

# Entrepreneurship Overview

Content Area: **Computer Science & Business**  
Course(s):  
Time Period:  
Length: **90 Days**  
Status: **Published**

## Cover

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### **EAST BRUNSWICK PUBLIC SCHOOLS**

**East Brunswick New Jersey**

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Course Adoption: 12/15/1988

Curriculum Adoption: 12/15/1998

Date of Last Revision Adoption: 9/1/2017

## Course Overview

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## COURSE DESCRIPTION

Entrepreneurship is an elective course offered at the high school level. Students will learn what is involved to start and operate a successful business by understanding the issues as an owner and customer. Students will discuss current events as they relate to the ideas and concepts of starting their own business. This is a hands on, activity-based course in which students formulate a simplified business plan and learn how new businesses are created. Exploration will take place on various entrepreneurs, throughout this course we will study and analyze what leads to the success and failure of various business ventures. Students are expected to demonstrate proficiency in all CPIs listed. The course also reinforces learning of other standards and CPIs in social studies, technological literacy, career education and family life skills.

## COURSE SCOPE AND SEQUENCE

Sequential Unit Description	Associated CPI's to be Achieved	Other Pacing Guide References	Proficiency (Summative) Assessments
Unit 1 What is Entrepreneurship?			
• Entrepreneurship and the Economy	9.1.12.A.4 9.1.12.A.6	7 days	• Idea Behind Co. Founding assignment • Chapter test
• The Entrepreneurial Process	9.1.12.A.8 9.1.12.A.4		• Current event
Unit 2 Recognizing Opportunity	9.1.12.A.5		• Franchise comparison
• Understanding Entrepreneurial Trends	9.1.12.A.6 9.1.12.A.9	13 days	• Tucker movie questions
• Starting Versus Buying a Business	9.1.12.E.5 9.1.12.F.3		• Business idea paper • Chapter test
	9.1.12.A.5		
Unit 3 Feasibility and Business Planning	9.1.12.A.6		
• Feasibility Analysis: Testing an Opportunity	9.1.12.A.9 9.1.12.B.1	7 days	• Competitive grid • Chapter test
• The Business Plan	9.1.12.E.5 9.1.12.E.6 9.1.12.F.3		

Unit 4Market Analysis				<ul style="list-style-type: none"> <li>• Market segmentation</li> </ul>
<ul style="list-style-type: none"> <li>• Doing Market Research</li> </ul>	9.1.12.A.9			
<ul style="list-style-type: none"> <li>• Industry and Market Analysis</li> </ul>	9.1.12.E.5	9 days		<ul style="list-style-type: none"> <li>• Survey creation</li> <li>• Survey results analysis</li> <li>• Chapter test</li> </ul>
	9.1.12.F.3			
Unit 5 Types of Business OwnershipFeasibility and Business Planning	9.1.12.A.5			
	9.1.12.B.1			
<ul style="list-style-type: none"> <li>• Sole Proprietorships and Partnerships</li> </ul>	9.1.12.G.2	8 days		<ul style="list-style-type: none"> <li>• Current event</li> </ul>
<ul style="list-style-type: none"> <li>• Corporations</li> </ul>	9.1.12.G.6			<ul style="list-style-type: none"> <li>• Chapter test</li> </ul>
Unit 6 Site Selection and Layout PlanningFeasibility and Business Planning	9.1.12.B.1			
	9.1.12.E.5			
<ul style="list-style-type: none"> <li>• Community and Site Selection</li> </ul>	9.1.12.E.6	11 days		<ul style="list-style-type: none"> <li>• <a href="http://www.census.gov">www.census.gov</a> assignment (municipality demographics)</li> <li>• Store layout creation</li> </ul>
<ul style="list-style-type: none"> <li>• Layout Planning</li> </ul>	9.1.12.F.3			<ul style="list-style-type: none"> <li>• Chapter test</li> </ul>
Unit 7The Marketing Plan	9.1.12.A.8			
	9.1.12.A.9			
<ul style="list-style-type: none"> <li>• Devising a Marketing Plan</li> </ul>	9.1.12.B.1	7 days		<ul style="list-style-type: none"> <li>• Marketing mix development</li> </ul>
<ul style="list-style-type: none"> <li>• Reviewing and Revising the Marketing Plan</li> </ul>	9.1.12.E.5			<ul style="list-style-type: none"> <li>• Chapter test</li> </ul>
	9.1.12.F.3			
Unit 8The Price Strategy	9.1.12.A.8			
<ul style="list-style-type: none"> <li>• Considering Price Strategy</li> </ul>	9.1.12.A.9	4 days		<ul style="list-style-type: none"> <li>• Pricing strategy identification assignment</li> </ul>
<ul style="list-style-type: none"> <li>• Calculating and Revising Prices</li> </ul>	9.1.12.B.1			<ul style="list-style-type: none"> <li>- Chapter test</li> </ul>

## 9.1.12.E.5

### Unit 9The Promotion Strategy

- Developing a Promotion Strategy
    - 9.1.12.E.5
    - 9.1.12.F.3
  - Budgeting and Implementing Promotional Plans
- 9 days
- Promotions creation
  - Promotions presentation
  - Chapter test

## CONTENT FOCUS AREA AND COURSE NAME

### Course Name: Entrepreneurship, #1426

Course Number	School Numbers	Course Level	Grads(s)	Credits	Min. Per Week	Elective/Required	Initial Course Adopted
1426	050	S	10-12	2.50	210	E	12/15/88

## Textbooks and Other Resources

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## Standards

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PFL.9.1.12.A.4	Identify a career goal and develop a plan and timetable for achieving it, including educational/training requirements, costs, and possible debt.
PFL.9.1.12.A.5	Analyze how the economic, social, and political conditions of a time period can affect the labor market.
PFL.9.1.12.A.6	Summarize the financial risks and benefits of entrepreneurship as a career choice.
PFL.9.1.12.A.8	Analyze different forms of currency and how currency is used to exchange goods and services.
PFL.9.1.12.A.9	Analyze how personal and cultural values impact spending and other financial decisions.
PFL.9.1.12.B.1	Prioritize financial decisions by systematically considering alternatives and possible consequences.
PFL.9.1.12.B.5	Analyze how changes in taxes, inflation, and personal circumstances can affect a personal budget.
PFL.9.1.12.B.6	Design and utilize a simulated budget to monitor progress of financial plans.

PFL.9.1.12.F.3	Analyze how citizen decisions and actions can influence the use of economic resources to achieve societal goals and provide individual services.
PFL.9.1.12.G.2	Differentiate between property and liability insurance protection.
PFL.9.1.12.G.6	Explain how to self-insure and how to determine when self-insurance is appropriate.

## **Grading and Evaluation Guidelines**

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### **GRADING PROCEDURES**

In terms of proficiency level the East Brunswick grades equate to:

- A    Excellent - Advanced Proficient
- B    Good Above Average - Proficient
- C    Fair - Proficient
- D    Poor - Minimally proficient
- F    Failing - Partially Proficient

### **COURSE EVALUATION**

Each quarter students will be evaluated with tests and programming assignments using a total point basis to determine the quarter average. The semester/course average will be a weighted average of the 2 quarter averages (40% each) and a final exam (20%); in a full year course, each quarter is worth 20% of a student's final grade and each exam (midterm & final) is worth 10% of the student's final grade.

Course achievement will be evaluated based on the percent of all pupils who achieve the minimum level of proficiency (final average grade) in the course. Student achievement levels above minimum proficiency will also be reported. Final grades, and where relevant mid-term and final exams, will be analyzed by staff for the total cohort and for sub-groups of students to determine course areas requiring greater support or modification.)

## **Other Details**

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### **12053 Entrepreneurship**

Entrepreneurship courses acquaint students with the knowledge and skills necessary to own and operate their own businesses. Topics from several fields typically form the course content: economics, marketing principles, human relations and psychology, business and labor law, legal rights and responsibilities of ownership, business and financial planning, finance and accounting, and communication. Several topics surveyed in Business Management courses may also be included.

