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2023 Entrepreneurship

Unit 1: Entrepreneurs and Entrepreneurial Skills	
<p>1. Examine the role entrepreneurs play in today's economy and recognize the unique personal characteristics and skills that successful entrepreneurs possess. DOK2</p>	
<p>a. Define entrepreneur and entrepreneurship.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business. Lesson 1: Understanding Entrepreneurship and the Different Forms of Entrepreneurship. 1 The essence of entrepreneurship: What is entrepreneurship? Page # 9 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
<p>b. Describe the differences between being an entrepreneur and an employee.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business. Lesson 1: Understanding Entrepreneurship and the Different Forms of Entrepreneurship. Types of Entrepreneurs, Intrapreneur. Page # 11 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
<p>c. Identify the benefits and evaluate the risks of being an entrepreneur.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business. Lesson 6: Forms of ownership. What are the benefits and drawbacks from each type of business ownership? Page # 31 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>

<p>d. Analyze the trade-offs between the roles of an entrepreneur and an employee.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 1: Understanding Entrepreneurship and the Different Forms of Entrepreneurship.</p> <p>Types of Entrepreneurs.</p> <p>Page # 11 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
<p>e. Differentiate between an entrepreneur and intrapreneur.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 1: Understanding Entrepreneurship and the Different Forms of Entrepreneurship.</p> <p>Types of Entrepreneurs.</p> <p>Page # 11 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
<p>2. Identify the characteristics and skills of a successful entrepreneur. DOK1</p>	
<p>a. Compare and contrast one's personal characteristics and skills with an entrepreneur's.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 1: Understanding Entrepreneurship and the Different Forms of Entrepreneurship.</p> <p>Characteristics of Entrepreneurs.</p> <p>Page # 10 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
<p>b. Self-assess one's personal qualifications and readiness to become an entrepreneur.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 1: Understanding Entrepreneurship and the Different Forms of Entrepreneurship.</p> <p>Characteristics of Entrepreneurs.</p>

	<p>Page # 10 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
<p>3. Identify effective communication methods used in business. DOK1</p>	
<p>a. Select, evaluate, and demonstrate effective communication techniques for business.</p>	<p>Student Edition: Module 4: Promotion Mix: Tools, goals, and strategies.</p> <p>Lesson 2: Advertising and public relations. Types of advertising: Brand</p> <p>Types of Advertising.</p> <p>Page # 83 of 177</p> <p>Instructor Manual: Promotion Mix: Tools, Goals, and Strategies</p> <p>Assessment: Quiz 12 Q's & Exercises: 38 Q's Questions: 206 Passage: 13</p>
<p>b. Analyze the causes of communication failure and develop solutions to address said failures.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 5: Opportunities to grow a business</p> <p>Why Small businesses fail.</p> <p>Page # 27 of 177</p> <p>Instructor Manual: Business Management & Administration.</p> <p>Assessment: Business: Reading for Information 36 Q's, Business: Locating Information 24 Q's, Business: Applied Mathematics 60 Q's. Exercises: 38 Q's Questions: 120 Passage: 11</p>
<p>c. Utilize communication and organizational skills to develop a personal network.</p>	<p>Student Edition: Module 4: Promotion Mix: Tools, goals, and strategies.</p> <p>Lesson 4: Promoting your business through digital marketing.</p> <p>Creating value using different forms of digital marketing, Questions to consider when developing a digital marketing strategy.</p> <p>Page # 93 of 177</p>

	<p>Instructor Manual: Promotion Mix: Tools, Goals, and Strategies</p> <p>Assessment: Quiz 12 Q's & Exercises: 38 Q's</p> <p>Questions: 206 Passage: 13</p>
<p>4. Investigate ethical practices in business. DOK3</p>	
<p>a. Define ethics and identify common ethical issues entrepreneurs encounter.</p>	<p>Student Edition: Module 6: Understanding your customer.</p> <p>Lesson 1: Marketing Research.</p> <p>Marketing Research Ethics and Module 1 Lesson 5 Pillars for successful growth, Social responsibility and community support.</p> <p>Page # 132 and 28 of 177</p> <p>Instructor Manual: Marketing Research (MR)</p> <p>Assessment: Quiz: 30 Q's & Practical Assessments 24 Q's</p> <p>Questions: 88 Passage: 9</p> <p>MR: Marketing Research: Quiz: ethical Q's #18, #20, #24, #25, #27, #30. BMA: Business: Reading for Information. Ethical Q# 25, 26</p>
<p>b. Discuss examples of honest and dishonest business practices.</p>	<p>Student Edition: Module 6: Understanding your customer.</p> <p>Lesson 2: Consumer Behavior.</p> <p>Influences on consumer behavior.</p> <p>Marketing analytics: an insightful look into marketing research data and using data to understand consumer behavior, to module 2 Understanding your customer, Lesson consumer behavior, Patagonia RQ's</p> <p>Module 6: Marketing Research. Lesson 1: The marketing research process. Step 5: Taking action, limitations of the research.</p> <p>Page # 133 to 142 of 177</p> <p>Instructor Manual: Consumer Behavior</p> <p>Assessment: Quiz 15 Q's & Practical 16 Q's Questions: 87 Passage: 0</p>
<p>c. Demonstrate integrity in relationships, decision-making, and communication.</p>	<p>Student Edition: Module 7: Accounting and Financial Statements</p> <p>Lesson 2: Financial Statements:</p> <p>GAAP: The trademark of a reputable accountant.</p> <p>Page # 159 of 178</p> <p>Instructor Manual: Accounting and Financial Statements</p>

	<p>Assessment: Quiz 25 Q's & Exercises 32 Q's Questions: 103 Passage: 7</p>
d. Analyze the effect of unethical behavior on a business.	<p>Student Edition: Module 6: Understanding your customer. Lesson 1: Marketing Research. Marketing Research Ethics Page # 132 of 177</p> <p>Instructor Manual: Marketing Research</p> <p>Assessment: Quiz: 30 Q's & Practical Assessments 24 Q's Questions: 88 Passage: 9</p> <p>MR: Marketing Research: Quiz: ethical Q's #18, #20, #24, #25, #27, #30. BMA: Business: Reading for Information. Ethical Q# 25, 26.</p>
e. Develop a code of ethics for a business venture.	<p>Student Edition: Module 6: Understanding your customer. Lesson 1: Market Research. Marketing Research Ethics, Key fundamentals of the ICC/ESOMAR International code on market, opinion and social research and data analytics. Page # 132 of 177</p> <p>Instructor Manual: Promotion Mix: Tools, Goals, and Strategies</p> <p>Assessment: Quiz 12 Q's & Exercises: 38 Q's Questions: 206 Passage: 13</p> <p>BMA: Business: Reading for Information. Q# 25 & 26</p>
f. Apply ethics to business decision-making.	<p>Student Edition: Module 6: Understanding your customer. Lesson 1: Marketing Research. Marketing Research Ethics. Page # 132 of 177</p> <p>Instructor Manual: Marketing Research</p> <p>Assessment: Quiz: 30 Q's & Practical Assessments 24 Q's Questions: 88 Passage: 9</p> <p>MR: Marketing Research: Quiz: ethical Q's #18, #20, #24, #25, #27, #30. BMA: Business: Reading for Information. Ethical Q# 25, 26.</p>
5. Evaluate the importance of collaboration in entrepreneurship. DOK3	
a. Demonstrate the ability to work in a team.	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business. Lesson 1: Understanding Entrepreneurship and the Different Forms of Entrepreneurship.</p>

	<p>Types of Entrepreneurs, entrepreneurial team.</p> <p>Page # 11 of 177</p> <p>Instructor Manual: Business Management & Administration.</p> <p>Assessment: Business: Reading for Information 36 Q's, Business: Locating Information 24 Q's, Business: Applied Mathematics 60 Q's. Exercises: 38 Q's Questions: 120 Passage: 11</p>
<p>b. Prepare for and effectively participate in business collaborations with diverse partners.</p>	<p>Student Edition: Module 6: Understanding your customer.</p> <p>Lesson 2: Consumer Behavior.</p> <p>The different types of buyer-seller relationships.</p> <p>Page # 147 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
<p>c. Collaborate to resolve ethical lapses or failures.</p>	<p>Student Edition: Module 6: Understanding your customer.</p> <p>Lesson 2: Consumer Behavior.</p> <p>Influences on consumer behavior to Patagonia and consumer decision making: sustainability and beyond, RQ's.</p> <p>Page # 139 to 142 of 177</p> <p>Instructor Manual: Marketing Research</p> <p>Assessment: Quiz: 30 Q's & Practical Assessments 24 Q's Questions: 88 Passage: 9</p> <p>MR: Marketing Research: Quiz: ethical Q's #18, #20, #24, #25, #27, #30. BMA: Business: Reading for Information. Ethical Q# 25, 26.</p>
<p>Unit 2: Entrepreneurial Trends</p>	
<p>1. Recognize trends in society that can lead to entrepreneurial opportunities. DOK1</p>	
<p>a. Define social entrepreneurship.</p>	<p>Student Edition: Module 1 Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 5: Opportunities to grow a business.</p> <p>Pillars for successful growth, social responsibility and community support.</p>

	<p>Page # 28 of 177</p> <p>Instructor Manual: Consumer Behavior</p> <p>Assessment: Quiz 15 Q's & Practical 16 Q's Questions: 87 Passage: 9</p> <p>Entrepreneurship: From Start-up to Growth Passage Q# 10 Socially Responsible Entrepreneurship.</p>
<p>b. Define environmental entrepreneurship.</p> <p>Environmental entrepreneurship not stated as a term.</p>	<p>Student Edition: Module 6: Understanding your customer.</p> <p>Lesson 2: Consumer Behavior.</p> <p>Influences on consumer behavior, situational and personal influences on consumer behavior.</p> <p>Page # 139 of 177</p> <p>Instructor Manual: Consumer Behavior</p> <p>Assessment: Quiz 15 Q's & Practical 16 Q's Questions: 87 Passage: 9</p>
<p>c. Identify and discuss various groups and stakeholders impacted by business.</p>	<p>Student Edition: Module 6: Understanding your customer.</p> <p>Lesson 2: Consumer Behavior.</p> <p>Why chipotle has happy customers.</p> <p>Page # 139 of 177</p> <p>Instructor Manual: Consumer Behavior</p> <p>Assessment: Quiz 15 Q's & Practical 16 Q's Questions: 87 Passage: 9</p>
<p>d. Identify potential solutions for social and environmental concerns.</p>	<p>Student Edition: Module 6: Understanding your customer.</p> <p>Lesson 2: Consumer Behavior.</p> <p>Influences on consumer behavior to Patagonia and consumer decision making: sustainability and beyond, RQ's.</p> <p>Page # 139 to 142 of 177</p> <p>Instructor Manual: Consumer Behavior</p> <p>Assessment: Quiz 15 Q's & Practical 16 Q's Questions: 87 Passage: 9</p>
<p>e. Discuss the ethical dilemma between what is profitable and what is socially responsible.</p>	<p>Student Edition: Module 1 Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 6: Forms of business ownership.</p>

	<p>Key forms of business organization, corporations, B corporation.</p> <p>Page # 31 of 177</p> <p>Instructor Manual: Business Management & Administration.</p> <p>Assessment: Business: Reading for Information 36 Q's, Business: Locating Information 24 Q's, Business: Applied Mathematics 60 Q's. Exercises: 38 Q's Questions: 120 Passage: 11</p> <p>MR: Marketing Research: Quiz: ethical Q's #18, #20, #24, #25, #27, #30. BMA: Business: Reading for Information. Ethical Q# 25, 26.</p>
<p>f. Research business methods and develop product ideas that are socially and environmentally responsible.</p>	<p>Student Edition: Module 6: Understanding your customer.</p> <p>Lesson 2: Consumer Behavior.</p> <p>Influences on consumer behavior, Patagonia and consumer decision making: sustainability and beyond, RQ's.</p> <p>Page # 139 to 142 of 177</p> <p>Instructor Manual: Marketing Research.</p> <p>Assessment: Quiz: 30 Q's & Practical Assessments 24 Q's Questions: 88 Passage: 9</p> <p>MR, Quiz, ethical Q's to consider MR#18, MR#20, MR#24, MR#25, MR#27, MR#30.</p>
<p>g. Create, organize, and manage a venture to achieve social and environmental change.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 5: Opportunities to grow a business.</p> <p>Pillars for successful growth, social responsibility and community support.</p> <p>Page # 28 of 177</p> <p>Instructor Manual: Business Management & Administration.</p> <p>Assessment: Business: Reading for Information 36 Q's, Business: Locating Information 24 Q's, Business: Applied Mathematics 60 Q's. Exercises: 38 Q's Questions: 120 Passage: 11</p>
<p>2. Identify and capitalize on the importance of trends in entrepreneurship. DOK2</p>	
<p>a. Identify trends that create business opportunities.</p>	<p>Student Edition: Module 6: Understanding your customer.</p> <p>Lesson 2: Consumer Behavior.</p>

	<p>The impact of social influencers on consumer behavior. Page # 139 of 177 Instructor Manual: Consumer Behavior Assessment: Quiz 15 Q's & Practical 16 Q's Questions: 87 Passage: 9</p>
<p>b. Identify Political, Environmental, Societal, Technological, Legal, Economic (PESTLE) trends.</p>	<p>Student Edition: Module 1 Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 5: Opportunities to grow a business. Pillars for successful growth, social responsibility and community support. Page # 28 of 177 Instructor Manual: Consumer Behavior Assessment: Quiz 15 Q's & Practical 16 Q's Questions: 87 Passage: 9</p>
<p>c. Identify threats to a business that result from changing trends.</p>	<p>Student Edition: Module 6: Understanding your customer.</p> <p>Lesson 3: Business-to-business marketing. The buyer-seller relationship between wanderlust tours and green ocean cruises. Page # 146 of 177 Instructor Manual: Business-to-Business Marketing Assessment: Quiz 18 Q's & Practical 16 Q's Questions: 42 Passage: 9</p>
<p>d. Forecast future trends based on research and analysis of current trends.</p>	<p>Student Edition: Module 6: Understanding your customer.</p> <p>Lesson 1: Marketing Research Dunkin' Donuts: Marketing research and bakery sandwiches. Page # 127 of 177 Instructor Manual: Marketing Research Assessment: Quiz: 30 Q's & Practical Assessments 24 Q's Questions: 88 Passage: 9</p>
<p>Unit 3: Idea Generation and Validation</p>	
<p>1. Investigate lean startup methods to generate, develop, and test ideas to</p>	

<p>identify market and business opportunities. DOK3</p>	
<p>a. Recognize opportunities resulting from other peoples' wants and perceived needs.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 2: The Start-Up Process. The elements of a business plan, introduction. Page # 15 of 177</p> <p>Instructor Manual: Consumer Behavior</p> <p>Assessment: Quiz 15 Q's & Practical 16 Q's Questions: 87 Passage: 9</p>
<p>b. Generate solution ideas for products and/or services to meet consumers' needs.</p>	<p>Student Edition: Module 2: Products</p> <p>Lesson 2: Innovation, the production life cycle, and the new product development process. The product development at slice of life pizza. Page # 47 of 177</p> <p>Instructor Manual: Products</p> <p>Assessment: Quiz 12 Q's & Exercises 38 Q's Questions: 133 Passage: 13</p>
<p>c. Brainstorm ideas for a new product or service.</p>	<p>Student Edition: Module 2: Products</p> <p>Lesson 1: Product Strategy: Determining the total product offering What do consumers consider in a total product offering?, DD Sofia and Gabriela brainstorm new product ideas. Page # 43 of 177</p> <p>Instructor Manual: Products</p> <p>Assessment: Quiz 12 Q's & Exercises 38 Q's Questions: 133 Passage: 13</p>
<p>d. Identify and evaluate consumer pains and problems through a customer discovery process (e.g., surveys, secondary research, etc.).</p>	<p>Student Edition: Module 5:</p> <p>Lesson 5: Introduction to Marketing. Steps of marketing research process, collect facts, primary data. Page # 122 of 177</p>

	<p>Instructor Manual: Introduction to Marketing</p> <p>Assessment: Quiz 12 Q's & Exercises 51 Q's Questions: 104 Passage: 11</p>
e. Refine an existing product or service based on opportunity gaps in the marketplace.	<p>Student Edition: Module 6: Understanding your customer.</p> <p>Lesson 2: Consumer Behavior.</p> <p>Understanding your customer, The consumer purchase decisions process, external information search.</p> <p>Page # 138 of 177</p> <p>Instructor Manual: Introduction to Marketing</p> <p>Assessment: Quiz 12 Q's & Exercises 51 Q's Questions: 104 Passage: 11</p>
2. Discuss the value proposition as it relates to lean startups. DOK2	
a. Describe the value proposition for a product or service solution.	<p>Student Edition: Module 4: Promotion Mix: Tools, goals, and strategies</p> <p>Lesson 4: Promoting your business through digital marketing.</p> <p>Creating value using different forms of digital marketing. the business and the audience, the product or service's value proposition.</p> <p>Page # 93 of 177</p> <p>Instructor Manual: Promotion Mix: Tools, Goals, and Strategies</p> <p>Assessment: Quiz 12 Q's & Exercises: 38 Q's Questions: 206 Passage: 13</p>
3. Test and validate solution ideas as it relates to product development. DOK4	
a. Define prototyping.	<p>Student Edition: Module 2: Products</p> <p>Lesson 2: Innovation, the production life cycle, and the new product development process.</p> <p>Product development process, test marketing.</p> <p>Page # 47 of 177</p> <p>Instructor Manual: Products</p> <p>Assessment: Quiz 12 Q's & Exercises 38 Q's Questions: 133 Passage: 13</p>

<p>b. Design a simplistic prototype (e.g., sketch, module, etc.).</p>	<p>Student Edition: Module 2: Products</p> <p>Lesson 3: Branding and Packaging.</p> <p>Creating brands that stand out from the crowd, brand marks.</p> <p>Page # 50 of 177</p> <p>Instructor Manual: Products</p> <p>Assessment: Quiz 12 Q's & Exercises 38 Q's Questions: 133 Passage: 13</p>
<p>c. Ask for feedback on a solution idea from a relevant stakeholder.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 2: The Start-Up Process.</p> <p>How do you learn about your business and the marketplace?</p> <p>Page # 14 of 177</p> <p>Instructor Manual: Marketing Research</p> <p>Assessment: Quiz: 30 Q's & Practical Assessments 24 Q's Questions: 88 Passage: 9</p>
<p>d. Define product life cycle.</p>	<p>Student Edition: Module 2: Products</p> <p>Lesson 2: Innovation, the production life cycle, and the new product development process.</p> <p>Stages of the product life cycle.</p> <p>Page # 46 of 177</p> <p>Instructor Manual: Products</p> <p>Assessment: Quiz 12 Q's & Exercises 38 Q's Questions: 133 Passage: 13</p>
<p>e. Define customer validation.</p> <p>Customer validation not specifically mentioned in textbook.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 2: The Start-Up Process.</p> <p>Getting Started: Problems and solutions, qualitative research and evaluation.</p> <p>Page # 14 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>

<p>f. Define minimum viable product (MVP) and describe its role and importance.</p> <p>Minimum viable product (MVP) not specifically mentioned in textbook.</p>	<p>Student Edition: Module 5: Introduction to Marketing.</p> <p>Lesson 5: Market Research</p> <p>Forces to consider in the marketing environment, political forces.</p> <p>Page # 123 of 177</p> <p>Instructor Manual: Introduction to Marketing</p> <p>Assessment: Quiz 12 Q's & Exercises 51 Q's Questions: 104 Passage: 11</p>
<p>g. Analyze where the market stands in a product's life cycle.</p>	<p>Student Edition: Module 2: Products</p> <p>Lesson 2: Innovation, the production life cycle, and the new product development process.</p> <p>Stages of the product life cycle, DD Sofia and Gabriela, How will Latin Flavor Factory handle success?, DD consider Abu mix, Latin Flavor Factory launches a family of brands, creating value with branding, The Sanchez sisters, creating value through packaging.</p> <p>Page # 42, 43, 45, 46, 49, 50, 52 of 177</p> <p>Instructor Manual: Products</p> <p>Assessment: Quiz 12 Q's & Exercises 38 Q's Questions: 133 Passage: 13</p>
<p>h. Develop a feedback summary report based on validation efforts.</p>	<p>Student Edition: Module 2: Understanding your customer. Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson : Market Research.</p> <p>Marketing Research Ethics, Key fundamentals of the ICC/ESOMAR International code on market, opinion and social research and data analytics.</p> <p>Page # 132 of 177</p> <p>Instructor Manual: Marketing Research</p> <p>Assessment: Quiz: 30 Q's & Practical Assessments 24 Q's Questions: 88 Passage: 9</p>
<p>Unit 4: Finance and Accounting</p>	
<p>1. Identify financial resources necessary for an entrepreneurial venture. DOK1</p>	
<p>a. Explain the role of seed or startup money for an entrepreneurial venture.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 3: Financing a Start-Up.</p>

	<p>Sources of Funding.</p> <p>Page # 18 of 177</p> <p>Instructor Manual: Accounting and Financial Statements</p> <p>Assessment: Quiz 25 Q's & Exercises 32 Q's Questions: 103 Passage: 7</p>
<p>b. Determine the resources needed to start a business venture (e.g., materials, labor, etc.).</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 2: The Start-Up Process.</p> <p>The elements of a business plan.</p> <p>Page # 15 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
<p>c. Determine the costs of starting a business venture.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 2: The Start-Up Process.</p> <p>The elements of a business plan, financing.</p> <p>Page # 15 of 177</p> <p>Instructor Manual: Accounting and Financial Statements</p> <p>Assessment: Quiz 25 Q's & Exercises 32 Q's Questions: 103 Passage: 7</p>
<p>d. Identify projected operational expenses.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 2: The Start-Up Process.</p> <p>Business plans and pitch decks, how to engage in research for a business plan, business model.</p> <p>Page # 15 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
<p>e. Project the total cash needed to start a business (e.g., startup costs, ongoing operational expenses, and cash reserves).</p>	<p>Student Edition: Module 3: Pricing and Distribution.</p>

	<p>Lesson 1: Primary pricing objectives and strategy. Accurately Determine Costs at assist you 2. Page # 58 of 177 Instructor Manual: Pricing and Distribution Assessment: Quiz 12 Q's & Exercises 23 Q's Questions: 106 Passage: 6</p>
<p>f. Project ongoing cash needs for a business venture.</p>	<p>Student Edition: Module 7: Accounting and Financial Statements Lesson 2: Financial Statements. The cash flow statement. Page # 169 of 177 Instructor Manual: Accounting and Financial Statements Assessment: Quiz 12 Q's & Exercises 32 Q's Questions: 103 Passage: 7</p>
<p>2. Identify common sources from which entrepreneurs can obtain funding. DOK2</p>	
<p>a. Discuss potential sources of funding (e.g., mortgage, short-term loan, long-term loan, grants, angel network, investor, credit line, crowdfunding, etc.)</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business. Lesson 3: Financing a Start-Up. Sources of Funding. Page # 18 of 177 Instructor Manual: Entrepreneurship: From Start-up to Growth Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
<p>b. Differentiate between debt and equity financing and explain the advantages and disadvantages of each.</p>	<p>Student Edition: Module 7: Accounting and Financial Statements Lesson 2: Financial Statements. The balance sheet. Page # 163 of 177 Instructor Manual: Accounting and Financial Statements Assessment: Quiz 12 Q's & Exercises 32 Q's Questions: 103 Passage: 7</p>

<p>c. Discuss the concept of bootstrapping.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business. Lesson 3: Financing a Start-Up. Sources of Funding, Personal savings, credit cards and second mortgages, Bootstrapping. Page # 18 of 177 Instructor Manual: Entrepreneurship: From Start-up to Growth Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
<p>d. Assess the role of government assistance in the growth and development of a small business.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business. Lesson 5: Opportunities to grow a business Why Small businesses fail, government paperwork. Page # 27 of 177 Instructor Manual: Accounting and Financial Statements Assessment: Quiz 25 Q's & Exercises 32 Q's Questions: 103 Passage: 7</p>
<p>e. Research alternative options to obtain financing.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business. Lesson 3: Financing a Start-Up. Sources of Funding. Page # 18 of 177 Instructor Manual: Entrepreneurship: From Start-up to Growth Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
<p>3. Recognize that entrepreneurs must establish, maintain, and analyze appropriate records using financial concepts to make a business decision. DOK2</p>	
<p>a. Identify the reasons for keeping accurate business records and financial statements (e.g., income statement, balance sheet, cash flow statement, etc.).</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business. Lesson 5: Opportunities to grow a business</p>

	<p>Why Small businesses fail, government paperwork. Page # 27 of 177 Instructor Manual: Accounting and Financial Statements Assessment: Quiz 25 Q's & Exercises 32 Q's Questions: 103 Passage: 7</p>
<p>b. Identify and describe various financial statements and the data in each (e.g., income statement, balance sheet, cash flow statement, etc.).</p>	<p>Student Edition: Module 7: Accounting and Financial Statements Lesson 1: What is Accounting? Steps of the accounting process, Report: Issue financial statements. Page # 160 of 177 Instructor Manual: Accounting and Financial Statements Assessment: Quiz 12 Q's & Exercises 32 Q's Questions: 103 Passage: 7</p>
<p>c. Prepare basic financial statements (e.g., income statement, balance sheet, cash flow statement, etc.).</p>	<p>Student Edition: Module 7: Accounting and Financial Statements Lesson 2: Financial Statements: The balance sheet, glitz n' glamour. Page # 163 of 177 Instructor Manual: Accounting and Financial Statements Assessment: Quiz 12 Q's & Exercises 32 Q's Questions: 103 Passage: 7</p>
<p>d. Compare actual income and expenses budgeted for a specific period.</p>	<p>Student Edition: Module 7: Accounting and Financial Statements Lesson 2: Financial Statements: The balance sheet, glitz n' glamour. Page # 163 of 177 Instructor Manual: Accounting and Financial Statements Assessment: Quiz 12 Q's & Exercises 32 Q's Questions: 103 Passage: 7</p>
<p>Unit 5: Marketing and Economics</p>	
<p>1. Develop a marketing strategy to introduce a product or service. DOK3</p>	

<p>a. Define the purpose of marketing in an entrepreneurial venture.</p>	<p>Student Edition: Module 5: Introduction to Marketing. Lesson 5: Market Research Understanding the marketing research process, the importance of competitors and consumers in marketing research. Page # 131 of 177 Instructor Manual: Introduction to Marketing Assessment: Quiz 12 Q's & Exercises 51 Q's Questions: 104 Passage: 11</p>
<p>b. Define and give examples of market segmentation methods.</p>	<p>Student Edition: Module 5: Introduction to Marketing. Lesson 3: Market Strategy Market Segmentation. Page # 115 and 114 of 177 Instructor Manual: Introduction to Marketing Assessment: Quiz 12 Q's & Exercises 51 Q's Questions: 104 Passage: 11</p>
<p>c. Identify and describe target markets.</p>	<p>Student Edition: Module 5: Introduction to Marketing. Lesson 4: The 4 Ps Deciding a strategy for a target market. Steps of the marketing process, conducting research and determining the target market. Page # 119 of 177 Instructor Manual: Introduction to Marketing Assessment: Quiz 12 Q's & Exercises 51 Q's Questions: 104 Passage: 11</p>
<p>d. Define and give examples of various market types.</p>	<p>Student Edition: Module 5: Introduction to Marketing. Lesson 3: Market Strategy Market Segmentation. Page # 115 of 177 Instructor Manual: Introduction to Marketing Assessment: Quiz 12 Q's & Exercises 51 Q's Questions: 104 Passage: 11</p>
<p>e. Discuss the concept of market share.</p>	<p>Student Edition: Module 3: Pricing and Distribution.</p>

	<p>Lesson 1: Primary pricing objectives and strategy. Popular pricing objectives, attract and build customer base, market share. Page # 57 of 177 Instructor Manual: Pricing and Distribution Assessment: Quiz 12 Q's & Exercises 23 Q's Questions: 106 Passage: 6</p>
<p>f. Utilize primary and secondary data sources to define a target market.</p>	<p>Student Edition: Module 6: Understanding your customer. Lesson 1: Marketing Research Marketing Research data, primary versus secondary data. Page # 129 of 177 Instructor Manual: Consumer Behavior Assessment: Quiz 15 Q's & Practical 16 Q's Questions: 87 Passage: 0</p>
<p>2. Identify and describe the traditional elements of marketing, known as the 4 Ps (i.e., product, price, place, promotion). DOK2</p>	
<p>a. Identify the features and benefits of a product.</p>	<p>Student Edition: Module 2: Products Lesson 3: Branding and Packaging. Creating value with branding. Page # 50 of 177 Instructor Manual: Products Assessment: Quiz 12 Q's & Exercises 38 Q's Questions: 133 Passage: 13</p>
<p>b. Discuss the importance of pricing with respect to cost and profit.</p>	<p>Student Edition: Module 3: Pricing and Distribution. Lesson 1: Primary pricing objectives and strategy. How does break-even analysis work? Page # 58 of 177 Instructor Manual: Pricing and Distribution Assessment: Quiz 12 Q's & Exercises 23 Q's Questions: 106 Passage: 6</p>

<p>c. Explain the importance of location for a business (e.g., online, physical).</p>	<p>Student Edition: Module 3: Pricing and Distribution. Lesson 3: The Distribution Mix: Marketing Channels. What distribution channels are available? Page # 65 of 177 Instructor Manual: Pricing and Distribution Assessment: Quiz 12 Q's & Exercises 23 Q's Questions: 106 Passage: 6</p>
<p>d. Describe the promotional mix and prepare appropriate promotional activities for a business.</p>	<p>Student Edition: Module 4: Promotion Mix: Tools, goals, and strategies. Lesson 1: The basics of the promotion mix. Page # 78 of 177 Instructor Manual: Promotion Mix: Tools, Goals, and Strategies Assessment: Quiz 12 Q's & Exercises: 38 Q's Questions: 206 Passage: 13</p>
<p>3. Explain strategies for sustaining and growing the market. DOK2</p>	
<p>a. Define customer service.</p>	<p>Student Edition: Module 5: Introduction to Marketing. Lesson 1: The basics of marketing. Key aspects of the marketing concept, focus on serving customers: "everyone, from CEO to stock clerk should focus on customer service." Page # 106 of 177 Instructor Manual: Introduction to Marketing Assessment: Quiz 12 Q's & Exercises 51 Q's Questions: 104 Passage: 11</p>
<p>b. Identify ways to respond to customer concerns and why it is important.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business. Lesson 1: Understanding Entrepreneurship and the Different Forms of Entrepreneurship. What does it take to be a successful entrepreneur?, Peter Druker. Page # 9 and 10 of 177 Instructor Manual: Marketing Research</p>

	<p>Assessment: Quiz: 30 Q's & Practical Assessments 24 Q's Questions: 88 Passage: 9</p>
<p>c. Define customer loyalty and discuss why it is critical to a business.</p>	<p>Student Edition: Module 3: Pricing and Distribution.</p> <p>Lesson 1: Primary pricing objectives and strategy. Pricing strategies, competitive-based pricing. Page # 59 of 177</p> <p>Instructor Manual: Pricing and Distribution</p> <p>Assessment: Quiz 12 Q's & Exercises 23 Q's Questions: 106 Passage: 6</p>
<p>d. Develop a strategy for gaining/maintaining a competitive advantage.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 2: The Start-Up Process. A plan to launch ARTistic. Page # 13 of 177</p> <p>Instructor Manual: Promotion Mix: Tools, Goals, and Strategies</p> <p>Assessment: Quiz 12 Q's & Exercises: 38 Q's Questions: 206 Passage: 13</p>
<p>e. Define design thinking and design an innovative solution using design thinking principles.</p> <p>Design thinking principles not specifically mentioned in textbook.</p>	<p>Student Edition: Module 2: Products</p> <p>Lesson 2: Innovation, the production life cycle, and the new product development process. Product development process, Product development. Page # 47 of 177</p> <p>Instructor Manual: Marketing Research</p> <p>Assessment: Quiz: 30 Q's & Practical Assessments 24 Q's Questions: 88 Passage: 9</p>
<p>4. Apply economic concepts when making decisions for an entrepreneurial venture. DOK3</p>	
<p>a. Define goods and services.</p>	<p>Student Edition: Module 2: Products</p> <p>Lesson 1: Product Strategy: Determining the total product offering.</p>

	<p>Classes of consumer goods and services.</p> <p>Page # 43 of 177</p> <p>Instructor Manual: Products</p> <p>Assessment: Quiz 12 Q's & Exercises 38 Q's Questions: 133 Passage: 13</p>
<p>b. Define opportunity costs and explain the importance when making decisions.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 5: Opportunities to grow a business</p> <p>Pillars for successful growth.</p> <p>Page # 28 of 177</p> <p>Instructor Manual: Accounting and Financial Statements</p> <p>Assessment: Quiz 25 Q's & Exercises 32 Q's Questions: 103 Passage: 7</p>
<p>c. Explain factors of production.</p>	<p>Student Edition: Module 2: Products</p> <p>Lesson 2: Innovation, the production life cycle, and the new product development process.</p> <p>Product development process.</p> <p>Page # 47 of 177</p> <p>Instructor Manual: Products</p> <p>Assessment: Quiz 12 Q's & Exercises 38 Q's Questions: 133 Passage: 13</p>
<p>d. Define scarcity of resources.</p> <p>Scarcity of resources not specifically mentioned in textbook.</p>	<p>Student Edition: Module 6: Understanding your customer.</p> <p>Lesson 2: Consumer Behavior.</p> <p>Patagonia and consumer decision making: sustainability and beyond.</p> <p>Page # 142 of 177</p> <p>Instructor Manual: Consumer Behavior</p> <p>Assessment: Quiz 15 Q's & Practical 16 Q's Questions: 87 Passage: 0</p>
<p>e. Explain the determinants of supply and demand and how they interact to determine price.</p>	<p>Student Edition: Module 3: Pricing and Distribution.</p> <p>Lesson 1: Primary pricing objectives and strategy.</p> <p>Strategically pricing to increase profit.</p> <p>Page # 61 of 177</p>

	<p>Instructor Manual: Pricing and Distribution</p> <p>Assessment: Quiz 12 Q's & Exercises 23 Q's Questions: 106 Passage: 6</p>
f. Differentiate between the different types of market structures and analyze the effects on market price.	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 6: Forms of ownership.</p> <p>Key Forms of business organization.</p> <p>Page # 31 of 177</p> <p>Instructor Manual: Business Management & Administration.</p> <p>Assessment: Business: Reading for Information 36 Q's, Business: Locating Information 24 Q's, Business: Applied Mathematics 60 Q's. Exercises: 38 Q's Questions: 120 Passage: 11</p>
g. Explain why demand is necessary to the success of an entrepreneurial venture.	<p>Module 2: Products.</p> <p>Lesson 2: Innovation, the production life cycle, and the new product development process.</p> <p>How and why companies innovate?</p> <p>Page # 46 of 177</p> <p>Instructor Manual: Pricing and Distribution</p> <p>Assessment: Quiz 12 Q's & Exercises 23 Q's Questions: 106 Passage: 6</p>
5. Discuss what determines the cost of producing a good or service. DOK2	
a. Describe the difference between fixed costs and variable costs.	<p>Student Edition: Module 3: Pricing and Distribution.</p> <p>Lesson 1: Primary pricing objectives and strategy.</p> <p>How does break-even analysis work?</p> <p>Page # 58 of 177</p> <p>Instructor Manual: Pricing and Distribution</p> <p>Assessment: Quiz 12 Q's & Exercises 23 Q's Questions: 106 Passage: 6</p>
b. Describe the impact of variable costs on pricing.	<p>Student Edition: Module 3: Pricing and Distribution.</p>

	<p>Lesson 1: Primary pricing objectives and strategy. How does break-even analysis work? Page # 58 of 177</p> <p>Instructor Manual: Pricing and Distribution</p> <p>Assessment: Quiz 12 Q's & Exercises 23 Q's Questions: 106 Passage: 6</p>
c. Describe the interrelationship between cost and price.	<p>Student Edition: Module 3: Pricing and Distribution.</p> <p>Lesson 1: Primary pricing objectives and strategy. How does break-even analysis work? Page # 58 of 177</p> <p>Instructor Manual: Pricing and Distribution</p> <p>Assessment: Quiz 12 Q's & Exercises 23 Q's Questions: 106 Passage: 6</p>
d. Conduct a break-even analysis.	<p>Student Edition: Module 3: Pricing and Distribution.</p> <p>Lesson 1: Primary pricing objectives and strategy. Accurately Determine Costs at assist you 2. Page # 58 of 177</p> <p>Instructor Manual: Pricing and Distribution</p> <p>Assessment: Quiz 12 Q's & Exercises 23 Q's Questions: 106 Passage: 6</p>
6. Compute the difference between total revenue and total expenses and determine if a business has a profit or loss. DOK4	
a. Establish a profit goal and evaluate strategies to reach profitability.	<p>Student Edition: Module 4: Promotion Mix: Tools, goals, and strategies.</p> <p>Lesson 1: The basics of the promotion mix. Three goals of promotion. Page # 80 of 177</p> <p>Instructor Manual: Promotion Mix: Tools, Goals, and Strategies</p> <p>Assessment: Quiz 12 Q's & Exercises: 38 Q's Questions: 206 Passage: 13</p>
b. Calculate gross and net profit.	<p>Student Edition: Module 7: Accounting and Financial Statements.</p>

	<p>Lesson 2: Financial Statements. Income Statement. Page # 166 of 177 Instructor Manual: Accounting and Financial Statements. Assessment: Quiz 25 Q's & Exercises 32 Q's Questions: 103 Passage: 7</p>
<p>7. Explore considerations of the global economy as it relates to entrepreneurship.</p>	<p>Student Edition: Module 5: Introduction to Marketing. Lesson 5: Market Research Forces to consider in the marketing environment, global forces. Page # 123 of 177 Instructor Manual: Introduction to Marketing. Assessment: Quiz 12 Q's & Exercises 51 Q's Questions: 104 Passage: 11</p>
<p>Unit 6: Management</p>	
<p>1. Develop a management plan for an entrepreneurial venture. DOK3</p>	
<p>a. Define short-term and long-term goals.</p>	<p>Student Edition: Module 4: Promotion Mix: Tools, goals, and strategies. Lesson 1: The basics of the promotion mix. Three goals of promotion. Page # 80 of 177 Instructor Manual: Promotion Mix: Tools, Goals, and Strategies Assessment: Quiz 12 Q's & Exercises: 38 Q's Questions: 206 Passage: 13</p>
<p>b. Develop strategies for achieving goals.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business. Lesson 1: Understanding Entrepreneurship and the Different Forms of Entrepreneurship. What does it take to be a successful entrepreneur? Page # 10 of 177 Instructor Manual: Promotion Mix: Tools, Goals, and Strategies Assessment: Quiz 12 Q's & Exercises: 38 Q's Questions: 206 Passage: 13</p>

<p>c. Define mission statement.</p>	<p>Student Edition: Module 4: Promotion Mix: Tools, goals, and strategies.</p> <p>Lesson 4: Promoting your business through digital marketing.</p> <p>Creating value using different forms of digital marketing, The Business and the Audience, The company's mission statement.</p> <p>Page # 93 of 177</p> <p>Instructor Manual: Promotion Mix: Tools, Goals, and Strategies</p> <p>Assessment: Quiz 12 Q's & Exercises: 38 Q's Questions: 206 Passage: 13</p>
<p>d. Create a mission statement for a business venture.</p>	<p>Student Edition: Module 1 Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 5: Opportunities to grow a business.</p> <p>Pillars for successful growth.</p> <p>Page # 28 of 177</p> <p>Instructor Manual: Promotion Mix: Tools, Goals, and Strategies</p> <p>Assessment: Quiz 12 Q's & Exercises: 38 Q's Questions: 206 Passage: 13</p>
<p>e. Define exit plan.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 5: Opportunities to grow a business.</p> <p>Why Small businesses fail.</p> <p>Page # 27 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
<p>f. Analyze exit plan options.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 5: Opportunities to grow a business.</p> <p>Why Small businesses fail.</p> <p>Page # 27 of 177</p> <p>Instructor Manual: Business Management & Administration.</p>

	<p>Assessment: Business: Reading for Information 36 Q's, Business: Locating Information 24 Q's, Business: Applied Mathematics 60 Q's. Exercises: 38 Q's Questions: 120 Passage: 11</p>
2. Describe the importance of a diverse workforce. DOK2	
a. Discuss human cultural differences.	<p>Student Edition: Module 6: Understanding your customer. Lesson 2: Influences on consumer behavior. Marketing analytics: an insightful looking into marketing research data to understand consumer behavior, understanding influences on consumers. Page # 133 and 141 of 177</p> <p>Instructor Manual: Consumer Behavior</p> <p>Assessment: Quiz 15 Q's & Practical 16 Q's Questions: 87 Passage: 0</p>
b. Compare and contrast business practices in different business cultures.	<p>Student Edition: Module 5: Introduction to Marketing. Lesson 2: Consumer buying behavior. Consumer buying behavior, culture and subculture. Page # 146 of 177</p> <p>Instructor Manual: Introduction to Marketing</p> <p>Assessment: Quiz 12 Q's & Exercises 51 Q's Questions: 104 Passage: 11</p>
6.3. Explore human resource needs in an entrepreneurial venture. DOK3	
a. Identify characteristics of a good employee.	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business. Lesson 1: Understanding Entrepreneurship and the Different Forms of Entrepreneurship. Characteristics of Entrepreneurs. Page # 10 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p> <p>Accounting and Financial Statements, Assessment, Questions</p>

<p>b. Explain the risks and benefits of having friends and family members work in your business.</p>	<p>Student Edition: Module 1 Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 3: Financing a Start-Up. Sources of Funding, family and friends. Page # 18 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
<p>c. Identify skills and traits needed in specific jobs and careers.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 1: Understanding Entrepreneurship and the Different Forms of Entrepreneurship. Characteristics of Entrepreneurs. Page # 10 of 177</p> <p>Instructor Manual: Accounting and Financial Statements.</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p> <p>Assessment, Questions</p>
<p>d. Discuss the typical employee compensation plan.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 2: Business plans and pitch decks, pitch deck.</p> <p>Page # 15 of 177</p> <p>Instructor Manual: Business Management & Administration.</p> <p>Assessment: Business: Reading for Information 36 Q's, Business: Locating Information 24 Q's, Business: Applied Mathematics 60 Q's. Exercises: 38 Q's Questions: 120 Passage: 11</p>
<p>e. Identify situations where outsourcing staffing is beneficial (e.g., independent contractors, temporary staffing, etc.).</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 1: Understanding Entrepreneurship and the Different Forms of Entrepreneurship. Types of Entrepreneurs, freelancing. Page # 11 of 177</p>

	<p>Instructor Manual: Business Management & Administration.</p> <p>Assessment: Business: Reading for Information 36 Q's, Business: Locating Information 24 Q's, Business: Applied Mathematics 60 Q's. Exercises: 38 Q's Questions: 120 Passage: 11</p>
6.4. Evaluate risks experienced in managing a business. DOK3	
6.4.a. Define business risk.	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 1: The essence of entrepreneurship.</p> <p>What is entrepreneurship?, entrepreneur.</p> <p>Page # 9 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
Entrepreneur definition is business risk.	
b. Describe the risks faced by entrepreneurs and entrepreneurial ventures.	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 1: Understanding Entrepreneurship and the Different Forms of Entrepreneurship.</p> <p>What distribution channels are available?</p> <p>Page # 66 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
c. Differentiate between types of risks (e.g., speculative vs. pure risk).	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 5: Opportunities to grow a business.</p> <p>Why Small businesses fail.</p> <p>Page # 27 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>

<p>d. Select types of insurance needed for a business venture.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business. Lesson 2: The Start-Up Process. The elements of a business plan, legal. Page # 15 of 177 Instructor Manual: Accounting and Financial Statements Assessment: Quiz 25 Q's & Exercises 32 Q's Questions: 103 Passage: 7</p>
<p>e. Describe an emergency plan.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business. Lesson 5: Opportunities to grow a business. How can start-ups increase probabilities for success? Tips for keeping a small business healthy. Page # 27 of 177 Instructor Manual: Business Management & Administration. Assessment: Business: Reading for Information 36 Q's, Business: Locating Information 24 Q's, Business: Applied Mathematics 60 Q's. Exercises: 38 Q's Questions: 120 Passage: 11</p>
<p>Unit 7: Legal Concepts</p>	
<p>1. Analyze how forms of business ownership, government regulations, and legal regulations affect entrepreneurial ventures. DOK3</p>	
<p>a. Identify and define the different types of business ownership.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business. Lesson 6: Forms of ownership. Key Forms of business organization. Page # 31 of 177 Instructor Manual: Entrepreneurship: From Start-up to Growth Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
<p>b. Compare and contrast the advantages and disadvantages of the different types of business ownership.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business. Lesson 6: Forms of ownership.</p>

	<p>What are the benefits and drawbacks from each type of business ownership?</p> <p>Page # 31 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
<p>c. Describe special types of business ownership (e.g., S Corporations, LLCs, cooperatives, etc.).</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 6: Forms of ownership.</p> <p>Key Forms of business organization.</p> <p>Page # 31 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
<p>d. Define franchise and describe the advantages and disadvantages of ownership in this type of business.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 6: Forms of ownership.</p> <p>Forms of ownership., Franchises: a special type of ownership, what are the benefits and drawbacks of franchises?</p> <p>Page # 32</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
<p>e. Investigate procedures for forming a business entity.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 6: Forms of ownership.</p> <p>Key Forms of business organization.</p> <p>Page # 31 of 177</p> <p>Instructor Manual: Accounting and Financial Statements</p> <p>Assessment: Quiz 25 Q's & Exercises 32 Q's Questions: 103 Passage: 7</p>

<p>f. Identify and evaluate the various types of laws and agencies that regulate businesses.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 7: Legal and tax awareness for business owners. Business law: What it is, Where it comes from. Page # 36 of 177</p> <p>Instructor Manual: Accounting and Financial Statements</p> <p>Assessment: Quiz 25 Q's & Exercises 32 Q's Questions: 103 Passage: 7</p>
<p>g. Discuss and analyze the impact of government regulations on businesses.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 7: Legal and tax awareness for business owners. Business law: What it is, Where it comes from. Page # 36 of 177</p> <p>Instructor Manual: Accounting and Financial Statements</p> <p>Assessment: Quiz 25 Q's & Exercises 32 Q's Questions: 103 Passage: 7</p>
<p>h. Identify licenses that a small business must obtain.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 2: The Start-Up Process. The elements of a business plan, license. Page # 15 of 177</p> <p>Instructor Manual: Accounting and Financial Statements</p> <p>Assessment: Quiz 25 Q's & Exercises 32 Q's Questions: 103 Passage: 7</p>
<p>i. Identify ways of protecting ideas and inventions (e.g., patents, trademarks, copyright, etc.).</p>	<p>Student Edition: Module 5:</p> <p>Lesson 5: Introduction to Marketing. The importance of competitors and consumers in marketing research. Page # 131 of 177</p> <p>Instructor Manual: Accounting and Financial Statements</p>

	Assessment: Quiz 25 Q's & Exercises 32 Q's Questions: 103 Passage: 7
Unit 8: Business modules, Lean Canvas, and Planning.	
1. Develop a plan to launch and operate a business	
a. Describe why businesses must plan.	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business. Lesson 5: Opportunities to grow a business Why Small businesses fail. Page # 27 of 177</p> <p>Instructor Manual: Business Management & Administration.</p> <p>Assessment: Business: Reading for Information 36 Q's, Business: Locating Information 24 Q's, Business: Applied Mathematics 60 Q's. Exercises: 38 Q's Questions: 120 Passage: 11</p>
b. Compare and contrast traditional and lean startup business plans.	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business. Lesson 1: Understanding Entrepreneurship and the Different Forms of Entrepreneurship. Types of Entrepreneurs. Page # 11 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
c. Define and describe a business module.	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business. Lesson 2: The Start-Up Process. Business plans and pitch decks, How to engage in a business plan. Page # 15 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
d. Compare and contrast business modules and business plans.	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p>

	<p>Lesson 2: The Start-Up Process. Business plans and pitch decks. Page # 15 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
<p>e. Research business planning resources and information.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 3: Financing a Start-Up. Resources for a start-up. Page # 19 of 177</p> <p>Instructor Manual: Marketing Research</p> <p>Assessment: Quiz: 30 Q's & Practical Assessments 24 Q's Questions: 88 Passage: 9</p>
<p>f. Develop a business plan for an entrepreneurial venture.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business.</p> <p>Lesson 2: The Start-Up Process. Business plans and pitch decks. Page # 15 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p> <p>Entrepreneurship: From Start-up to Growth. Passage Q#6 iSeeit!: The Business Plan: A Roadmap to Success</p>
<p>g. Evaluate the effectiveness of a business module for a particular business.</p>	<p>Student Edition: Module 2: Products.</p> <p>Lesson 1: Product Strategy: Determining the total product offering. What do consumers consider in a total product offering? Page # 42 of 177</p> <p>Instructor Manual: Promotion Mix: Tools, Goals, and Strategies</p> <p>Assessment: Quiz 12 Q's & Exercises: 38 Q's Questions: 206 Passage: 13</p>

<p>h. Identify opportunities to pivot a business model.</p>	<p>Student Edition: Module 1: Entrepreneurship: Going from an Idea to a Business. Lesson 6: Forms of ownership. Types of mergers. Page # 33 of 177</p> <p>Instructor Manual: Entrepreneurship: From Start-up to Growth</p> <p>Assessment: Quiz 12 Q's & Exercises 43 Q's Questions: 133 Passage: 11</p>
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