

## DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Explore Entrepreneurship

Course Code: 034300

### **COURSE INTRODUCTION:**

**Course Rationale:** An understanding of economic systems and consumerism provides the resources needed for students to explore business careers. The content in this area is vital to the career planning of business students as they develop knowledge of business functions and applicable skill. Personal skills such as banking, taxes, insurance, and others that impact their effectiveness as citizens and consumers are also taught.

**Course Description:** This course is designed to introduce students to how business works in today's society and to provide a foundation for other business courses. Content includes business functions such as accounting, management, marketing, and other consumer issues regarding money and money management, banking system and services, government's role in business, and technology in the business world.

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<b>UNIT DESCRIPTION:</b>  <b>Students will explore entrepreneurship, including characteristics of successful entrepreneurs, the process of starting a new business, and the rewards and risks of business ownership.</b>		<b>SUGGESTED UNIT TIMELINE: 9 Class Periods</b>  <b>CLASS PERIOD (min.): 50 MINUTES</b>				
<b>ESSENTIAL QUESTIONS:</b>  <b>1. How have innovations by entrepreneurs influenced society and your life?</b>						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CEs	PS	CCSS	National Business Education Association Standards	DOK
1. Identify the characteristics of a successful entrepreneur				RST.11-12.1 RST.11-12.2	ENTRE 1.A.1.1	<b>1</b>
2. Match one's individual characteristics and interests to those of a successful entrepreneur				RST.11-12.3	ENTRE 1.A.2.1	<b>2</b>
3. Explain the process of starting a new business				RST.11-12.8	ENTRE I.A.3.3	<b>2</b>
4. Compare and contrast the rewards and risks of owning a business				WHST.11-12.1a WHST.11-12.1b WHST.11-12.1c WHST.11-12.1d WHST.11-12.1e	ENTRE I.A.3.2	<b>3</b>
5. Identify the components of a business plan (e.g., description of company, description of service/product)				RST.11-12.1 RST.11-12.2 RST.11-12.3	ENTRE 9.2.3 ENTRE 9.3.1	<b>1</b>

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		WHST.11-12.7
<p><b>ASSESSMENT DESCRIPTIONS*:</b> (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc. )</p> <p><b>Create a business plan (DOK Level 4)</b></p> <p><b>Written objective tests (including multiple question types such as T/F, MC, Short answer) (DOK Level 2)</b></p> <p><b>Research current entrepreneur project/presentation (DOK Level 4)</b></p> <p><b>*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 #.)</b></p>		
<b>Obj. #</b>	<b>INSTRUCTIONAL STRATEGIES (research-based):</b> (Teacher Methods)	
2	1. Teacher will distribute <a href="#">Entrepreneurship quiz</a> and conduct a class discussion following completion.	
1	2. Teacher will explain the <a href="#">Famous Entrepreneur Facebook Page</a> project and students will use research skills to complete.	
4	3. Teacher will share the url's of <a href="#">two articles</a> . After reading the articles, students will complete a risk and reward writing assignment.	
3, 5	4. Teacher will show episodes of the TV show Shark Tank and encourage students to use problem based learning to <a href="#">evaluate the products shown</a> .	
3, 5	5. The teacher will lecture to students on business plans, show <a href="#">How To Write a Business Plan</a> from the U.S. Small Business Administration (30 minutes) and assist students in complete the "Next Steps" at the end of the presentation.	
<b>Obj. #</b>	<b>INSTRUCTIONAL ACTIVITIES:</b> (What Students Do)	
2	1. Students take an entrepreneurship quiz and discuss results in class. Follow up online activities could also be completed.	
1	2. Students create a facebook page for a famous entrepreneur of their choice. Students conduct research to complete the project.	

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4	3. Students read articles and complete the risk and reward assignment.
3, 5	4. Students participate in the Shark Tank Business Venture Study.
3, 5	5. Students will write a business plan.
<p><b>UNIT RESOURCES: (include internet addresses for linking)</b></p> <p><b>FBLA Business Plan Competitive Event (<a href="http://www.fbla-pbl.org">www.fbla-pbl.org</a>)</b></p> <p><a href="http://www.sba.gov">www.sba.gov</a></p> <p><b>Missouri Entrepreneurship Challenge (<a href="http://cas.umkc.edu/mcee/studentprograms.html">http://cas.umkc.edu/mcee/studentprograms.html</a>)</b></p> <p><a href="http://www.mcce.org">www.mcce.org</a> – Resources @ MCCE:</p> <p><b>BE DVD ROM 90 - The Google Boys</b>  A&amp;E Television Networks  NEW YORK, NY, A&amp;E TELEVISION NETWORKS, 2006.  DVD ROM — NOTE: Contains incident of objectionable language, may elect to preview before showing to a class. This program explores the lives of Larry Page and Sergey Brin, the two Stanford Ph.D. candidates who founded Google, a university research project that bloomed into a worldwide corporate empire. 50 minutes.</p> <p><b>MCE 11.0112 I536 - Entrepreneurship in the Classroom: Connection to the Workplace</b>  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><b>MCE 11.0112 M163 - Entrepreneurship: How to Start &amp; Operate A Small Business, 10th Edition</b>  Steve Mariotti with Tony Towle  NEW YORK, NY, THE NATIONAL FOUNDATION FOR TEACHING ENTREPRENEURSHIP, INC., 2006.  BOOK — 10th Edition Features: Student textbook is included in the Teacher's Edition for easy reference; Chapter-by-chapter teaching lesson plans and suggestions are organized in a consistent "before-during-after" framework; Complete answers to all textbook and workbook activities; Answers and coaching tips for the new Skills Mean Success features (relating to standards); and much more.</p>	

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### **MCE 11.0112 M163.1 - Entrepreneurship: How to Start & Operate A Small Business, 10th Edition Workbook**

Steve Mariotti with Tony Towle

NEW YORK, NY, THE NATIONAL FOUNDATION FOR TEACHING ENTREPRENEURSHIP, 2006.

BOOK — This softbound workbook includes three increasingly difficult business plan templates (Basic, Intermediate, Advanced) as well as exercises, chapter quizzes and vocabulary activities not contained in the textbook.

### **MCE 13.0000 M164.1 - Program of Study Resource Kit: Entrepreneurship**

Marketing Education Resource Center

COLUMBUS, OH, MARKETING EDUCATION RESOURCE CENTER, 2009.

BOOK — Based on national standards for business management and administration, finance, and marketing, the Entrepreneurship Program of Study contains a clearly defined, seamless sequence of courses for students interested in entrepreneurship. Included are: a “Program of Study at a Glance” grid which shows the academic and career courses recommended for grades nine through fourteen of an entrepreneurship student’s education; course descriptions for all career courses in the program of study; rigorous, non-duplicated, industry-endorsed learning outcomes for all career courses; recommendations for CTSO involvement; sample career goals correlated with O\*NET codes; job opportunities at multiple exit points; and listings of professional associations and certifications. Grades 9 through 14.

### **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 34.1 - How I Made My Millions**

Films for the Humanities & Sciences

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PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2008.

DVD ROM — Ten entrepreneurship case studies that profile successful companies and product lines that began with nothing but a great idea. Among the innovators featured are Lonnie Johnson, inventor of the Super Soaker water gun; Jim McCann, founder of 1-800-FLOWERS; Brian Scudamore, founder of 1-800-GOT-JUNK; Roxanne Quimby, the struggling artist who co-created the Burt's Bees product line; Tom Garnier, whose obsession with industrial shredders led to SSI Shredding Systems; David and Shari Gold, the husband-and-wife team at the helm of the 99 Cent Only Stores retail chain; and Todd Greene, inventor of the user-friendly HeadBlade. A CNBC Original Production. 44 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.

### **MCE DVD ROM 35 - Pirates of Silicon Valley**

TNT Originals, Inc.

BURBANK, CA, WARNER BROTHERS ENTERTAINMENT, INC., 1999.

DVD ROM — NOTE: It is recommended that teacher preview program before showing in the classroom. Biographical look at the men who founded Apple and Microsoft and a look at the early days of the companies. Noah Wyle and Joey Slotnick portray Apple? founders Steve Job and Steve Wozniak. Anthony Michael Hall and John DiMaggio play Microsoft's Bill Gates and Steve Ballmer. The film attempts to compare the two firm's operations and differences in the founder's operations. 97 minutes.

### **MCE DVD ROM 81 - Dave Thomas: Made to Order**

A&E Television Network

NEW YORK, NY, A&E TELEVISION NETWORK, 1998.

DVD ROM — Program profiles an unlikely pitchman who created one of the world's most successful fast food chains. 50 minutes.

### **MCE DVD ROM 85 - Harley-Davidson**

A&E Television Networks

NEW YORK, NY, A&E TELEVISION NETWORKS, 2004.

DVD ROM — This program looks at how the legendary motorcycle company was born and evolved through the 20th century. Boyhood buddies William Harley and Arthur Davidson built their first machine in a small shed in Milwaukee in 1901. The company grew steadily until Japanese imports threatened to put it out of business in the 1980s, but a small group of Harley-Davidson executives bought the company and brought it

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roaring back to life. 50 minutes.

### **MCE DVD ROM 86 - Bill Gates - The Sultan of Software: Biography**

A&E Television Network

NEW YORK, NY, A&E TELEVISION NETWORK, 1998.

DVD ROM — From college dropout to the world's richest man, this program follows the amazing journey of the founder of Microsoft. 50 minutes.

### **MCE DVD ROM 88 - Ben & Jerry's**

A&E Television Networks

NEW YORK, NY, A&E TELEVISION NETWORKS, 2005.

DVD ROM — Ben & Jerry's ice cream is known as much for its rich, unusual flavors as for its unique approach to business—with good will, good times, and good ice cream as the cornerstone of the company. In 1977, Ben Cohen and Jerry Greenfield enrolled in a \$5 correspondence course to learn how to make ice cream, and one year later they opened the first Ben & Jerry's homemade ice cream shop in a renovated gas station in Burlington, Vermont. Their recipe was a sophisticated concoction: a blend of fresh Vermont milk, cream, and generous portions of whatever ingredients took their fancy. 50 minutes.

### **MCE DVD ROM 90 - Planning Your Business: Research, Goals, and Business Plans**

Films for the Humanities & Sciences

NEW YORK, NY, FILMS MEDIA, 2011.

DVD ROM — This program challenges viewers to assess their ability to take risks, manage an organization, and go toe-to-toe with competitors. Offers insight into market exploration, determining a viable market niche, gauging the level of need for a product or service, learning about one's customer base, deciding on the best business structure, and writing a business plan. 27 minutes.

### **MCE DVD ROM 91 - Starting Your Business: Financing, Branding, and Regulations**

Films for the Humanities & Sciences

NEW YORK, NY, FILMS MEDIA, 2011.

DVD ROM — This program encourages people who have carefully studied the market for a product or service, have written a solid business plan, and have decided to proceed to the next level. Topics include typical ways of obtaining financing (emphasizing conventional banking sources like operating loans, term loans, and SBA loans); the crucial steps of fulfilling federal, state, and local paperwork requirements; the acquisition of equipment and other assets; the potential need for a physical store or office space; and guidance on crafting an enduring and evocative company name. The program also illustrates the benefits of finding a mentor to help navigate the many hurdles of starting a business. 26 minutes.

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### **MCE KIT 2 - The E in Me --The Entrepreneur in You**

Marilyn Kourilsky

KANSAS CITY, MO, KAUFFMAN CENTER FOR ENTREPRENEURIAL LEADERSHIP, 1998.

KIT — This kit contains the first three modules of The E in Me - The Entrepreneur in You. The titles and topics of these modules are: Module 1: Could You Do Something Like That? - An Overview of Entrepreneurship Module 2: Eyes, Ears, and Opportunities - Identifying Opportunities and Module 3: Is This the One? - Evaluating Opportunities. Teach your class about entrepreneurship. This kit includes 1 teacher's guide with annotated pages of the student guide; 1 implementation guide (included in the Teacher's Guide); 3 videotape programs; implementation videotape program; interactive videodisc; videotape version of videodisc material; information and instructions for The E in Me web site (included in Teacher's Guide)

### **MCE VIDEO 16 - How To Become a Teenage Entrepreneur**

Entrepreneurial America Inc.

FARMINGTON, MI, ENTREPRENEURIAL AMERICA INC., 1998.

VIDEO — More than fifty small business ideas suitable for teens. How to get started and develop a business. 27 minutes.