

Niagara Falls High School

Course Name: Entrepreneurship 2 – BUS530

(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.

This course would naturally follow the student completing Entrepreneurship 1. The Entrepreneurship 2 course will deepen students understanding of business concepts and skills. Throughout the course, students will engage in practical exercises such as running and operating the school store, cookie shop and FBITES. They will meet with local businesses owners, attend trade shows where they will have the opportunity to meet with hundreds of small business owners from around the country. They will also develop and implement a comprehensive business plan as a final project.

Objective #1/ Operational Management:

- Students will manage daily operations of the coffee/pizza and cookie shop. Including inventory management, and cash handling.
- Students will develop schedules and assign roles to ensure efficient operation during their class periods.

Objective #2/ Customer Service:

- Students will practice effective customer service skills, including greeting customers, taking orders, handling complaints, and ensuring customer satisfaction.
- Students will learn to create a welcoming atmosphere and understand the importance of repeat business.

Objective #3/ Financial Literacy:

- Students will maintain accurate financial records, including tracking sales, expenses, and profits.
- Students will prepare and analyze financial data.

Objective #4/ Marketing and Promotion:

- Students will analyze current sales and adjust inventory according to sales. Students will eliminate and add product according to customer feedback, sales and market research.
- Students will develop and implement marketing strategies to attract customers, including social media campaigns, promotions, and in-store displays.
- Students will evaluate the effectiveness of their marketing efforts and adjust strategies accordingly.

Objective #5/ Product Development and Quality Control:

- Students will experiment with rotating in new flavors and recipes from our partners.
- Students will ensure consistent quality and presentation of products.
- Students will Identify the various different types of professional kitchens I.E: Commercial kitchen, Commissary kitchen, Restaurant kitchen, Catering kitchen, Food Truck -Kitchen, Pop up kitchen

Objective #6/ Teamwork and Leadership:

- Students will develop teamwork and leadership skills by working in groups to manage different aspects of the business.
- Students will reflect on their leadership styles and receive peer feedback to enhance their effectiveness as leaders.

Objective #7/ Legal and Ethical Considerations:

- Students will about the legal requirements for operating a business, including permits, licenses, health and safety regulations (kitchen permits), and employment laws.

Objective #8/ Strategic Thinking and Problem Solving:

- Students will analyze challenges faced during the operation of the coffee shop/cookie shop and develop strategic solutions.
- Students will participate in simulations and role-playing exercises to enhance their problem-solving abilities.

Objective #9/ Assessment and Continuous Improvement:

- Students will conduct regular assessments of their business performance and identify areas for improvement.
- Students will set personal and group goals for continuous development and track their progress over the course of the year.

NYS Performance Indicators	Objectives Essential Questions	Resources (Suggested Activities)	Cross-Curriculum Connections	Assessment Items
<p>New York State CDOS Standards: 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>Standard 1: Entrepreneurial Concepts and Principles</p> <ul style="list-style-type: none"> • Understanding the nature of entrepreneurship. • Identifying characteristics and behaviors of successful entrepreneurs. • Differentiating between different types of businesses (e.g., sole proprietorships, 	<p>Objective #1/ Operational Management:</p> <ul style="list-style-type: none"> • Students will manage daily operations of the coffee/pizza and cookie shop. Including inventory management, and cash handling. • Students will develop schedules and assign roles to ensure efficient operation during their class periods. <p>Objective #2/ Customer Service:</p> <ul style="list-style-type: none"> • Students will practice effective customer service skills, including greeting customers, taking orders, handling complaints, and ensuring customer satisfaction. • Students will learn to create a welcoming atmosphere and 	<p>Field Trips & Guest Speakers:</p> <ul style="list-style-type: none"> • Local vender events (Springtime in the Country, Christmas in the Country - Hamburg) • NYC: Places to visit I.E: WeWork, TechStars, General Assembly. Tour Broadway theatre, Visit design studios. Chelsea Market, Eataly • Becker Farms Estate & Winery (Wedding venue, restaurant, farm winery). Understand agribusiness and sustainable practices. • Virtual Field trips • Old Falls Street (see how business thrive in a tourist-centric economy) 	<p>Math:</p> <ul style="list-style-type: none"> • Accounting Principles • Profit and loss • Break-even point • Interest <p>Social Studies:</p> <ul style="list-style-type: none"> • Industrial Revolution • History of Entrepreneurs <p>Science:</p> <ul style="list-style-type: none"> • Inquiry-Scientific Method <p>ELA:</p> <ul style="list-style-type: none"> • Workshop Model • Rituals and Routines • Opening (mini 	<p>Assessments may Include:</p> <ul style="list-style-type: none"> • Feasibility Checklist of New Business (FBites, Cookie Shop, School Store) • Creation of SMART Goals for FBites, Cookie Shop, School Store • Students create the “ GUEST Model” • Class Discussions of how the Business is performing (good vs. Bad) • Presentations of their experience in working at and running the FBites coffee shop and separate store.

<p>partnerships, corporations).</p> <p>Business Planning and Development:</p> <ul style="list-style-type: none"> Developing business plans, including market research, feasibility analysis, and financial planning. Understanding business models and strategies for growth. Recognizing the importance of innovation and creativity in business. <p>Marketing and Sales:</p> <ul style="list-style-type: none"> Learning marketing principles and strategies. Developing skills in market analysis, customer segmentation, and targeting. Understanding the sales process and techniques for closing sales. <p>Financial Literacy and Management:</p>	<p>understand the importance of repeat business.</p> <p>Objective #3/ Financial Literacy:</p> <ul style="list-style-type: none"> Students will maintain accurate financial records, including tracking sales, expenses, and profits. Students will prepare and analyze financial data. <p>Objective #4/ Marketing and Promotion:</p> <ul style="list-style-type: none"> Students will analyze current sales and adjust inventory according to sales. Students will eliminate and add product according to customer feedback, sales and market research. Students will develop and implement marketing strategies to attract customers, including social media campaigns, promotions, 	<ul style="list-style-type: none"> Niagara University College of Business 43 North Buffalo: Meet with startups and learn their journeys. Buffalo's Larkinville District: Learn about urban renewal, mixed use development and the role of community in business. <p>School Store:</p> <ul style="list-style-type: none"> Students can work in the am & pm. <p>Fundraise: Finance the business through fundraising. I.E. Volunteering at Highmark/Buffalo Bills Stadium.</p> <p>Mini Business:</p> <ul style="list-style-type: none"> Students create mini business and market during holidays I.E., VDAY glitter roses, chocolate covered roses. Textbook Resource: 	<p>lesson)</p> <ul style="list-style-type: none"> Work time (station) Closing <p>Writing:</p> <ul style="list-style-type: none"> Quick writes (notebook) Reflection/Connection Journal Narrative procedure Research skills <p>Reading</p> <ul style="list-style-type: none"> Non-fiction Textbook reading Vocabulary activities Narrative procedure (Directions, manuals, instructions) Computer Literacy <p>Collaborate with ART, STEM , AND</p>	<ul style="list-style-type: none"> Writing a Code of Ethics for FBites, Cookie Shop, School Store SWOT analysis of FBites, Cookie Shop, School Store Creating New Packages for some of the products sold at FBites, Cookie Shop, School Creating a Company Logo for Cookie Shop, School Store Creation of a Flyer to Promote FBites, Cookie Shop, School Store Financial Analysis of FBites, Cookie Shop, School Store Entrepreneurship 1 students to act as difficult customers,
--	--	--	--	--

<ul style="list-style-type: none"> Managing business finances, including budgeting, accounting, and financial reporting. Understanding funding sources and methods of raising capital. Analyzing financial statements and using financial data to make business decisions. <p>Legal and Ethical Aspects:</p> <ul style="list-style-type: none"> Understanding business laws and regulations. Recognizing ethical issues in business and developing strategies for ethical decision making. Knowing the importance of intellectual property and strategies for protecting it. <p>Operational Management:</p> <ul style="list-style-type: none"> Learning about day-to-day operations 	<p>and in-store displays.</p> <ul style="list-style-type: none"> Students will evaluate the effectiveness of their marketing efforts and adjust strategies accordingly. <p>Objective #5/ Product Development and Quality Control:</p> <ul style="list-style-type: none"> Students will experiment with rotating in new flavors and recipes from our partners. Students will ensure consistent quality and presentation of products. Students will Identify the various different types of professional kitchens I.E: Commercial kitchen, Commissary kitchen, Restaurant kitchen, Catering kitchen, Food Truck -Kitchen, Pop up kitchen <p>Objective #6/ Teamwork and Leadership:</p> <ul style="list-style-type: none"> Students will develop 	<ul style="list-style-type: none"> Entrepreneurship- Second Edition, Goodheart-Wilcox. Copyright 2013. Includes on-line resource. <p>Online Platform: Khan Academy: Interviews with Entrepreneurs. LINK Entrepreneur.com : Articles, resources and tools. LINK Harvard Business Review : case studies. LINK</p>	<p>Special Ed department to create 2 student organized vendor shopping events (products being sold with be all student made)</p>	<p>undercover shoppers to help Entrepreneurship 2 students deal with this in practice</p> <ul style="list-style-type: none"> Reflective Journals: document learning experiences in working at FBites, Cookie Shop, School Store Collaborate with Art department to grow a tee-shirt business (pilot summer camp is starting summer 2024) Collaborate with STEM department to create CAD printed items, 3D Printer air fresheners and laser engraved products (tumblers, pencils, pens)
--	--	---	---	--

<p>and management practices.</p> <ul style="list-style-type: none"> • Developing skills in inventory management, supply chain logistics, and quality control. • Understanding human resource management and effective team building. <p>Technology and Digital Skills:</p> <ul style="list-style-type: none"> • Leveraging technology for business efficiency and growth. • Understanding e-commerce and digital marketing. • Using software tools for business management (e.g., CRM, accounting software). <p>Leadership and Personal Development:</p> <ul style="list-style-type: none"> • Developing leadership skills and understanding leadership skills. 	<p>teamwork and leadership skills by working in groups to manage different aspects of the business.</p> <ul style="list-style-type: none"> • Students will reflect on their leadership styles and receive peer feedback to enhance their effectiveness as leaders. <p>Objective #7/ Legal and Ethical Considerations:</p> <ul style="list-style-type: none"> • Students will about the legal requirements for operating a business, including permits, licenses, health and safety regulations (kitchen permits), and employment laws. <p>Objective #8/ Strategic Thinking and Problem Solving:</p> <ul style="list-style-type: none"> • Students will analyze challenges faced during the operation of the coffee shop/cookie shop and develop strategic solutions. • Students will participate in simulations and role- 			
---	--	--	--	--

<ul style="list-style-type: none"> • Building resilience and adaptability in the face of challenges. • Enhancing communication, negotiation, and conflict resolution skills. 	<p>playing exercises to enhance their problem-solving abilities.</p> <p>Objective #9/ Assessment and Continuous Improvement:</p> <ul style="list-style-type: none"> • Students will conduct regular assessments of their business performance and identify areas for improvement. • Students will set personal and group goals for continuous development and track their progress over the course of the year. 			
--	--	--	--	--