

## **Niagara Falls High School**

### **Course Name: Entrepreneurship 1 – BUS430**

#### **(1 Credit) At - A -Glance**

This class allows students to explore self-employment including benefits versus risks and to develop competencies in starting a small business. It covers the characteristics of an entrepreneur, economics and the nature of small business, feasibility study, business plan development, types of ownership, location, financing, recordkeeping, management, promotion, legal issues, business protection and assistance.

<b><u>SUGGESTED TIMELINE</u></b>	<b><u>COURSE OBJECTIVES</u></b>
<b>Weeks 1-5</b>	<p><b>Objective #1/ Understanding Entrepreneurship:</b></p> <ul style="list-style-type: none"> <li>• Define entrepreneurship and its role in the economy.</li> <li>• Identify the characteristics and skills of successful entrepreneurs.</li> <li>• What qualities make a successful entrepreneur?</li> </ul> <p><b>Objective #2/ Business Idea Development:</b></p> <ul style="list-style-type: none"> <li>• Generate and evaluate business ideas. How do you identify and evaluate business opportunities?</li> <li>• Conduct market research to validate business concepts.</li> </ul>
<b>Weeks 6-10</b>	<p><b>Objective #3/ Business Planning:</b></p> <ul style="list-style-type: none"> <li>• Develop a comprehensive business plan, including marketing, operational, and financial components.</li> <li>• Understand different business models and strategies</li> </ul> <p><b>Objective #4/ Business Funding:</b></p> <ul style="list-style-type: none"> <li>• Options for Funding</li> <li>• Apply for financing</li> </ul>
<b>Weeks 11-15</b>	<p><b>Objective #5/ Managing the Business:</b></p> <ul style="list-style-type: none"> <li>• Managing functions</li> <li>• Management styles and communication.</li> </ul> <p><b>Objective #6/ Examining the four Ps of Marketing:</b></p> <ul style="list-style-type: none"> <li>• Product, price, place, and promotion</li> </ul>
<b>Weeks 16 - 20</b>	<p><b>Objective #7/ Marketing and Sales:</b></p> <ul style="list-style-type: none"> <li>• Develop marketing strategies and understand market segmentation.</li> <li>• Learn sales techniques and customer relationship management. Maintain customer relationship.</li> </ul> <p><b>Objective #8/ Promotions and Selling:</b></p> <ul style="list-style-type: none"> <li>• Promotions</li> <li>• Personal selling.</li> <li>• Event prep</li> </ul>

Weeks 21 - 25	<p><b>Objective #9/ Operational Management:</b></p> <ul style="list-style-type: none"> <li>• Understand day-to-day business operations, including inventory and supply chain.</li> <li>• Learn about human resource management and team building.</li> </ul> <p><b>Objective #10/Purchases and Inventory</b></p> <ul style="list-style-type: none"> <li>• Buying product or supplies or labor</li> <li>• Maintaining an appropriate inventory</li> </ul>
Weeks 26 - 30	<p><b>Objective #11/ Legal and Ethical Issues:</b></p> <ul style="list-style-type: none"> <li>• Understand legal requirements for starting and running a business.</li> <li>• Discuss ethical dilemmas in business and strategies for ethical decision making.</li> </ul> <p><b>Objective #12/ Technology Integration:</b></p> <ul style="list-style-type: none"> <li>• Explore how technology can be leveraged for business growth.</li> <li>• Learn about digital marketing and e-commerce.</li> </ul>
Weeks 31 - 35	<p><b>Objective #13/ Site Selection:</b></p> <ul style="list-style-type: none"> <li>• Choose the Location</li> <li>• Choose the Layout for Optimum Workflow</li> </ul> <p><b>Objective #14/ Leadership and Personal Development:</b></p> <ul style="list-style-type: none"> <li>• Develop leadership skills and understand different leadership styles.</li> <li>• Build resilience, adaptability, and effective communication skills.</li> </ul>
Weeks 36 - 40	<p><b>Objective #15/ Financial Literacy:</b></p> <ul style="list-style-type: none"> <li>• Learn basic financial concepts, including budgeting, accounting, and financial forecasting.</li> <li>• Explore funding options and strategies for raising capital.</li> </ul> <p><b>Objective #16/ Human Resources</b></p> <ul style="list-style-type: none"> <li>• Human resources management</li> <li>• Develop the staff</li> <li>• Event prep: Role-play and interview events</li> </ul>

NYS Performance Indicators	Objectives Essential Questions	Resources (Suggested Activities)	Cross-Curriculum Connections	Assessment Items
<p><b>New York State CDOS Standards:</b> The Common Career Technical Core (CCTC) for Career Development and Occupational Studies (CDOS) provides a framework for career and technical education (CTE) programs in the United States.</p> <p><b>Standard 1: Entrepreneurial Concepts and Principles</b></p> <ul style="list-style-type: none"> <li>• Understanding the nature of entrepreneurship.</li> <li>• Identifying characteristics and behaviors of successful entrepreneurs.</li> <li>• Differentiating between different types of businesses (e.g., sole proprietorships, partnerships, corporations).</li> </ul> <p><b>Business Planning and Development:</b></p>	<p><b>Objective #1 - Understanding Entrepreneurship:</b></p> <ul style="list-style-type: none"> <li>• Define entrepreneurship and its role in the economy.</li> <li>• Identify the characteristics and skills of successful entrepreneurs.</li> <li>• What qualities make a successful entrepreneur?</li> </ul> <p><b>Objective #2 - Business Idea Development:</b></p> <ul style="list-style-type: none"> <li>• Generate and evaluate business ideas. How do you identify and evaluate business opportunities?</li> <li>• Conduct market research to validate business concepts.</li> </ul> <p><b>Objective #3 - Business Planning:</b></p> <ul style="list-style-type: none"> <li>• Develop a comprehensive business plan, including marketing, operational, and financial components.</li> <li>• Understand different business models and strategies</li> </ul>	<p><b>Field Trips &amp; Guest Speakers:</b></p> <ul style="list-style-type: none"> <li>• NYC: Places to visit I.E: WeWork, TechStars, General Assembly. Tour Broadway theatre, Visit design studios. Chelsea Market, Eataly</li> <li>• Becker Farms Estate &amp; Winery (Wedding venue, restaurant, farm winery). Understand agribusiness and sustainable practices.</li> <li>• Virtual Field trips</li> <li>• Old Falls Street ( see how business thrive in a tourist-centric economy)</li> <li>• Niagara University College of Business</li> </ul>	<p><b>Math:</b></p> <ul style="list-style-type: none"> <li>• Accounting Principles</li> <li>• Profit and loss</li> <li>• Break-even point</li> <li>• Interest</li> </ul> <p><b>Social Studies:</b></p> <ul style="list-style-type: none"> <li>• Industrial Revolution</li> <li>• History of Entrepreneurs</li> </ul> <p><b>Science:</b></p> <ul style="list-style-type: none"> <li>• Inquiry-Scientific Method</li> </ul> <p><b>ELA:</b></p> <ul style="list-style-type: none"> <li>• Workshop Model</li> <li>• Rituals and Routines</li> <li>• Opening (mini lesson)</li> </ul>	<p><b>Assessments for Objectives #1 &amp; #2</b></p> <ul style="list-style-type: none"> <li>• Completion of Handouts and TEAMS quizzes</li> <li>• Class Discussions</li> <li>• Team Debates</li> <li>• Reflective Journals: document learning experiences, connections to the course.</li> <li>• Shark Tank Style Pitches: Students present their business ideas to a panel of judges for feedback.</li> <li>• Case Study Presentations of Other Entrepreneurs</li> <li>• Business plan project / Outline for Business plan</li> <li>• Creation of SMART Goals for business</li> </ul> <p><b>Assessments for Objectives #3 &amp; #4</b></p> <ul style="list-style-type: none"> <li>• Completion of Handouts and TEAMS quizzes</li> <li>• Class Discussions</li> <li>• Team Debates</li> <li>• Reflective Journals:</li> </ul>

<ul style="list-style-type: none"> <li>Developing business plans, including market research, feasibility analysis, and financial planning.</li> <li>Understanding business models and strategies for growth.</li> <li>Recognizing the importance of innovation and creativity in business.</li> </ul> <p><b>Marketing and Sales:</b></p> <ul style="list-style-type: none"> <li>Learning marketing principles and strategies.</li> <li>Developing skills in market analysis, customer segmentation, and targeting.</li> <li>Understanding the sales process and techniques for closing sales.</li> </ul> <p><b>Financial Literacy and Management:</b></p> <ul style="list-style-type: none"> <li>Managing business finances, including budgeting, accounting, and financial reporting.</li> <li>Understanding funding sources and methods of raising capital.</li> </ul>	<p><b>Objective #4 - Business Funding:</b></p> <ul style="list-style-type: none"> <li>Options for Funding</li> <li>Apply for financing</li> </ul> <p><b>Objective #5 - Managing the Business:</b></p> <ul style="list-style-type: none"> <li>Managing functions</li> <li>Management styles and communication.</li> </ul> <p><b>Objective #6 - Examining the four Ps of Marketing:</b></p> <ul style="list-style-type: none"> <li>Product, price, place, and promotion</li> </ul> <p><b>Objective #7 - Marketing and Sales:</b></p> <ul style="list-style-type: none"> <li>Develop marketing strategies and understand market segmentation.</li> <li>Learn sales techniques and customer relationship management.</li> </ul> <p><b>Objective #8 - Promotions and Selling:</b></p> <ul style="list-style-type: none"> <li>Promotions</li> <li>Personal selling.</li> <li>Event prep</li> <li>Maintain customer relationship.</li> </ul> <p><b>Objective #9 - Operational Management:</b></p>	<ul style="list-style-type: none"> <li>43 North Buffalo: Meet with startups and learn their journeys.</li> <li>Buffalo's Larkinsville District: Learn about urban renewal, mixed use development and the role of community in business.</li> </ul> <p><b>School Store:</b></p> <ul style="list-style-type: none"> <li>Students can work in the am &amp; pm.</li> </ul> <p><b>Fundraise:</b></p> <ul style="list-style-type: none"> <li>Finance the business through fundraising. I.E. Volunteering at Highmark/Buffalo Bills Stadium.</li> </ul> <p><b>Mini Business:</b></p> <ul style="list-style-type: none"> <li>Students create mini business and market during holidays I.E.,</li> </ul>	<ul style="list-style-type: none"> <li>Work time (station)</li> <li>Closing</li> </ul> <p><b>Writing:</b></p> <ul style="list-style-type: none"> <li>Quick writes (notebook)</li> <li>Reflection/Connection Journal</li> <li>Narrative procedure</li> <li>Research skills</li> </ul> <p><b>Reading</b></p> <ul style="list-style-type: none"> <li>Non-fiction</li> <li>Textbook reading</li> <li>Vocabulary activities</li> <li>Narrative procedure (Directions, manuals, instructions)</li> <li>Computer Literacy</li> </ul>	<p>document learning experiences, connections to the course.</p> <p><b>Assessments for Objectives #5 &amp; #6</b></p> <ul style="list-style-type: none"> <li>SWOT analysis of Business</li> <li>Researching a Competitive Analysis</li> <li>Draft of Mission Statement</li> <li>Selection of Target Market</li> <li>Completion of Handouts and TEAMS quizzes</li> <li>Class Discussions</li> <li>Team Debates</li> <li>Reflective Journals: document learning experiences, connections to the course.</li> </ul> <p><b>Assessments for Objectives #7 &amp; #8</b></p> <ul style="list-style-type: none"> <li>Creation of a Flyer to Promote Business</li> <li>Research and explanation of Company Logo</li> <li>Creating a Business Card</li> <li>Research and explanation of Company Name</li> <li>Packaging your Product</li> <li>Pitch presentations</li> <li>Marketing Plan Assignments</li> </ul>
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<ul style="list-style-type: none"> <li>Analyzing financial statements and using financial data to make business decisions.</li> </ul> <p><b>Legal and Ethical Aspects:</b></p> <ul style="list-style-type: none"> <li>Understanding business laws and regulations.</li> <li>Recognizing ethical issues in business and developing strategies for ethical decision making.</li> <li>Knowing the importance of intellectual property and strategies for protecting it.</li> </ul> <p><b>Operational Management:</b></p> <ul style="list-style-type: none"> <li>Learning about day-to-day operations and management practices.</li> <li>Developing skills in inventory management, supply chain logistics, and quality control.</li> <li>Understanding human resource management and effective team building.</li> </ul>	<ul style="list-style-type: none"> <li>Understand day-to-day business operations, including inventory and supply chain.</li> <li>Learn about human resource management and team building.</li> </ul> <p><b>Objective #10 - Purchases and Inventory</b></p> <ul style="list-style-type: none"> <li>Buying product or supplies or labor</li> <li>Maintaining an appropriate inventory</li> </ul> <p><b>Objective #11 - Legal and Ethical Issues:</b></p> <ul style="list-style-type: none"> <li>Understand legal requirements for starting and running a business.</li> <li>Discuss ethical dilemmas in business and strategies for ethical decision making</li> </ul> <p><b>Objective #12 - Technology Integration:</b></p> <ul style="list-style-type: none"> <li>Explore how technology can be leveraged for business growth.</li> <li>Learn about digital marketing and e-commerce.</li> </ul> <p><b>Objective #13 - Site Selection:</b></p>	<p>VDAY glitter roses, chocolate covered roses.</p> <p><b>Textbook Resource:</b></p> <ul style="list-style-type: none"> <li>Entrepreneurship- Second Edition, Goodheart-Wilcox. Copyright 2013. Includes on-line resource.</li> </ul> <p><b>Online Platform:</b> Khan Academy: Interviews with Entrepreneurs. <a href="#">LINK</a> Entrepreneur.com : Articles, resources and tools. <a href="#">LINK</a> Harvard Business Review : case studies. <a href="#">LINK</a></p>		<ul style="list-style-type: none"> <li>Group Projects: I.E Designing an App, develop a product prototype. Completion of Handouts and TEAMS quizzes</li> <li>Class Discussions</li> <li>Team Debates</li> <li>Reflective Journals: document learning experiences, connections to the course.</li> </ul> <p><b>Assessments for Objectives #9 &amp; #10</b></p> <ul style="list-style-type: none"> <li>Completion of Handouts and TEAMS quizzes</li> <li>Class Discussions</li> <li>Team Debates</li> <li>Reflective Journals: document learning experiences, connections to the course.</li> </ul> <p><b>Assessments for Objectives #11 &amp; #12</b></p> <ul style="list-style-type: none"> <li>Feasibility Checklist of New Business Writing a Code of Ethics</li> <li>Simulations and Role Playing I.E: negotiating a deal, managing a crisis.</li> </ul> <p><b>Assessments for Objectives #13 &amp; #14</b></p>
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<p><b>Technology and Digital Skills:</b></p> <ul style="list-style-type: none"> <li>• Leveraging technology for business efficiency and growth.</li> <li>• Understanding e-commerce and digital marketing.</li> <li>• Using software tools for business management (e.g., CRM, accounting software).</li> </ul> <p><b>Leadership and Personal Development:</b></p> <ul style="list-style-type: none"> <li>• Developing leadership skills and understanding leadership skills.</li> <li>• Building resilience and adaptability in the face of challenges.</li> <li>• Enhancing communication, negotiation, and conflict resolution skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Choose the Location</li> <li>• Choose the Layout for Optimum Workflow</li> </ul> <p><b>Objective #14 - Leadership and Personal Development:</b></p> <ul style="list-style-type: none"> <li>• Develop leadership skills and understand different leadership styles.</li> <li>• Build resilience, adaptability, and effective communication skills.</li> </ul> <p><b>Objective #15 - Financial Literacy:</b></p> <ul style="list-style-type: none"> <li>• Learn basic financial concepts, including budgeting, accounting, and financial forecasting.</li> <li>• Explore funding options and strategies for raising capital.</li> </ul> <p><b>Objective #16 - Human Resources</b></p> <ul style="list-style-type: none"> <li>• Human resources management</li> <li>• Develop the staff</li> <li>• Event prep: Role-play and interview events</li> </ul>			<ul style="list-style-type: none"> <li>• Layout of Brick and Mortar</li> <li>• Completion of Handouts and TEAMS quizzes</li> <li>• Class Discussions</li> <li>• Team Debates</li> <li>• Reflective Journals: document learning experiences, connections to the course.</li> </ul> <p><b>Assessments for Objectives #15 &amp; #16</b></p> <ul style="list-style-type: none"> <li>• Analysis of Funding for your Business</li> <li>• Financial Analysis Exercises Completion of Handouts and TEAMS quizzes</li> <li>• Class Discussions</li> <li>• Team Debates</li> <li>• Reflective Journals: document learning experiences, connections to the course.</li> </ul>
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