

<u>NYS Learning/Core Standards</u>	<u>Content</u> (What needs to be taught?)	<u>Curriculum Materials Used</u>	<u>(All) Assessments Used</u> (Daily/Weekly/Benchmarks)	<u>Time Line</u>
9.1 A 1,2,3 9.1 B 1,2,3,4 9.2 A 1,2 9.2 D 5 9.2 E-8	<ul style="list-style-type: none"> <li>➤ Define entrepreneurship</li> <li>➤ Discuss entrepreneurship in history</li> <li>➤ Discuss entrepreneurs and how they contribute to success economy</li> <li>➤ Define/discuss characteristics of successful entrepreneurs</li> <li>➤ Access individual aptitudes/abilities for becoming an entrepreneur</li> </ul>	<ul style="list-style-type: none"> <li>✓ Entreskills website</li> <li>✓ Worksheets</li> <li>✓ Handouts</li> <li>✓ Shark tank television program on Youtube</li> </ul>	<ul style="list-style-type: none"> <li>• Class Discussion</li> <li>• Classwork</li> <li>• Projects</li> <li>• Discussion questions</li> <li>• Quiz</li> <li>• Test</li> </ul>	1.5 weeks
9.1 A - 1,2,3 9.1 B - 1,2,3,4,6 9.2 A- 1,2 9.2 D - 5 9.2 E - 8	<ul style="list-style-type: none"> <li>➤ Describe the free enterprise/free market economy</li> <li>➤ Define law of supply and demand</li> <li>➤ Discuss supplier cost, retailer cost and effect on pricing to the consumer</li> </ul>	<ul style="list-style-type: none"> <li>✓ Entreskills website</li> <li>✓ Worksheets</li> <li>✓ Handouts</li> <li>✓ PowerPoint</li> </ul>	<ul style="list-style-type: none"> <li>• Class Discussion</li> <li>• Classwork</li> <li>• Projects</li> <li>• Discussion questions</li> </ul>	1 week
9.1 A 1,2,3 9.1 B 1,2,3,4 9.2 A 1,2 9.2 D-5 9.2 E-8	<ul style="list-style-type: none"> <li>➤ Identify advantages and disadvantages of running an existing business</li> <li>➤ Discuss reasons why businesses succeed</li> <li>➤ Discuss reasons why businesses fail</li> <li>➤ Explain steps in the buying process</li> <li>➤ Evaluate franchise ownership</li> <li>➤ Discuss regulations for naming, location, registering a business</li> </ul>	<ul style="list-style-type: none"> <li>✓ Entreskills website</li> <li>✓ BBB website</li> <li>✓ Chamber of commerce handouts/pamphlets</li> <li>✓ Internet</li> </ul>	<ul style="list-style-type: none"> <li>• Discussion</li> <li>• Quiz</li> <li>• Worksheets</li> </ul>	2 weeks
9.1 A 1,2,3 9.1 B 1,2,3,4 9.2 A 1,2	<ul style="list-style-type: none"> <li>➤ Discuss 4 p's of Marketing and its role in business and how consumers are involved</li> <li>➤ Discuss development and test marketing a product</li> <li>➤ Discuss advertising a product and best advertising for given products</li> </ul>	<ul style="list-style-type: none"> <li>✓ Powerpoint notes</li> <li>✓ Discussion</li> <li>✓ Handouts</li> </ul>	<ul style="list-style-type: none"> <li>• Project – creating and marketing a product</li> <li>• Podcast – create commercial using audacity podcast software</li> </ul>	1.5 weeks

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9.1 A 1,2,3 9.1 B 1,2,3,4 9.2 A 1,2 9.2 D 5 9.2 E 8	<ul style="list-style-type: none"> <li>➤ Identify the target market</li> <li>➤ Define requirements for customer to be part of the target market</li> <li>➤ Analyze strengths and weaknesses of competition</li> <li>➤ Discuss pricing vs. perceived quality of a product on buying decisions</li> </ul>	<ul style="list-style-type: none"> <li>✓ Powerpoint notes</li> <li>✓ Handouts</li> <li>✓ Entreskills website and activities</li> </ul>	<ul style="list-style-type: none"> <li>• Project</li> <li>• Quiz</li> <li>• Test</li> </ul>	1.5 weeks
9.1 A 1,2,3 9.1 B 1,2,3,4 9.2 A 1,2 9.2 D 5 9.2 E-8	<ul style="list-style-type: none"> <li>➤ Discuss personal budget</li> <li>➤ Discuss personal wealth and finances</li> <li>➤ Identify forms of financing and potential investors for establishing a business</li> </ul>	<ul style="list-style-type: none"> <li>✓ Powerpoint notes</li> <li>✓ Handouts</li> <li>✓ Entreskills website and activities</li> </ul>	<ul style="list-style-type: none"> <li>• Budget worksheets</li> <li>• Brainstorming activity</li> <li>• Worksheet</li> </ul>	1.5 weeks
9.1 A 1,2,3 9.1 B 1,2,3,4 9.2 A 1,2 9.2 D 5 9.2 E-8	<ul style="list-style-type: none"> <li>➤ Identifying and choosing effective location for a business</li> <li>➤ Discuss benefits of at-home/online business</li> <li>➤ Evaluate leasing vs. buying space for business</li> </ul>	<ul style="list-style-type: none"> <li>✓ Powerpoint notes</li> <li>✓ Handouts</li> <li>✓ Entreskills website and activities</li> <li>✓ Internet research</li> </ul>	<ul style="list-style-type: none"> <li>• Budget worksheets</li> <li>• Brainstorming activity</li> <li>• Worksheet</li> </ul>	1 week

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<p>9.1 A 1,2,3 9.1 B 1,2,3,4 9.2 A 1,2</p>	<ul style="list-style-type: none"> <li>➤ <b>Creating Business stationary to use for an established business</b> <ul style="list-style-type: none"> <li>○ Letterhead</li> <li>○ Business card</li> <li>○ Full page advertisement</li> </ul> </li> <li>➤ <b>Create a video advertisement for established business</b></li> </ul>	<ul style="list-style-type: none"> <li>✓ Microsoft Word</li> <li>✓ Microsoft Publisher</li> <li>✓ Video camera</li> <li>✓ Digital camera</li> <li>✓ MacBook</li> <li>✓ Computer</li> <li>✓ Internet</li> </ul>	<ul style="list-style-type: none"> <li>• Handouts with directions and grading rubric</li> <li>• Planning</li> <li>• Grading rubric as noted grading handout</li> </ul>	<p>1 week</p> <p>2 weeks</p>
<p>9.1 A 1,2,3 9.1 B 1,2,3,4 9.2 A 1,2 9.2 D 5 9.2 E-8</p>	<ul style="list-style-type: none"> <li>➤ <b>Determine the positions a business needs and the amount of pay for given positions throughout the company</b></li> <li>➤ <b>Recruiting, interviewing and selecting and employee</b></li> <li>➤ <b>Define leadership</b></li> <li>➤ <b>Define different forms of leadership</b></li> <li>➤ <b>Advantages and disadvantages of each style of leadership</b></li> <li>➤ <b>Accounting and recording keeping</b></li> <li>➤ <b>Define stages of a business</b></li> <li>➤ <b>Monitoring and adjusting during product/business lifecycle</b></li> <li>➤ <b>Developing a name for the business</b></li> </ul>	<ul style="list-style-type: none"> <li>✓ Entreskills chapter 14</li> <li>✓ Interview worksheets</li> <li>✓ Leadership notes</li> <li>✓ Handouts depicting check, checkbook register, bank reconciliation</li> <li>✓ Checkbook scenario workbook</li> <li>✓ Pricing strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Quiz</li> <li>• Activity</li> <li>• Checking account scenarios</li> <li>• Daily worksheets</li> <li>• Quiz</li> <li>• Test</li> </ul>	<p>2 weeks</p> <p>2 weeks</p>

	<ul style="list-style-type: none"> <li>➤ Pricing strategies</li> <li>➤ Growing/expanding the business</li> <li>➤ Final project – Creating a business – encompasses all information and skills learned throughout 17 weeks of class from development to start up of the business. 4 p's of Marketing are incorporated into this project.</li> </ul>	<ul style="list-style-type: none"> <li>• Project handout</li> </ul>	<ul style="list-style-type: none"> <li>• Eight part project</li> </ul>	<p>2 weeks</p>
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