

# Cornwall-Lebanon School District Curriculum Overview

## Entrepreneurship: Grades 10-12

34 length of time in weeks	Concepts & Competencies	Common Assessments	Academic Standards (PA Core if applicable)
Unit 1  3	<p style="text-align: center;"><b><u>Becoming an Entrepreneur</u></b></p> <p>Identify who is an entrepreneur and types of entrepreneurial businesses. Determine entrepreneurial characteristics. Identify entrepreneurial ideas and opportunities. Utilize the problem solving model.</p>	<ul style="list-style-type: none"> <li>➤ Unit Test</li> <li>➤ 1<sup>st</sup> Marking Period Exam</li> </ul>	<p>15.2.12.A, 15.2.12.L 15.2.12.Q, 15.5.12.A 15.5.12.B, 15.5.12.C 13.1.11.C, 13.4.11.A 13.4.11.B</p>
Unit 2  2	<p style="text-align: center;"><b><u>Entrepreneurs in a Market Economy</u></b></p> <p>Identify consumer needs and wants. Differentiate between economic systems. Identify factors that determine market price.</p>	<ul style="list-style-type: none"> <li>➤ Unit Test</li> <li>➤ 1<sup>st</sup> Marking Period Exam</li> </ul>	<p>15.5.12.C 15.9.12.E</p>
Unit 3  4	<p style="text-align: center;"><b><u>Developing a Business Plan</u></b></p> <p>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.</p>	<ul style="list-style-type: none"> <li>➤ Unit Test</li> <li>➤ 1<sup>st</sup> Marking Period Exam</li> <li>➤ Junior Achievement Business Plan</li> </ul>	<p>13.4.11.C 15.5.12.D 15.5.12.L 15.8.12.D 15.8.12.E 15.9.12.I</p>
Unit 4  3	<p style="text-align: center;"><b><u>Identifying and Meeting a Market Need</u></b></p> <p>Identify a target market. Understand the role of market research. Recognize and understand the competition.</p>	<ul style="list-style-type: none"> <li>➤ Unit Test</li> <li>➤ 2<sup>nd</sup> Marking Period Exam</li> <li>➤ Junior Achievement Business Plan</li> </ul>	<p>15.3.12.U 15.4.12.A 15.9.12.J 15.9.12.K</p>
Unit 5  4	<p style="text-align: center;"><b><u>Marketing Your Business</u></b></p> <p>Understand a marketing strategy. Understand how marketing affects the product. Determine how to set a product price and how the price affects product image.</p>	<ul style="list-style-type: none"> <li>➤ Unit Test</li> <li>➤ 2<sup>nd</sup> Marking Period Exam</li> <li>➤ Junior Achievement Business Plan</li> </ul>	<p>15.3.12.V 15.9.12.F 15.9.12.H 15.9.12.K</p>

<b>Unit 6</b> <div style="border: 1px solid red; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin: 5px auto;">3</div>	<p style="text-align: center;"><b><u>Distribution, Promotion, and Selling a Product</u></b></p> <p>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.</p>	<ul style="list-style-type: none"> <li>➤ Unit Test</li> <li>➤ 3<sup>rd</sup> Marking Period Exam</li> <li>➤ Junior Achievement Business Plan</li> </ul>	15.3.12.D, 15.3.12.V 15.9.12.B, 15.9.12.C 15.9.12.G, 15.9.12.I 15.9.12.L 15.9.12.M
<b>Unit 7</b> <div style="border: 1px solid red; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin: 5px auto;">4</div>	<p style="text-align: center;"><b><u>Types of Business Ownership</u></b></p> <p>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.</p>	<ul style="list-style-type: none"> <li>➤ Unit Test</li> <li>➤ 3<sup>rd</sup> Marking Period Exam</li> <li>➤ Junior Achievement Business Plan</li> </ul>	15.3.12.H 15.4.12.A 15.5.12.E 15.8.12.B 15.9.12.M
<b>Unit 8</b> <div style="border: 1px solid red; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin: 5px auto;">3</div>	<p style="text-align: center;"><b><u>Locating and Setting Up a Business</u></b></p> <p>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.</p>	<ul style="list-style-type: none"> <li>➤ Unit Test</li> <li>➤ 3<sup>rd</sup> Marking Period Exam</li> <li>➤ Junior Achievement Business Plan</li> </ul>	15.5.12.D
<b>Unit 9</b> <div style="border: 1px solid red; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin: 5px auto;">3</div>	<p style="text-align: center;"><b><u>Plan and Track Finances</u></b></p> <p>Identify initial capital requirements and resources.  Understand the need for pro forma financial statements.  Understand basic financial recordkeeping.</p>	<ul style="list-style-type: none"> <li>➤ Unit Test</li> <li>➤ 4<sup>th</sup> Marking Period Exam</li> <li>➤ Junior Achievement Business Plan</li> </ul>	15.5.12.Q 15.5.12.M 15.6.12.A
<b>Unit 10</b> <div style="border: 1px solid red; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin: 5px auto;">4</div>	<p style="text-align: center;"><b><u>Operations &amp; Human Resource Management</u></b></p> <p>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.</p>	<ul style="list-style-type: none"> <li>➤ Unit Test</li> <li>➤ 4<sup>th</sup> Marking Period Exam</li> <li>➤ Junior Achievement Business Plan</li> </ul>	15.1.12.Q 15.2.12.D 15.5.12.I 15.8.12.L 15.8.12.M 15.8.12.N 15.8.12.Q 13.2.11.E