# Cornwall-Lebanon School District Curriculum Overview

## Entrepreneurship: Grades 10-12

<table>
<thead>
<tr>
<th>Unit</th>
<th>Length of Time in Weeks</th>
<th>Concepts &amp; Competencies</th>
<th>Common Assessments</th>
<th>Academic Standards (PA Core if applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unit 2</strong></td>
<td>2</td>
<td><strong>Entrepreneurs in a Market Economy</strong>&lt;br&gt;Identify consumer needs and wants. Differentiate between economic systems. Identify factors that determine market price.</td>
<td>➢ Unit Test&lt;br&gt;➢ 1st Marking Period Exam</td>
<td>15.5.12.C&lt;br&gt;15.9.12.E</td>
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<td><strong>Unit 3</strong></td>
<td>4</td>
<td><strong>Developing a Business Plan</strong>&lt;br&gt;Understand the purpose and importance of preparing a business plan. Determine and describe the basic elements of a business plan. Identify resources available and common mistakes in business plan development.</td>
<td>➢ Unit Test&lt;br&gt;➢ 1st Marking Period Exam&lt;br&gt;➢ Junior Achievement Business Plan</td>
<td>13.4.11.C&lt;br&gt;15.5.12.D&lt;br&gt;15.5.12.L&lt;br&gt;15.8.12.D&lt;br&gt;15.8.12.E&lt;br&gt;15.9.12.I</td>
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### Unit 6
**Distribution, Promotion, and Selling a Product**
- Understand the role and steps of product distribution.
- Identify and differentiate between the various forms of product promotion.
- Understand the role of personal selling in a business.

### Unit 7
**Types of Business Ownership**
- Identify and differentiate between various methods of becoming a business owner.
- Identify and differentiate between the legal forms of business ownership.
- Recognize how laws and regulations impact businesses.

### Unit 8
**Locating and Setting Up a Business**
- Identify options for locating a business.
- Understand the process of selecting a business location.
- Compare purchase and lease options.
- Identify layout considerations for different types of businesses.
- Understand the process of purchasing equipment, supplies, and inventory.

### Unit 9
**Plan and Track Finances**
- Identify initial capital requirements and resources.
- Understand the need for pro forma financial statements.
- Understand basic financial recordkeeping.

### Unit 10
**Operations & Human Resource Management**
- Identify the tasks and policies of operations management.
- Understand how to manage inventory levels.
- Understand how to determine staffing needs.
- Understand how to recruit and hire employees.
- Identify employee compensation and protection concerns.