

Course: Entrepreneurship

Instructor: Nicholas Haskin

Week	Topic/Standard	Essential Question(s)	FBLA Integration
8/4	BMA-ENT-4 Apply fundamental business concepts that affect business decision making. BMA-ENT-9 Manage and operate a business (or simulate the management and operation) through daily tasks and activities of a small business.	What types of goods and services do consumers in our community need/ want? What kind of business do you want to open?	FBLA Friday: What is FBLA?
8/11	BMA-ENT-4 Apply fundamental business concepts that affect business decision making. BMA-ENT-9 Manage and operate a business (or simulate the management and operation) through daily tasks and activities of a small business.	What kind of business do you want to open?	FBLA Friday: Which FBLA Competitions are available?
8/18	BMA-ENT-4 Apply fundamental business concepts that affect business decision making. BMA-ENT-9 Manage and operate a business (or simulate the management and operation) through daily tasks and activities of a small business.	Explain how location and demographics affect sales related to your target market.	FBLA Friday: Invitation/Invite a Friend
8/25	BMA-ENT-4 Apply fundamental business concepts that affect business decision making. BMA-ENT-9 Manage and operate a business (or simulate the management and operation) through daily tasks and activities of a small business.	How does floor layout affect the success of a business and employee morale?	FBLA Friday: Leadership positions available within FBLA
9/2	BMA-ENT-4 Apply fundamental business concepts that affect business decision making. BMA-ENT-9 Manage and operate a business (or simulate the management and operation) through daily tasks and activities of a small business.	How does preplanning a business layout save money in development?	FBLA Friday: Leadership Skills
9/8	BMA-ENT-1 Demonstrate employability skills required by business and industry. BMA-ENT-3 Use and model concepts, strategies, and systems needed to interact and present effectively to others. BMA-ENT-11 Understand the concepts, systems, and strategies needed to acquire, motivate, develop, and terminate employees.	How do my personal interests and abilities influence future career choices?	FBLA Friday: BAAs

9/15	BMA-ENT-1 Demonstrate employability skills required by business and industry. BMA-ENT-3 Use and model concepts, strategies, and systems needed to interact and present effectively to others. BMA-ENT-11 Understand the concepts, systems, and strategies needed to acquire, motivate, develop, and terminate employees.	How can students be knowledgeable about the world of work, explore career options, and relate personal skills, aptitudes, and abilities to future career decisions?	FBLA Friday: BAAs (Future)
9/22	BMA-ENT-1 Demonstrate employability skills required by business and industry. BMA-ENT-3 Use and model concepts, strategies, and systems needed to interact and present effectively to others. BMA-ENT-11 Understand the concepts, systems, and strategies needed to acquire, motivate, develop, and terminate employees.	What are the parts of a resume and how do I write one?	FBLA Friday: BAAs (Future)
9/29	BMA-ENT-1 Demonstrate employability skills required by business and industry. BMA-ENT-3 Use and model concepts, strategies, and systems needed to interact and present effectively to others. BMA-ENT-11 Understand the concepts, systems, and strategies needed to acquire, motivate, develop, and terminate employees.	Why do occupations conduct interviews and what is needed to have a successful interview?	FBLA Friday: BAAs (Future)
10/13	BMA-ENT-7 Develop a marketing plan to identify, reach, and retain customers in a specific target market. BMA-ENT-10 Research, develop, and present a business plan.	Why do business owners need to market their products?	FBLA Friday: Region Events
10/20	BMA-ENT-7 Develop a marketing plan to identify, reach, and retain customers in a specific target market. BMA-ENT-10 Research, develop, and present a business plan.	How do business owners conduct a market analysis?	FBLA Friday: Community Service
10/27	BMA-ENT-7 Develop a marketing plan to identify, reach, and retain customers in a specific target market. BMA-ENT-10 Research, develop, and present a business plan.	Why is it important to develop a promotional strategy?	FBLA Friday: FBLA Presentation
11/3	BMA-ENT-7 Develop a marketing plan to identify, reach, and retain customers in a specific target market. BMA-ENT-10 Research, develop, and present a business plan.	How do the elements of the marketing mix work together to increase sales?	FBLA Friday: March of Dimes

11/10	BMA-ENT-7 Develop a marketing plan to identify, reach, and retain customers in a specific target market. BMA-ENT-10 Research, develop, and present a business plan.	How do color, creativity, and copyright laws affect marketing document designs?	FBLA Friday: March of Dimes
11/17	BMA-ENT-1 Demonstrate employability skills required by business and industry. BMA-ENT-3 Use and model concepts, strategies, and systems needed to interact and present effectively to others. BMA-ENT-11 Understand the concepts, systems, and strategies needed to acquire, motivate, develop, and terminate employees.	How do the functions of management help guide business owners as they make decisions about their management styles?	FBLA Friday: Region Event Prep
12/1	BMA-ENT-2 Relate concepts and processes associated with entrepreneurial success and the personal traits and behaviors associated with successful entrepreneurial performance. BMA-ENT-5 Explain and detail legal form of business ownership and the impact of government's role on business.	Why is planning crucial for the success or failure of a business?	FBLA Friday: Region Event Prep
12/8	BMA-ENT-2 Relate concepts and processes associated with entrepreneurial success and the personal traits and behaviors associated with successful entrepreneurial performance. BMA-ENT-5 Explain and detail legal form of business ownership and the impact of government's role on business.	How do you conduct a SWOT Analysis?	FBLA Friday: SWAYJ
12/15	BMA-ENT-7 Develop a marketing plan to identify, reach, and retain customers in a specific target market. BMA-ENT-10 Research, develop, and present a business plan.	What are the 4 Ps of Marketing?	FBLA Friday: SWAYJ
1/06	BMA-ENT-6 Understand and apply the basic economic principles and concepts fundamental to entrepreneurship. BMA-ENT-8 Analyze financial issues relating to successful business ownership.	Why is it important to manage business finances?	FBLA Friday: Region Event Prep
1/12	BMA-ENT-6 Understand and apply the basic economic principles and concepts fundamental to entrepreneurship. BMA-ENT-8 Analyze financial issues relating to successful business ownership.	How can an entrepreneur obtain financing for a new business?	FBLA Friday: Region Event Prep

1/20	BMA-ENT-6 Understand and apply the basic economic principles and concepts fundamental to entrepreneurship. BMA-ENT-8 Analyze financial issues relating to successful business ownership.	How does an entrepreneur determine the financial strength of a business?	FBLA Friday: BAAs (Business)
1/26	BMA-ENT-7 Develop a marketing plan to identify, reach, and retain customers in a specific target market. BMA-ENT-10 Research, develop, and present a business plan.	What things should you consider when determining the place strategy?	FBLA Friday: BAAs (Business)
2/2	BMA-ENT-7 Develop a marketing plan to identify, reach, and retain customers in a specific target market. BMA-ENT-10 Research, develop, and present a business plan.	What things should you consider when determining product strategy?	FBLA Friday: BAAs (Business)
2/9	BMA-ENT-6 Understand and apply the basic economic principles and concepts fundamental to entrepreneurship. BMA-ENT-8 Analyze financial issues relating to successful business ownership.	What are stocks and what are the benefits/risks associated with incorporating a business?	FBLA Friday: State Submission Events
2/16	BMA-ENT-6 Understand and apply the basic economic principles and concepts fundamental to entrepreneurship. BMA-ENT-8 Analyze financial issues relating to successful business ownership.	What are “good” investments and why do stock prices move on a daily basis?	FBLA Friday: State Event Prep
2/23	BMA-ENT-6 Understand and apply the basic economic principles and concepts fundamental to entrepreneurship. BMA-ENT-8 Analyze financial issues relating to successful business ownership.	Why do companies issue stocks?	FBLA Friday: State Event Prep

3/2	BMA-ENT-6 Understand and apply the basic economic principles and concepts fundamental to entrepreneurship. BMA-ENT-8 Analyze financial issues relating to successful business ownership.	What are mutual funds and insider trading and how do they affect trading in the stock market?	FBLA Friday: State Event Prep
3/9	BMA-ENT-2 Relate concepts and processes associated with entrepreneurial success and the personal traits and behaviors associated with successful entrepreneurial performance. BMA-ENT-5 Explain and detail legal form of business ownership and the impact of government's role on business.	What are the procedures for business employees and how are they implemented?	FBLA Friday: State Event Prep
3/17	BMA-ENT-2 Relate concepts and processes associated with entrepreneurial success and the personal traits and behaviors associated with successful entrepreneurial performance. BMA-ENT-5 Explain and detail legal form of business ownership and the impact of government's role on business.	What are the essential parts, techniques, and procedures of completing an effective business plan?	FBLA Friday: State Event Prep
3/23	BMA-ENT-2 Relate concepts and processes associated with entrepreneurial success and the personal traits and behaviors associated with successful entrepreneurial performance. BMA-ENT-5 Explain and detail legal form of business ownership and the impact of government's role on business.	Long Term Project: What are the essential parts, techniques, and procedures of completing an effective business plan?	FBLA Friday: SLC
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