

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Entrepreneurship

Course Code: **040002**

CIP Code: **52.1402**

COURSE INTRODUCTION:

An instructional program for students who are preparing for a career in the field of marketing and management. Instruction will prepare students to perform one or more of the marketing functions, such as selling, buying, pricing, promoting, market research, and management. The program may utilize the Supervised Marketing Education Employment course to support classroom instruction.

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Entrepreneurship

Course Code: **040002**

CIP Code: **52.1402**

<p>UNIT DESCRIPTION:</p> <p>Students will understand the knowledge necessary to organize, develop and implement a new business within the private enterprise system.</p>		<p>SUGGESTED UNIT TIMELINE: 1 WEEK</p> <p>CLASS PERIOD (min.): 50 MINUTES</p>				
<p>ESSENTIAL QUESTIONS:</p> <ol style="list-style-type: none"> 1. What effect do entrepreneurs have on small businesses and the global economy? 2. How does being an expert in marketing benefit entrepreneurs? 						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	MBA Research Standards	DOK
1. Explain the importance of entrepreneurs/small business in the US and global economies.				RST.11-12.5, RST.11-12.7, RST.11-12.9, WHST.11-12.6, WHST.11-12.9	Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.	2
2. Recognize types/forms of business ownership.				RST.11-	Understands concepts, tools,	2

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Entrepreneurship

Course Code: **040002**

CIP Code: **52.1402**

				12.5, RST.11-12.7, RST.11-12.9, WHST.11-12.6	and strategies used to explore, obtain, and develop in a business career.	
3. Explain the concept of productivity.				W.11-12.2b	Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.	2
4. Describe the characteristics and skills of entrepreneurs.				RST.11-12.5, RST.11-12.7, RST.11-12.9, WHST.11-12.6, WHST.11-12.9	Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.	1
5. Explain what entrepreneurs contribute to the economy.				RST.11-12.5,	Understands concepts, tools,	3

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Entrepreneurship

Course Code: **040002**

CIP Code: **52.1402**

				RST.11-12.7, RST.11-12.9, WHST.11-12.6, WHST.11-12.9	and strategies used to explore, obtain, and develop in a business career.	
6. Determine the reasons that businesses succeed or fail.				RH.11-12.2	Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.	3
7. Compare and contrast the advantages and disadvantages of entrepreneurship.				RST.11-12.5, RST.11-12.7, RST.11-12.9, WHST.11-12.6, WHST.11-12.9	Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning.	3
8. Summarize the purpose and importance of a business plan.				RST.11-	Understands the	4

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Entrepreneurship

Course Code: **040002**

CIP Code: **52.1402**

				12.5, RST.11-12.7, RST.11-12.9, WHST.11-12.6	processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning.	
9. Describe economic systems.				RH.11-12.8, WHST.11-12.8, WHST.11-12.9	Understands the economic principles and concepts fundamental to business operations.	3
10. Discuss current trends that provide opportunity for entrepreneurs.				SL.11-12.1	Understands the economic principles and concepts fundamental to business operations.	2
11. Describe types of economic resources.				W.11-12.2a	Understands the economic principles and concepts fundamental to business	2

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Entrepreneurship

Course Code: **040002**

CIP Code: **52.1402**

					operations.	
12. Explain the concept of accounting.					Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.	2
13. Describe the nature of cash flow statements.					Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.	2
14. Explain the nature of balance sheets.					Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.	1
15. Describe the nature of income statements.					Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.	1

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Entrepreneurship

Course Code: **040002**

CIP Code: **52.1402**

16. Describe the nature of budgets.					Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.	2
<p>ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)</p> <p>Summative: Entrepreneurship Written Event paper</p> <p>*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above (i.e., Grade Level/Course Title/Course Code, Unit #.)</p>						
Obj. #	INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)					
2, 4, 6, 7, 8, 12-16	1. Lecture using Entrepreneurship PowerPoint. Guided practice on DECA Competitive event.					
4, 6, 12-16	2. Show examples of financial statements and discuss how changes in each section can impact other sections. Independent practice.					
9, 11	3. Cooperative learning.					
Obj. #	INSTRUCTIONAL ACTIVITIES: (What Students Do)					
2, 4, 6, 7, 8, 12-16	1. Entrepreneurship Written Event, DECA Competitive Event					
4, 6, 12-16	2. Self-Evaluation Assignment					

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Entrepreneurship

Course Code: **040002**

CIP Code: **52.1402**

9, 11	3.Economics role play.
<p>UNIT RESOURCES: (include internet addresses for linking)</p> <p>www.deca.org</p> <p>www.sba.gov</p> <p>Resources @ MCCE:</p> <p>MCE 11.0112 ENTP 24 - How to Start & Operate a Small Business: A Guide for the Young Entrepreneur Steve Mariotti, et al. NFTE, 2001. BOOK — This 2 module guide is for students seeking to learn how to start and operate a small business. Great for entrepreneur education! See accompanying workbook MCE 11.0112 ENTP24a (Must be checked out separately.)</p> <p>MCE 11.0112 ENTP 24A - How to Start & Operate a Small Business Workbook: A Guide for the Young Entrepreneur Steve Mariotti, et al. NFTE, 2001. BOOK — This is the student workbook for this 2 module student entrepreneur study tool.</p> <p>MCE 11.0112 I536 - Entrepreneurship in the Classroom: Connection to the Workplace Lina S. Ingraham, MA, CFCS JACKSONVILLE BEACH, FL, LINX EDUCATIONAL PUBLISHING, INC., 2002. BOOK — This curriculum provides the background information and resources to establish school-based businesses that teach entrepreneurial skills.</p> <p>MCE 11.0112 M164 - Entrepreneurship Activities: Activities for Infusing Entrepreneurial Concepts Within a Core Marketing Curriculum (Foundations) Marketing Education Resource Center COLUMBUS, OH, MARKETING EDUCATION RESOURCE CENTER, 2005. BOOK — This resource provides ideas for 50+ activities that can be unfused into performance indicators in the Marketing Education Foundations (i.e., economics, business administration, communication, professional development, and interpersonal skills). Recommended for high school.</p>	

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Entrepreneurship

Course Code: **040002**

CIP Code: **52.1402**

MCE 11.0112 S348 - 401 Questions Every Entrepreneur Should Ask

James L. Silverster

FRANKLIN LAKES, NJ, CAREER PRESS, 2007.

BOOK — The author reviews 25 functional areas of operation of the typical entrepreneurial enterprise. Includes hundreds of questions any entrepreneur should ask. High School, Post Secondary and Adult.

MCE CD ROM 6 - GoVenture Entrepreneurship Simulation

Dell Rogers, Mathew Georghiou, Margaret Williams

SYDNEY, NOVA SCOTIA, CANADA, MEDIA SPARK, 2003.

CD ROM — THIS CAN BE LOANED OUT SO A TEACHER CAN REVIEW IT AND DETERMINE IF THEY WISH TO PURCHASE IT. Software simulation offers "hands-on" experiences with the challenges and rewards of doing business as owner. Introduces students to many different variables, ranging from negotiating a loan to buying advertising. PC, Power Macintosh or iMac. Use it to introduce the concept of ownership and to set the stage for skill development in each area. Includes book.

MCE DVD ROM 34 - Introducing Entrepreneurs

Film Ideas

WHEELING, IL, FILM IDEAS, 2009.

DVD — Learn the stories behind the Frisbee, the Slinky, and blue jeans. Meet an entrepreneur who started a lemonade stand to raise money for playground equipment, then grew so successful she was able to make over an entire park. Middle to High School. Approximately 28 minutes.

MCE DVD ROM 47 - Spotlight on Careers in Entrepreneurship

Films for the Humanities & Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2007.

DVD ROM — Section one of this program profiles Kinko's founder, Paul Orfalea, who talks about overcoming dyslexia while growing up and his business philosophy, which is based on his freethinking, creative style. In section two, Pleasant Rowland describes her motivation in creating the American Girls dolls and how her special approach to marketing and distribution has helped make them so popular. 20 minutes.