

**NORTHERN BURLINGTON COUNTY REGIONAL SCHOOL DISTRICT**  
**2020-2021 Course Map/Pacing Guide**

Department	Business	Course	Entrepreneurship
<b>Source of Standards</b> (Hyperlink source Titles <b>NOT</b> -number and full description)			
<ul style="list-style-type: none"> <li>• New Jersey Student Learning <a href="#">Standards 2020</a> <ul style="list-style-type: none"> <li>○ <a href="#">Career Readiness, Life Literacies, and Key Skills</a>;</li> <li>○ <a href="#">English Language Arts</a> (<u>Companion Standards</u> for History, Social Studies, Science and Technical Subjects)</li> <li>○ College Board</li> </ul> </li> <li>• <a href="#">Career Readiness, Life Literacies, and Key Skills</a>;             <ul style="list-style-type: none"> <li>○ All courses Focus on - 9.4 Life Literacies and Key Skills (p. 49)</li> </ul> </li> </ul>			
<b>Sequence- Unit Titles and Number of weeks per unit (total = 18 semester/ 36 year)</b>			
Unit 1: Introduction to Management - 6 weeks Unit 2: Areas of Management – 7 weeks Unit 3: Going into Business for Yourself – 7 weeks Unit 4: Researching & Planning Your Venture – 7 weeks Unit 5: Managing Market Strategies- 4 weeks Unit 6: Managing Your Business Processes- 5 weeks			
<b>Big Ideas/<a href="#">Enduring Understanding</a> (link to guide)</b>			
<ul style="list-style-type: none"> <li>• In order to be a successful manager, you need to...             <ul style="list-style-type: none"> <li>• Motivate</li> <li>• Develop Human Resources Skills</li> <li>• Stay Dynamic (Be Flexible)</li> </ul> </li> <li>• Managers and entrepreneurs must conduct business ethically and be socially responsible</li> <li>• Managers must be aware of the ever-changing economy              Entrepreneurs need to know             <ul style="list-style-type: none"> <li>• Personal skills, values, learning styles and start up costs will influence your choice of a possible business</li> </ul> </li> <li>• The Business Plan will begin with a...             <ul style="list-style-type: none"> <li>• Objectives</li> <li>• Company Description</li> <li>• Mission Statement</li> </ul> </li> <li>• Industry Overview</li> <li>• 4 P's of Marketing             <ul style="list-style-type: none"> <li>• Product</li> <li>• Price</li> <li>• Promotion</li> <li>• Placement/</li> </ul> </li> </ul>			

#### Distribution

- The Business Plan will conclude with the...
  - Management Team Plan
  - Product/Service Plan
  - Operational Plan

### **[Essential Questions](#) (link to guide)**

1. What are the different types of management levels, skills, and roles?
2. What are entrepreneurs, what does it take to be an entrepreneur and their importance to the economy?
3. Why do I need to understand the role of ethics in business?
4. What are the major areas of laws that relate to affecting business operations, employment laws and how do they apply to the manager?
5. What are the main areas of business that the government regulates?
6. How does marketing help, hurt or stifle a business?
7. What are the effects of buying, selling and pricing products/services on one's business?
8. How does an entrepreneur manage and staff their business?
9. What are the effects of competition and new markets on one's business?
10. How does technology affect entrepreneurship?

### **[Reporting Student Progress](#) (link to pyramid)**

All courses follow a balanced assessment system with Practice and Assessments. Each category includes formative, summative and alternative assessments.

### **[Accommodations and Modifications](#) (link to menu)**

Integrated accommodations and modifications for special education students, English language learners, students at risk of school failure, gifted and talented students, and students with 504 plans

### **Resources (Text and Technology)**

- Entrepreneurship : Building a Business, McGraw Hill Glencoe 2011
- Entrepreneur.com
- Entrepreneurship.org
- Youtube.com/warrenbuffett
- Business Model Content: Shark Tank, The Profit, Apprentice Season I