

Entrepreneurship Pacing Guide				
Time Frame	Topic	Competency/Essential Knowledge	Unit	Formative Assessments
3 Weeks	Entrepreneurs and Entrepreneurial Opportunities	<ul style="list-style-type: none"> <li>• What is entrepreneurship?</li> <li>• Who are entrepreneurs?</li> <li>• Describe the skills and characteristics of an entrepreneur.</li> <li>• The student as an entrepreneur: A self evaluation</li> <li>• How do we determine if a business is successful?</li> <li>• Using the SMART method of goal setting</li> </ul>	1	Famous entrepreneur project  Comprehensive quiz  Goal setting activity
3 weeks	Management	<ul style="list-style-type: none"> <li>• Understanding leadership styles</li> <li>• Business growth &amp; development</li> <li>• Management concepts &amp; functions</li> <li>• Decision making and problem solving</li> <li>• Managerial operations and employees</li> <li>• Functions of management</li> <li>• Developing an organizational structure</li> </ul>	2	Comprehensive quiz  Management styles activity  Management functions activity

		<ul style="list-style-type: none"> <li>• Motivating employees and building employee morale</li> <li>• Communication</li> </ul>		
4 Weeks	Marketing	<ul style="list-style-type: none"> <li>• The marketing concept</li> <li>• Identifying the target market</li> <li>• Researching the marketplace</li> <li>• Competitive analysis</li> <li>• Niche marketing</li> <li>• How do we create a marketing strategy?</li> <li>• How do we develop the marketing mix?</li> <li>• Discuss the product life cycle</li> <li>• How do we determine our break even point?</li> <li>• Describe the process of developing an advertising strategy</li> <li>• What is the selling process?</li> <li>• What is E-Commerce?</li> </ul>	3	Marketing plan project  Marketing mix activity  Comprehensive quiz
5 Weeks	Economics	<ul style="list-style-type: none"> <li>• How is economics related to scarcity?</li> <li>• Explain how different economic systems answer the fundamental economic question</li> <li>• Describe the factors of economic production to</li> </ul>	4	Comprehensive economics quiz  Economics research paper and presentation

		produce goods and services <ul style="list-style-type: none"> <li>• Discuss the principles of the US economic system</li> <li>• How do the laws of supply and demand impact prices?</li> <li>• Explain how competition impacts prices</li> <li>• Describe the how our economy runs</li> <li>• How do economists measure the health of an economy?</li> <li>• Discuss the business cycle and how it describes our economy</li> <li>• What is the role of government in our economy?</li> <li>• Describe our tax system</li> <li>• How does the Federal Reserve operate as the central bank for the US?</li> <li>• Describe how the US government uses fiscal policy to help shape the economy</li> </ul>		
3 Weeks	Global Markets	<ul style="list-style-type: none"> <li>• Describe the concept of globalization</li> <li>• Discuss the reasons for international trade</li> <li>• How do the theories of absolute and comparative advantage explain</li> </ul>	5	International Business Research paper and presentation  Comprehensive quiz

		<p>international trade?</p> <ul style="list-style-type: none"> <li>• How can small business take advantage of international trade?</li> <li>• Discuss barriers to international trade</li> <li>• How do exchange rates impact international business</li> <li>• Explain the role of culture on international trade</li> </ul>		
4 Weeks	Legal Requirements	<ul style="list-style-type: none"> <li>• The changing US Job Market</li> <li>• The role of business in the US economy</li> <li>• Forms of business ownership</li> <li>• Ethics &amp; Social Responsibility</li> <li>• Laws Regulating Business</li> <li>• Laws protecting workers</li> <li>• Regulating business activities</li> <li>• The economy, society and environment</li> <li>• Tax consequences</li> </ul>	6	<p>Business Ethics activity</p> <p>Social entrepreneurship project</p> <p>Comprehensive quiz</p>
3 weeks	Personal Finance	<ul style="list-style-type: none"> <li>• Uses of money</li> <li>• How do we read a pay stub</li> <li>• Describe how one invests in themselves</li> <li>• What is a budget and why are they important</li> <li>• How do banks work</li> </ul>	7	<p>Comprehensive quiz</p> <p>Personal budget activity</p>

		<ul style="list-style-type: none"> <li>• How does your credit score impact your financial health</li> <li>• How do you invest</li> <li>• How do we buy stocks</li> <li>• How are stock process determined</li> </ul>		
3 weeks	Accounting	<ul style="list-style-type: none"> <li>• Describe the difference between cash and accrual accounting</li> <li>• How do we develop an accounting system</li> <li>• How do we use journals to keep accurate records</li> <li>• Describe how to prepare financial statements</li> <li>• How do we analyze financial statements?</li> <li>• How does the payroll process work?</li> <li>• How do we prepare a corporate and personal tax return.</li> </ul>	8	<p>Comprehensive quiz</p> <p>Financial statements project</p>

**Dream Jobs – 2 Weeks**

**Euro Challenge Case Study – 2 Weeks**

**Business Plan - 2 Weeks**

**Fed Challenge – 2 Weeks**