



# SCHOOL DISTRICT OF MONROE

*Preparing for the Future, One Child at a Time*

## Entrepreneurship

### Course Description:

The curriculum for this elective course is developed from the [Wisconsin Standards for Business and Information Technology](#). Students will be exposed to and practice introductory skills related to: becoming an entrepreneur, types of business ownership, business plan development, marketing your business, human resources, financing, protecting, and insuring your business. Grades are determined by projects and daily work. The information in this course overview outlines what students should understand and be able to do by the end of the trimester.

### Mastery Standards:

Students will recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics. (BIT.EN1)

Students will analyze the concepts and processes associated with successful entrepreneurial performance. (BIT.EN2)

Students will examine the role of the human resource department and its function as means to achieving management's goals. (BIT.MG3)

Unit	Description of Unit and Learning Targets
<p><b>Unit Title: Is Entrepreneurship Right for You?</b></p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> <li>How does an entrepreneur find success?</li> <li>Why do entrepreneurs need to master certain skills to find success?</li> </ul>	<p>Students will.....</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> <li>Assess their aptitudes and interests to determine their suitability to become an entrepreneur.</li> <li>Investigate and identify entrepreneurial opportunities.</li> </ul>
<p><b>Unit Title: Legal Issues Facing Start-Ups</b></p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> <li>Why is it important to understand the laws that affect the start-up and operation of a business?</li> <li>How can intellectual property be protected?</li> </ul>	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> <li>Determine the difference between intellectual property, trade secrets, patents, copyrights, and trademarks.</li> <li>Understand the importance of protecting intellectual property.</li> <li>Understand regulations governing small businesses.</li> </ul>
<p><b>Unit Title: Developing a Business Plan</b></p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> <li>Why is a business plan essential in the development of a business?</li> <li>Why does it take careful research and planning to write an effective business plan?</li> </ul>	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> <li>Use creativity to brainstorm products and/or services that fulfill a current need.</li> <li>Use and apply demographic information about customers and competition.</li> <li>Understand the importance of a business mission statement.</li> <li>Create their own appropriate mission statement.</li> <li>Identify business goals and objectives and keys to a successful business.</li> <li>Develop effective social media advertisements.</li> </ul>
<p><b>Unit Title: Human Resources</b></p>	<p>Students will...</p>

Essential Questions:

- How does hiring employees affect the entrepreneur's role?

Learning Targets:

- Be able to write a job description.
- Write effective job interview questions.
- Interview potential employees and use an interview evaluation form.
- Develop an effective job performance evaluation form.