



G-E-T High School Curriculum
Align, Explore, Empower
 Scope and Sequence
 Entrepreneurship

- Wisconsin Standards for Marketing, Management and Entrepreneurship
- Wisconsin Standards for Business and Information Technology

Course Description : Through this course students will develop the skills needed to become an entrepreneur and operate a business. Students will understand the steps to developing a business, preparing a business plan, determining feasibility of an idea using research, and developing a plan to organize and market the business. Students will also understand resources for funding and how to maximize profit potential.

Unit 1 -Entrepreneurship Discovery	1 week
- This unit will cover the opportunity of entrepreneurship and skills for business success.	
In this unit, students will ...	
<ul style="list-style-type: none"> ● Describe the different ways in which a person might use entrepreneurial skills ● Determine what skills they can use to be a successful entrepreneur ● Examine the impact that entrepreneurs have on the economy ● Identify how entrepreneurs are important to their communities and the nation ● Identify differences between inventors and entrepreneurs ● Identify characteristics of successful entrepreneurs 	

Standards - Unit 1
<ul style="list-style-type: none"> ● MF8.a: Describe the role and function of entrepreneurship <ul style="list-style-type: none"> ○ MF8.a.14.h: Conduct a self-assessment to determine entrepreneurial potential. ○ MF8.a.15.h: Predict and determine the impact of current entrepreneurial success on the future. ○ MF8.a.16.h: Research the correlation between trends and entrepreneurial success.

Unit 2 - Business Concept	1 week
- This unit will guide students towards a business idea.	
In this unit, students will ...	

- Identify differences between product-based and service-based businesses
- Identify differences between producers and consumers
- Evaluate the need to a business in a given economy
- Identify future prospects for entrepreneurship

Standards - Unit 2

- MF9.a: Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures
 - MF9.a.11.h: Explain the need for entrepreneurial discovery
 - MF9.a.12.h: Discuss entrepreneurial discovery process.

Unit 3 - Research

1 week

- This unit will introduce research as a means of determining business feasibility and development.

In this unit, students will ...

- Identify factors that contribute to business failure and success
- Conduct a SWOT analysis of business concept
- Determine market trends to build business success
- Conduct primary and secondary market research to develop target market and business strategy
- Identify changes and trends as a source of new business ideas

Standards - Unit 3

- MF8.a: Describe the role and function of entrepreneurship.
 - MF8.a.18.h: Shadow a local entrepreneur to discover the strengths, weaknesses, opportunities and threats of entrepreneurship (Downtown La Crosse Field Trip)
- MF8.b: Analyze the impact of different types of business ownership
 - MF8.b.3.h: Conduct a SWOT analysis of each type of business ownership
 - MF8.b.4.h: Research different companies and evaluate the form of business ownership
- MF9.a: Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures.
 - MF9.a.13.h: Assess domestic and global trends/opportunities for business ventures.

Unit 4 - Define the Business

1 week

- This unit will have students develop details of their business venture.

In this unit, students will ...

- Define the various types of business ownership
- Identify how to choose a form of business ownership

- Identify the purpose of franchising Identify the three main types of corporations
- Identify the importance of a mission and vision statement for a business
- Identify how to determine what products and services the business will offer

Standards - Unit 4

- MF8.a: Describe the role and function of entrepreneurship.
 - MF8.a.13.h: Form a business (partnership or corporation) to produce, distribute, promote, and sell a product, service, or idea.
- MF9.b: Develop concept for new business venture to evaluate its success potential.
 - MF9.b.11.h: Analyze local, state, national, and global venture opportunities using a variety of venture planning resources.
 - MF9.b.12.h: Access start-up requirements

Unit 5 - Business Plan

2 weeks

- This unit will cover the components of a successful business plan

In this unit, students will ...

- Students will examine the parts of a business plan
- Students will develop a business plan aligned with their new venture

Standards - Unit 5

- MF9.b: Develop concept for new business venture to evaluate its success potential.
 - MF9.b.15.h: Use components of business plan to define venture idea
- MF9.e: Describe the process in which the entrepreneur decides on the venture's future
 - MF9.e.8.h: Explain the need to continuation planning
 - MF9.e.10.h: Evaluate options for continued venture involvement
- MF9.d: Actualize new business venture to generate profit and/ or meet objectives
 - MF9.d.12.h: Explain the complexity of business operations
 - MF9.d.18.h: Develop plan to invest resources into improving current products or creating new ones

Unit 6 - Business Finance

1 week

- This unit will cover the resources available for capital and operating costs

In this unit, students will ...

- Discover various sources of debt and equity business financing

- Define profit, gross profit, and net profit
- Define value, loss, and startup costs
- Identify differences between gross and net profit and ways to increase a company's net profit

Standards - Unit 6

- MF9.c: Determine needed resources for a new business venture to contribute to its start-up viability
 - MF9.c.6.h: Describe the processes used to acquire adequate resources for venture creation/start-up.
 - MF9.c.7.h: Develop proposals to obtain financial support for a school-based enterprise and/or student organization
 - MF9.c.8.h: Generate capital resources and support from financial institutions and local community
 - MF9.c.9.h: Access the costs/benefits associated with resources.

Unit 7 - Marketing and Promotion

1 week

- This unit will cover the promotion and marketing of the new business venture.

In this unit, students will ...

- Define marketing and market positioning
- Identify steps in developing a marketing message
- Identify the five P's and five C's of the marketing mix
- Identify factors to evaluate in a promotion
- Identify promotional methods and costs
- Identify differences between features and benefits
- Identify components of a marketing plan

Standards - Unit 7

- Wisconsin Standards for Business and Information Technology - Marketing Core
 - BIT.MK1.a: Analyze the process used to obtain, develop, maintain and/or improve a product or service in response to the market wants and needs
 - BIT.MK1.b: Apply strategies used to determine and adjust product/service prices to maximize return and meet value perceptions.
 - Bit.MK1.f: Perform marketing research and develop a marketing plan that meets the needs of a diverse stakeholder group.

Unit 8 - Business Actualization

2 weeks

- This unit will guide the new business venture through operations

In this unit, students will ...

- Operate a business venture
- Determine roles of employees
- Identify ways to organize a business and its tasks
- Buy, identify, and use inventory controls
- Identify factors that affect purchasing

Standards - Unit 8

- MF9.d: Actualize new business venture to generate profit and /or meet objectives
 - MF9.d.14.h: Analyze the organizational system and operation for a school-based enterprise.
 - MF9.d.15.h: Assess work-flow and productivity in a school-based enterprise or student organization
 - MF9.d.16.h: Develop and/or provide product/service.
 - MF9.d.17.h: Recognize employee and business success