

# FOLSOM CORDOVA UNIFIED SCHOOL DISTRICT



## Entrepreneurship

<b>Board Approval Date: October 21, 2021</b>	<b>Course Length: 2 Semesters</b>
<b>Grading: A-F</b>	<b>Credits: 5 Credits per Semester</b>
<b>Proposed Grade Level(s): 9, 10, 11</b>	<b>Subject Area: Elective Elective Area (if applicable): Career Technical Education</b>
<b>Prerequisite(s): N/A</b>	<b>Corequisite(s): N/A</b>
<b>CTE Sector/Pathway: Marketing, Sales &amp; Service - Entrepreneurship/Self-Employment</b>	
<b>Intent to Pursue 'A-G' College Prep Status: Yes</b>	
<b>A-G Course Identifier: (g) College-preparatory elective</b>	
<b>Graduation Requirement: No</b>	
<b>Course Intent: District Course Program (if applicable): CTE</b>	
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### **COURSE DESCRIPTION:**

**Students in this course will develop an understanding of entrepreneurship and small business ownership and the characteristics of successful entrepreneurs. Students will learn about factors that affect a business's image, and how to develop and successfully build and maintain a business's image and brand.**

**DETAILED UNITS OF INSTRUCTION:**

<b>Unit Number/Title</b>	<b>Unit Essential Questions</b>	<b>Examples of Formative Assessments</b>	<b>Examples of Summative Assessment</b>
<b>1. Introduction to Business</b>	What are the principles of business? What are the types of businesses? What is the difference between a profit & non-profit business? What are the forms of business ownership? How are businesses organized?	*Students will create a graphic organizer on the types of businesses *Students will explain the different forms of business ownership *Students will take notes on business ownership	*When given a case study, students will be able to identify the type of business, and the form of business ownership
<b>2. Entrepreneurship</b>	What is the impact of entrepreneurships on the economy? What are the opportunities and risks of becoming an entrepreneur? What are the characteristics of a successful entrepreneur?	*Students will take notes on why entrepreneurships are important, and be able to articulate the role of entrepreneurship in the economy *Students will identify characteristics in successful entrepreneurs and explain why the characteristics are helpful in becoming a successful entrepreneur	*Students will each research a given entrepreneur and present to the class the characteristics that helped the entrepreneur become successful, their path to success, setbacks experienced, and any advice the entrepreneur has given to new entrepreneurs
<b>3. Business and Technology</b>	What computer systems do businesses use? What business applications do entrepreneurs use and how do they use them?	*Students will produce documents using various business software *Students will use desktop publishing and digital imaging and design skills to create a business flyer	*When given a business case, students will identify the hardware and software the business might use and for what aspects of the business
<b>4. Professional Communications</b>	How do entrepreneurs present a professional image through business documents, presentations, and oral & written communications? What are soft skills and how are they important to entrepreneurs?	*Students will take notes on professional attire and presentation skills *Students will research soft skills important to business professionals and entrepreneurs	*Students will give a presentation to the class on a given set of soft skills helpful in a business setting *Students will explain and demonstrate the proper communication skills *Create and practice an

			elevator pitch *Students present to the class tips for making a good impression and marketing yourself
<b>5. Business Ethics &amp; Social Responsibility</b>	What is social responsibility and why does it matter in business? What are ethics, and how do they affect business? How do government regulations affect business ethics and social responsibility?	*Students will review case studies and identify a business's successes and/or failures in handling ethics and social responsibility	*When prompted, students will be able to explain business ethics, social responsibility, and government regulations and how they impact a business *Students will examine a local small business and present to the class its' code of ethics, response to social responsibility, and government regulations that have a significant impact on the business
<b>6. Customer Service</b>	How does an entrepreneur learn about their customers? How do they make sure they are satisfying the customer's needs? How do entrepreneurs ensure good customer service and retain customers?	*Students will practice techniques for learning a customer's needs and wants *Students will practice the appropriate methods for helping a customer in various situations, including assisting the customer in choosing and purchasing, customer returns, customer complaints, and dealing with different customer types	*Given scenarios and working in groups, students will explain and demonstrate proper responses to given customer situations
<b>7. Marketing a Business</b>	How is an effective marketing plan created? What are the 4 Ps of Marketing Mix? What is a SWOT Analysis?	*Students will explain and give examples of the 4 Ps of the Marketing Mix *When given a description, students will determine what part of the SWOT analysis is being described and why	*When given a business description, students will perform a SWOT Analysis *When given a business scenario, students will identify the 4 Ps of the Marketing Mix
<b>8. Creating a Brand</b>	What is a company brand and how is one developed, and how does it affect the	*Students will research the qualities of an effective brand and present them, along with	*Students will identify qualities of an effective brand, give examples,

	company image? What protections are in place to protect a company brand?	examples to the class *Students will take notes on the protections in place for brands	and identify the appropriate protections in place that apply to that brand *Students will apply their knowledge of brands to create their own brand
<b>9. Online Business</b>	What unique considerations are there when doing business online? How is a brand built online? How is customer service performed online? How does advertising impact an online business?	*Students will take notes on the unique considerations of doing business online including the changes in customer service *Students will examine online businesses and basic website layout considerations. *Students will explain the basic concepts of advertising online	*Students will describe the differences between doing business in a brick & mortar store vs online *Students will create a draft design of a business website taking into consideration the basic necessary functions of a business website and integrating the business brand

### **ESSENTIAL STANDARDS:**

- C2.1 Define and identify the following entrepreneurial characteristics: adaptability, competitiveness, confidence, discipline, perseverance, vision and risk taking.
- C2.2 Analyze strengths and weaknesses of self in terms of entrepreneurial success
- C2.3 Deconstruct the reasons for success of key entrepreneurs.
- C3.5 Identify and analyze ethical and social responsibilities of a successful small business
- C5.4 Distinguish the roles of support staff, supervisors, and managers in achieving financial goals.
- C7.3 Develop core values

### **RELEVANT STANDARDS AND FRAMEWORKS, CONTENT/PROGRAM SPECIFIC STANDARDS:**

#### **Link to Common Core Standards (if applicable):**

Educational standards describe what students should know and be able to do in each subject in each grade. In California, the State Board of Education decides on the standards for all students, from kindergarten through high school.

<https://www.cde.ca.gov/be/st/ss/documents/finaelaccsstandards.pdf>

#### **Link to Framework (if applicable):**

Curriculum frameworks provide guidance for implementing the content standards adopted by the State Board of Education (SBE). Frameworks are developed by the Instructional Quality Commission, formerly known as the Curriculum Development and Supplemental Materials Commission, which also reviews and recommends textbooks and other instructional materials to be adopted by the SBE.

**Link to Subject Area Content Standards (if applicable):**

Content standards were designed to encourage the highest achievement of every student, by defining the knowledge, concepts, and skills that students should acquire at each grade level.

<https://www.cde.ca.gov/ci/ct/sf/documents/ctescrpflyer.pdf>

<https://www.cde.ca.gov/ci/ct/sf/documents/mktsalesservices.pdf>

**Link to Program Content Area Standards (if applicable):**

Program Content Area Standards apply to programs such as International Baccalaureate, Advanced Placement, Career and Technical Education, etc.

<https://www.cde.ca.gov/ci/ct/sf/documents/mktsalesservices.pdf>

**TEXTBOOKS AND RESOURCE MATERIALS:****Textbooks**

Board Approved	Pilot Completion Date (If applicable)	Textbook Title	Author(s)	Publisher	Edition	Date
		N/A				

**Other Resource Materials**

DECA (Career Technical Student Organization), MBA Research & Curriculum Center

**Supplemental Materials**

Board approved supplemental materials (Including but not limited to: Film Clips, Digital Resources, Supplemental texts, DVDs, Programs (Pebble Creek, DBQ, etc.):

N/A