



EVERETT PUBLIC SCHOOLS ENTREPRENEURSHIP FRAMEWORK

Course: Entrepreneurship	Total Framework Hours: 180 Hours
CIP Code: 520701 <input checked="" type="checkbox"/> Exploratory <input type="checkbox"/> Preparatory	Date Last Modified: 05.2020
Career Cluster: Business, Management & Administration	Cluster Pathway: General Management

COMPONENTS AND ASSESSMENTS

Performance Assessments: Entrepreneurship and the Economy Performance Indicators Assessment

Leadership Alignment:

21st Century Skills Alignment

Thinking Creatively

1.A.1: Use a wide range of idea creation techniques (such as brainstorming)

Working Creatively with Others

1.B.1: Develop, implement and communicate new ideas to others effectively

1.B.2: Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work

Communicate Clearly

3.A.1: Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts

Collaborate with Others

3.B.3: Assume shared responsibility for collaborative work, and value the individual contributions made by each team member

Work Effectively in Diverse Teams

9.B.2 Respond open-mindedly to different ideas and values

Produce Results

10.B.1.f: Collaborate and cooperate effectively with teams

10.B.1.h: Be accountable for results

DECA Alignment

DECA Cluster Exam

DECA Role Play

Knowledge Matters - Virtual Business

Ever-Fi: Venture

Standards and Competencies

Unit: Entrepreneurship and the Economy

Industry Standards and/or Competencies:

Total Learning Hours for Unit: 25

- Define and differentiate between an entrepreneur, entrepreneurship, and intrapreneur
- Understand the characteristics, ethics, and risk of entrepreneurship
- Explore the importance of failure within the entrepreneurial venture
- Discuss why entrepreneurship is beneficial to the economy (local, national, global)
- Compare and contrast the advantages and disadvantages of buying an existing business, starting a new business, starting a partnership, purchasing a franchise

- Identify organizations that support entrepreneurs (SBDC, SBA, SCORE, GOED)
- Understand government's role and effect in entrepreneurship (regulations, taxes, subsidies, as a consumer)

Aligned Washington State Learning Standards

English Language Arts:	<p>Integration of Knowledge and Ideas: 7. Integrate and evaluate multiple sources of information presented in different media or formats (e.g., visually, quantitatively) as well as in words in order to address a question or solve a problem</p> <p>Production and Distribution of Writing: 4. Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience. (Grade-specific expectations for writing types are defined in standards 1–3 above) 6. Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback, including new arguments or information. Research to Build and Present Knowledge</p> <p>Comprehension and Collaboration: 1. Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 11–12 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively 2. Integrate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, orally) in order to make informed decisions and solve problems, evaluating the credibility and accuracy of each source and noting any discrepancies among the data</p>
Mathematics:	<p>Number and Quantities: Reason quantitatively and use units to solve problems</p>

COMPONENTS AND ASSESSMENTS

Performance Assessments: Identifying Problems and Solutions Performance Indicators Assessment

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Knowledge Matters - Virtual Business

Ever-Fi: Venture

Standards and Competencies

Unit: Identifying Problems and Solutions

Industry Standards and/or Competencies:

Total Learning Hours for Unit: 30

- Understand the purpose of the Lean Canvas model (see image below)
- Identify problems to address needs and/or wants by using various methods of idea generation (e.g. identifying trends, brainstorming, brain writing, market research)
- Explore trends in entrepreneurship (emerging technologies, social entrepreneurship, green entrepreneurship, crowdsourcing, technopreneurship)
- Define and give examples of market segmentation methods (demographics, psychographics, behavioral, geographical)
- Identify target markets for potential new businesses
- Understand the importance of pivoting to solve entrepreneurial problems
- Understand how to solve your customers' needs and wants and identify what distinguishes a product/service from the competition (minimum viable product (MVP), unique value proposition (UVP), competitive advantage)

Aligned Washington State Learning Standards

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<p>Mathematics:</p>	<p>Number and Quantities: Reason quantitatively and use units to solve problems</p>

COMPONENTS AND ASSESSMENTS

Performance Assessments: Economics Performance Indicators Assessment

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DECA Role Play

Knowledge Matters - Virtual Business

Ever-Fi: Venture

Standards and Competencies

Unit: Economics

Industry Standards and/or Competencies:

Total Learning Hours for Unit: 20

- Explain the determinants of supply and demand
- Understand opportunity cost and scarcity
- Describe the interrelationship between cost and price
- Describe the concepts of import and export

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COMPONENTS AND ASSESSMENTS

Performance Assessments: Marketing Performance Indicators Assessment

Leadership Alignment:

21st Century Skills Alignment

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Knowledge Matters - Virtual Business

Ever-Fi: Venture

Standards and Competencies

Unit: Marketing	
Industry Standards and/or Competencies:	Total Learning Hours for Unit: 30
<ul style="list-style-type: none"> Identify the elements of the marketing mix (Product, Price, Place, Promotion) Analyze the advantages and disadvantages of possible locations for businesses (brick-and mortar stores, online, click-and-mortar, service) Understand the distribution channels available to effectively reach a target market Discuss the impact of competition on keeping/increasing market share and be able to complete a competitor analysis Identify the elements of the promotional mix (advertising, public relations, sales promotions, personal selling). Discuss effective digital marketing activities for a company Discuss the importance of a company's online presence (i.e. social media posts/platforms, customer reviews, and testimonials) Understand digital analytics and customer metrics used in marketing (customer acquisition costs, repeat/new customers, lifetime value, and profitability) 	
<i>Aligned Washington State Learning Standards</i>	
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Mathematics:	<p>Number and Quantities: Reason quantitatively and use units to solve problems</p>

COMPONENTS AND ASSESSMENTS	
Performance Assessments: Financial Concepts & Decision-Making Performance Indicators Assessment	
<p>Leadership Alignment: LEADERSHIP ALIGNMENT: <u>21st Century Skills Alignment</u> <u>Thinking Creatively</u> 1.A.1: Use a wide range of idea creation techniques (such as brainstorming) <u>Working Creatively with Others</u> 1.B.1: Develop, implement and communicate new ideas to others effectively 1.B.2: Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work <u>Implement Innovations</u> 1.C.1: Act on creative ideas to make a tangible and useful contribution to the field in which the innovation will occur <u>Communicate Clearly</u></p>	

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Knowledge Matters - Virtual Business

Ever-Fi: Venture

Standards and Competencies

Unit: Financial Concepts & Decision Making

Industry Standards and/or Competencies:

Total Learning Hours for Unit: 30

- Project expenses (start-up costs, variable costs, fixed costs, operational expenses), income, net profit, gross profit, and break-even point
- Describe common sources by which entrepreneurs can secure funding (angel investors, venture capitalists, crowd funding, credit lines, personal savings, family and friends, mortgage, small business loan, grants, bootstrapping, IPO)
- Describe entrepreneurship mentoring trends and entrepreneurship contests (e.g., boom startup, incubators, business plan/pitch contests)
- Compare and contrast debt and equity financing. Identify the advantages and disadvantages of different types of financing options for entrepreneurs
- Understand the importance of pitching in the fundraising process
- Discuss the impact of incomplete and/or inaccurate business records on a business (e.g., sales receipts, expense records, taxes, etc.)
- Explore various systems for handling sales (Point of Sales - POS), inventory, and payments (ex: PayPal, Square, Venmo, Apple Pay)
- Describe basic types of accounting systems (accrual, cash, tax)
- Identify and explain common financial statements (income statements/profit and loss statements, balance sheets)
- Understand the importance of sales and budget forecasting in business planning

Aligned Washington State Learning Standards

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Research to Build and Present Knowledge:

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COMPONENTS AND ASSESSMENTS

Performance Assessments: Management Principles Performance Indicators Assessment

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Knowledge Matters - Virtual Business

Ever-Fi: Venture

Standards and Competencies**Unit:** Management Principles**Industry Standards and/or Competencies:****Total Learning Hours for Unit:** 25

- Discuss the importance of goal setting for an entrepreneurial venture (mission and vision statements)
- Understand different types of organizational structures and the importance of job descriptions for a business

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COMPONENTS AND ASSESSMENTS**Performance Assessments:** Ownership, Government and Legal Regulations Performance Indicators Assessment**Leadership Alignment:****LEADERSHIP ALIGNMENT:****21st Century Skills Alignment**Thinking Creatively

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Knowledge Matters - Virtual Business

Ever-Fi: Venture

Standards and Competencies

Unit: Ownership, Government and Legal Regulations

Industry Standards and/or Competencies:

Total Learning Hours for Unit: 20

- Compare and contrast the advantages and disadvantages of the different types of business ownership (sole proprietorship, partnership, corporation, LLC, nonprofit)
- understand the importance of a business plan when forming a business
- Identify licenses that a small business must obtain (e.g., business license, EIN, name registry, sales tax I.D., occupational/professional license, food handlers)
- Identify taxes businesses pay (income, sales, payroll)
- Identify ways of protecting ideas and inventions (copyright, patent, trademark)
- Identify types of business insurance and employee benefits (e.g. worker's compensation, liability, 401K, health, Medicare, Social Security)

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21st Century Skills

Check those that students will demonstrate in this course:

LEARNING & INNOVATION**Creativity and Innovation**

- ☒ Think Creatively
- ☒ Work Creatively with Others
- ☒ Implement Innovations

Critical Thinking and Problem Solving

- ☐ Reason Effectively
- ☐ Use Systems Thinking
- ☒ Make Judgments and Decisions
- ☒ Solve Problems

Communication and Collaboration

- ☒ Communicate Clearly
- ☒ Collaborate with Others

INFORMATION, MEDIA & TECHNOLOGY SKILLS**Information Literacy**

- ☐ Access and /evaluate Information
- ☒ Use and Manage Information

Media Literacy

- ☒ Analyze Media
- ☒ Create Media Products

Information, Communications and Technology (ICT Literacy)

- ☐ Apply Technology Effectively

LIFE & CAREER SKILLS**Flexibility and Adaptability**

- ☐ Adapt to Change
- ☐ Be Flexible

Initiative and Self-Direction

- ☒ Manage Goals and Time
- ☐ Work Independently
- ☐ Be Self-Directed Learners

Social and Cross-Cultural

- ☐ Interact Effectively with Others
- ☒ Work Effectively in Diverse Teams

Productivity and Accountability

- ☒ Manage Projects
- ☒ Produce Results

Leadership and Responsibility

- ☐ Guide and Lead Others
- ☐ Be Responsible to Others