satisfy and understand of the wants and needs of its customers?
- How do the four elements of the marketing mix – product, place, price, and promotion – work together to satisfy the needs of the target market?
- To what extent does location affect the success of your business?

Learning Objectives:

Students will know . . .

- Key terms: market, target market, market segmentation, marketing mix – product, price, promotion, place
- Key terms:
- Key terms: return on investment, market share, demand-based pricing, cost-based pricing, competition-based pricing, psychological pricing, discount pricing
- Key terms: channels of distribution, physical distribution, direct and indirect channel
- Key terms: advertising, publicity, sales promotion, personal sales
- Key Terms: Tenant, landlord, gross lease, net lease, percentage lease

Students will be able to:

- Explain the importance of marketing a business
- Define and describe the importance of product features, branding, and positioning
- Identify pricing objectives for a business
- Calculate the price for products using various methods
- List and describe various pricing techniques
- Discuss factors to consider when pricing products and services
- Describe the four basic options of channels of distribution
- Apply channels of distribution to the specific needs of various types of businesses
- List many forms of advertising and discuss the advantages and disadvantages
- Define publicity and describe ways to use publicity as a promotional tool
- Explain the role of selling in a business
- Discuss factors to consider when choosing a business location.
- Describe layout considerations for different business types.

Stage 2 – Assessment Evidence

Performance Task(s): <ul style="list-style-type: none"> ▪ Consumer Profile ▪ Logo Design ▪ Marketing Plan 	Other Evidence: <ul style="list-style-type: none"> ▪ Class Participation ▪ In Class Assignments / Worksheets
Stage 3 – Learning Plan	
Daily Learning/Assessment Activities: Daily plans	

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Name: Mrs. Kellin McCullough

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Unit 5 – Financing an Entrepreneurial Venture

Stage 1 – Desired Results	
PA Standard(s)/Assessment Anchors Addressed: Career Education and Work 13.4.3 A, 13.4.3 B, 13.4.5 A, 13.4.5 B, 13.4.5 C, 13.4.8 A, 13.4.8 B, 13.4.11 A, 13.4.11 B Business, Computer and Information Technology 15.5.12.A, 15.2.12B, 15.5.12C	
Understanding(s): Students will understand . . . <ul style="list-style-type: none"> ▪ Financial concepts and tools are needed in making business decisions ▪ Entrepreneurs must establish, maintain, and analyze appropriate records to make business decisions. 	Essential Question(s): <ul style="list-style-type: none"> ▪ How are small businesses funded? ▪ To what extent is it important to keep good financial records? ▪ Why is a pro forma statement important?
Learning Objectives: Students will know . . . <ul style="list-style-type: none"> ▪ Key Terms: Net worth, Assets, Liabilities, Equity Capital, Debt Capital, Venture Capitalists, Collateral ▪ Key Terms: Pro Forma Statement, Statement of Cash Flows, Income Statement, Balance Sheet, Profit, Gross Profit, Net Profit, Cost of Good Sold ▪ Key Terms: Operating Ratio, Return on Sales, Debt Ratio, Quick Ratio (liquidity), Current Ratio, Return on Investment, Break-Even Point 	Students will be able to: <ul style="list-style-type: none"> ▪ Estimate start up costs and a personal net worth ▪ Identify sources of equity and debt capital for a business. ▪ Prepare a pro forma income statement. ▪ Prepare a pro formal balance sheet. ▪ Explain what a financial ration is ▪ Describe how the income statement and balance sheet are used for financial analysis. ▪ Perform a break-even analysis.
Stage 2 – Assessment Evidence	
Performance Task(s): <ul style="list-style-type: none"> ▪ Preparing Financial Statements for Fictitious Companies ▪ Financial Statement Analysis ▪ Business Plan - Financial Plans 	Other Evidence: <ul style="list-style-type: none"> ▪ Class Activities ▪ Class Participation
Stage 3 – Learning Plan	

Daily Learning/Assessment Activities

Daily Plans

Southern York County School District Instructional Plan

Name: Mrs. Kellin McCullough

Dates:

Course/Subject: Entrepreneurship

Unit 6 –Management

Stage 1 – Desired Results

PA Standard(s)/Assessment Anchors Addressed:

Career Education and Work

13.4.3 A, 13.4.3 B, 13.4.5 A, 13.4.5 B, 13.4.5 C, 13.4.8 A, 13.4.8 B, 13.4.11 A, 13.4.11 B

Business, Computer and Information Technology

15.5.12.A, 15.2.12B, 15.5.12C

Understanding(s):

Students will understand . . .

- A strong management plan is critical to the success of an entrepreneurial venture.
- A strong management plan includes operating procedures, inventory planning, financial control, and organizational structure.

Essential Question(s):

- How does management affect the day-to-day operations of a business?

Learning Objectives:

Students will know . . .

- Key Terms: manager, management, organizational structure, authoritative management, democratic management, operations manual
- Key Terms: perpetual inventory method, stock card, point-of-sale, periodic inventory method, stock turnover rate
- Key Terms: staffing, job description, chain of command,

Students will be able to:

- Define the five functions of management.
- Describe four types of policies that should be included in an operations manual.
- Prepare a purchasing plan for inventory
- Describe the perpetual and periodic inventory methods.
- Determine how much inventory to keep in stock
- Explain how to determine staffing needs.

Stage 2 – Assessment Evidence

Performance Task(s):

- Management Case study
- Management - Business Plan

Other Evidence:

- Class Participation
- Class Activities

Stage 3 – Learning Plan

Daily Learning/Assessment Activities:

Daily Lessons

Southern York County School District Instructional Plan

Name: Mrs. Kellin McCullough

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Course/Subject: Entrepreneurship

Unit 7 – Creating a Business Plan

Stage 1 – Desired Results

PA Standard(s)/Assessment Anchors Addressed:

Career Education and Work

13.4.3 A, 13.4.3 B, 13.4.5 A, 13.4.5 B, 13.4.8 A, 13.4.8 B, 13.4.11 A, 13.4.11 B

Business, Computer and Information Technology

15.5.12.A, 15.2.12B, 15.5.12C

Understanding(s):

Students will understand . . .

- A business plan is a written document that describes all of the necessary steps for opening and operating a successful business.

Essential Question(s):

- Why is a business plan critical to the success of a potential entrepreneur?

Learning Objectives:

Students will know . . .

- Key Terms: Business Plan, Executive Summary, Market Analysis, SWOT Analysis, Marketing plan, Financial Plan, Operations Plan

Students will be able to:

- Develop a final business plan.

Stage 2 – Assessment Evidence

Performance Task(s):

- **Final Business Plan**

Other Evidence:

- Class Participation
- Rough Draft Check Points

Stage 3 – Learning Plan

Daily Learning/Assessment Activities:

Students will prepare a business plan that includes the following:

- Executive Summary
- Mission / Objectives
- Market Analysis
- Marketing Plan
- Operations Plan
- Financial Plan
- Exit Strategy
- Website
- Presentation

