Rev Fall, 2019

CFISD Entrepreneurship

Scope and Sequence

Course Description:
Students will gain knowledge and skills needed to become an entrepreneur. Students will learn the principles necessary to begin and operate a business. The primary focus of the course is to help students understand the process of analyzing a business opportunity, preparing a business plan, determining feasibility of an idea using research , and developing a plan to organize and promote the business and its products and services. In addition, students will understand the capital required, the return on investment desired, and the potential for profit (1 Credit).

- Grades 10-12
- Recommended prerequisite: Principles of Business, Marketing, and Finance
- Entrepreneurship and Small Business (ESB) certifications satisfy the requirement to earn a performance acknowledgement.
- Lab supplies or fee may be required

TEKS

Cluster: Marketing

Endorsement: Business & Industry

- Meets advanced course requirement (Y/N): N
- Meets foundation requirement for math, science, fine arts, English, LOTE (Y/N-area): N

Industry Certification/Credentials: Entrepreneurship and Small Business (ESB)

Instructional Units	Pacing
1st Semester Unit 1 • Chapter 1 – Importance of Entrepreneurship • Chapter 2 – Characteristics of an Entrepreneur • Chapter 3 – Being an Intrapreneur • Chapter 4 – Social Entrepreneurship • Chapter 5 – Managing Risk Unit 2 • Chapter 6 – Idea Generation • Chapter 7 – Turning Ideas into Opportunities • Chapter 8 – Evaluating Opportunity • Chapter 9 – Market Research Methods • Chapter 10-Using Data to Make Business Decisions	1st grading pd
Unit 3 • Chapter 11 Entrepreneurship and the economy • Chapter 12 Supply and Demand) • Chapter 13.3Competition and Global Economy • Chapter 14 EOU and Competitive Pricing • Chapter 15 Establishing a Competitive Advantage Unit 4 • Chapter 16 Identifying your Target Market	2nd grading pd

• Chapter 17 Understanding the needs of a Customer Segment • Chapter 18 Delivering Value to a Customer Segment • Chapter 19 Delivering Value to a Customer • Chapter 20 Attracting and Retaining Customers ***Projects ideas***:	
2nd Semester Unit 5 • Chapter 21 – Channels of Distribution • Chapter 22.3 – Human Resources • Chapter 23- Determining Operating Activities • Chapter 24 – Establishing External Partnership • Chapter 25 – Legal Structures Unit 6 • Chapter 26 – The cost of Doing Business • Chapter 27 – Expense Management • Chapter 28- Revenue Streams and Sales Projections • Chapter 29 – Financing your Business • Chapter 30 – Financial Analysis Unit 7 • Chapter 31 – Managing the Business • Chapter 32- Government Regulations • Chapter 33/34- Record Keeping/Accounting Systems • Chapter 35- Taxes and your Business Unit 8 • Chapter 36- Planning for business Growth • Chapter 37- Growing Operations • Chapter 38- Recruiting and Training Staff • Chapter 39- Franchising and Licensing • Chapter 40 – Exit Strategy	3rd grading pd 4th grading pd

Primary Instructional Materials:

Entrepreneurship: Owning Your Future ISBN-9780134571058. Publisher, Pearson Education Inc