

FRANKLIN-SIMPSON HIGH SCHOOL

Course Name: Entrepreneurship (A)

Unit Name: What is Entrepreneurship?

Objectives:

- Define entrepreneurship
- Identify past and present day entrepreneurs
- Identify the characteristics of successful entrepreneurs
- Describe the advantages and disadvantages of being an entrepreneur
- Assess whether you have the skills and characteristics of a successful entrepreneur
- Compare the different types of opportunities to create and start a business

Purpose of the Unit:

Introduce entrepreneurship to students and allow each to evaluate whether or not this is something that they would like to possibly do in their life.

Prerequisites:

None

Daily Lesson Guide

Day	Lesson Content and Daily Focus Questions	Tasks/Procedures		Engagement	Assessment and/or Accommodations
		Knowledge or Comprehension Activities	Critical Thinking (High Yield / Literacy /LTF/etc.)		
1 - 2	What is entrepreneurship? Who are some past and present entrepreneurs?	Ch. 1.1 pages 4-8 Internet Research Entrepreneur research	Literacy	Technology	Assessment 1.1 Internet Research questions Entrepreneur Paper
3 - 4	What are the characteristics of successful entrepreneurs? What are the advantages and disadvantages of being an entrepreneur?	Ch. 1.2 pages 9-13 Internet Research "You in Entrepreneurship" handouts	Literacy	Technology Personal Application	Assessment 1.2 Internet Research handout Entrepreneurship quiz results - paper
5 - 6	What are possible business ideas for class or FBLA in order to fundraise?	Internet Research Group discussion on marketing, costs, etc. of starting "business"	Literacy	Technology Cooperative work	Flyers for marketing business (Publisher)
7 - 8	How do you recognize and compare different business opportunities you could start?	Ch. 1.3 pages 14 – 17 Internet Research	Literacy	Technology Personal Application	Assessment 1.3 Internet Research on business opportunities

9 - 10	Chapter Review Should you become an entrepreneur?	Ch. 1 Assessment p. 19 Ch. 1 Test/Paper		Personal Application	Chapter 1 Test/Paper