

FREEHOLD REGIONAL HIGH SCHOOL DISTRICT

Board of Education

Mr. Ronald G. Lawson, President
Mr. Heshy Moses, Vice President

Mr. William Bruno
Mr. Tom Caiazza
Mrs. Elizabeth Canario
Mr. Barry Hochberg
Mrs. Kathie Lavin
Mr. Christopher Placitella
Mrs. Jennifer Sutera

Dr. Suzanne Koegler, Acting Superintendent
Ms. Donna M. Evangelista, Assistant Superintendent for Curriculum and
Instruction

Curriculum Writing Committee

Mr. Thomas Walsh
Mrs. Lee Travisano

Supervisor

Ms. Shanna Howell

Course Philosophy

This challenging course will arm students with an overview of the concepts, techniques, and the environment in which entrepreneurs operate today in the global 21st century economy. Students will gain an understanding of varied entrepreneurial styles and skills necessary to succeed in an ever-changing business world.

Additionally, it provides for understandings in the social, economic, culturally diverse, and ethical areas by incorporating new theories and methods used in today's business practices.

The course is designed to strengthen student skills in gaining an understanding of entrepreneurial business procedures and issues and, finally, will create awareness for the countless career opportunities abounding in the global economy.

Course Description

This is a two and half credit course offered in the Business Administration Specialized Learning Center at the 12th grade level for students to explore various entrepreneurial opportunities within the global economy of the 21st century.

**Freehold Regional High School District
Curriculum Map**

Honors Entrepreneurship

Relevant Standards ¹	Enduring Understandings	Essential Questions	Assessments		
			Diagnostic (before)	Formative (during)	Summative (after)
9.2.12.A.1, 3, 4, 5	Self-examination of traits and skills is important to accessing entrepreneurial success.	What are the characteristics that make for a successful entrepreneur?	Anticipatory Set Chapter prereading Note taking Analyze chapter objectives Exploratory Questions Pretest Oral Questions/ Discussion	Cooperative team-building activities Case study analysis PwrPt presentations Audio/video streaming Broadcasted events Guest Speakers Discussions On-line research Quizzes Written Assignments Oral Presentations Observations /Interviews Participatory Rubrics Role Play Interviews	Tests Written presentations Oral presentations Research paper Classroom participation Business Plan Projects Final Exam
9.2.12.A.1, 3, 4, 5	Entrepreneurship is affected by economic, social, and global factors.	What risks and rewards should be evaluated when developing an entrepreneurial venture?			
9.1.12.F.1, 2; 9.3.12.C.3, 4, 5, 8, 10; 9.4.12.D.11, 14, 17, 18, 20, 21, 23, 24, 25, 29, 31, 34, 44, 45, 46, 47, 50, 53, 66	Setting clear goals and objectives that are consistent with the vision of the company leadership is essential.	What is the importance of having a specific company vision? How do clear and concise objectives help a business meet its long term goals?			
9.1.12.F.1, 2; 9.3.12.C.3, 4, 5, 8, 10; 9.4.12.D.11, 14, 17, 18, 20, 21, 23, 24, 25, 29, 31, 34, 44, 45, 46, 47, 50, 53, 66.	The skills and leadership styles of the key executives impact a business's ability to efficiently reach their goals.	Why is it important to analyze the qualities and characteristics of the key executives?			
9.1.12.F.1, 2; 9.3.12.C.3, 4, 5, 8, 10; 9.4.12.D.11, 14, 17, 18, 20, 21, 23, 24, 25, 29, 31, 34, 44, 45, 46, 47, 50, 53, 66.	A thorough analysis of industry trends and opportunities and threats of the external environment must be considered.	How does a unique selling proposition set a business apart from others in their industry?			
9.1.12.F.1, 2; 9.2.12.E.3; 9.4.12.D.11, 14, 17, 18, 20, 21, 23, 24, 25, 29, 31, 34, 44, 45, 46, 47, 50, 53, 66	A thorough examination of the business's target market is essential to success.	To what extent does an examination of the geographic statistics help a business reach its market potential? To better understand a proposed target market, what demographic data needs to be explored?			
9.1.12.F.1, 2; 9.2.12.E.3; 9.4.12.D.11, 14, 17, 18, 20, 21, 23, 24, 25, 29, 31, 34, 44, 45, 46, 47, 50, 53, 66	Market research is primary to proper business positioning and product/service placement.	How does an analysis of a potential target market's buying habits help a business better position their product or service?			

Relevant Standards ¹	Enduring Understandings	Essential Questions	Assessments		
			Diagnostic (before)	Formative (during)	Summative (after)
9.1.12.F.1, 2; 9.2.12.E.3; 9.4.12.D.11, 14, 17, 18, 20, 21, 23, 24, 25, 29, 31, 34, 44, 45, 46, 47, 50, 53, 66	Specific promotional strategies must be implemented to appeal to their target market.	How important is it to create a promotional plan for the first year of business?	Anticipatory Set Chapter prereading Note taking Analysis of chapter objectives Exploratory questions Pretest Oral Questions/ Discussion	Cooperative team-building activities Case study analysis PwrPt presentations Audio/video streaming Broadcasted events Guest Speakers Discussions On-line research Quizzes Written Assignments Oral Presentations Observations /Interviews Participatory Rubrics Role Play Interviews	Tests Written presentations Oral presentations Research paper Classroom participation Business Plan Projects Final Exam
9.2.12.A.8; 9.2.12.F.8, 9; 9.1.12.F.1, 2; 9.4.12.D.11, 14, 17, 18, 20, 21, 23, 24, 25, 29, 31, 34, 44, 45, 46, 47, 50, 53, 66	The company must focus on differentiating itself from its competition.	To what extent does a business need to analyze the direct competition for their business? To what extent does a business need to analyze the indirect competition for their business?			
9.1.12.F.1, 2; 9.2.12.A.8; F.8, 9; 9.4.12.D.11, 14, 17, 18, 20, 21, 23, 24, 25, 29, 31, 34, 44, 45, 46, 47, 50, 53, 66	The company must be cognizant of their strengths and core competencies to exploit their chosen market.	How does an analysis of their internal strengths distinguish a business from their competition? Why should a business analyze the external factors that may confront a business in both positive and negative ways?			
9.1.12.F.1, 2; 9.2.12.A.8; F.8, 9; 9.4.12.D.11, 14, 17, 18, 20, 21, 23, 24, 25, 29, 31, 34, 44, 45, 46, 47, 50, 53, 66	The company must be mindful of their weaknesses to better control, defend, and improve their market position.	How can a business ascertain the core competencies and value proposition to better position themselves for maximum profit potential?			
9.1.12.F.1, 2; 9.3.12.C.17; 9.4.12.D.9, 52, 75, 11, 14, 17, 18, 20, 21, 23, 24, 25, 29, 31, 34, 44, 45, 46, 47, 50, 53, 66	The form of ownership must be established that best meets the vision of the company and the key executives.	What factors must be considered when evaluating the options for business organization and determining which is best to suit the business and key executives?			
9.1.12.F.1, 2; 9.3.12.C.17; 9.4.12.D.9, 52, 75, 11, 14, 17, 18, 20, 21, 23, 24, 25, 29, 31, 34, 44, 45, 46, 47, 50, 53, 66	An organizational chart must outline specific responsibilities, accountability, and delegation of company employees.	How does an organization chart delineate the staffing and responsibilities for business operations?			
9.1.12.F.1, 2; 9.3.12.C.17; 9.4.12.D.9, 52, 75; 9.4.12.D.11, 14, 17, 18, 20, 21, 23, 24, 25, 29, 31, 34, 44, 45, 46, 47, 50, 53, 66	Company infrastructure must be established with regard to costs, laws, and company goals.	In order to support the needs of the business, why is it important to specify suppliers of good and services and to narrowly define the business logistics?			

Relevant Standards ¹	Enduring Understandings	Essential Questions	Assessments		
			Diagnostic (before)	Formative (during)	Summative (after)
9.1.12.F.1, 2; 9.2.12.B.1; E.1, 2; G.1; 9.4.12.D.5, 11, 14, 17, 18, 20, 21, 23, 24, 25, 29, 31, 34, 44, 45, 46, 47, 50, 53, 66	Detailed financial planning is essential to business success.	<p>What are the considerations to explore when generating a pro-forma income statement for a business?</p> <p>What are the considerations to explore when generating a pro-forma balance sheet for a business?</p> <p>How is the break-even point determined?</p>	<p>Anticipatory Set</p> <p>Chapter prereading</p> <p>Note taking</p> <p>Analysis of chapter objectives</p> <p>Exploratory questions</p> <p>Pretest</p> <p>Oral Questions/ Discussion</p>	<p>Cooperative team-building activities</p> <p>Case study analysis</p> <p>PwrPt presentations</p> <p>Audio/video streaming</p> <p>Broadcasted events</p> <p>Guest Speakers</p> <p>Discussions</p> <p>On-line research</p> <p>Quizzes</p> <p>Written Assignments</p> <p>Oral Presentations</p> <p>Observations /Interviews</p> <p>Participatory Rubrics</p> <p>Role Play</p> <p>Interviews</p>	<p>Tests</p> <p>Written presentations</p> <p>Oral presentations</p> <p>Research paper</p> <p>Classroom participation</p> <p>Business Plan</p> <p>Projects</p> <p>Final Exam</p>
9.1.12.F.1, 2; 9.2.12.B.1; E.1, 2; G.1; 9.4.12.D.5, 75, 11, 14, 17, 18, 20, 21, 23, 24, 25, 29, 31, 34, 44, 45, 46, 47, 50, 53, 66	Sources of capital funding must be explored to fulfill the business's immediate and future needs.	Why is it important to determine sources of capital and outline a repayment plan?			
9.2.12.B.1; 9.2.12.E.1, 2; 9.2.12.G.1; 9.4.12.D.5, 75; 9.1.12.F.1, 2; 9.4.12.D.11, 14, 17, 18, 20, 21, 23, 24, 25, 29, 31, 34, 44, 45, 46, 47, 50, 53, 66	A forecast of the business's growth must be instituted to set realistic objectives for long term goals.	What factors must be considered in order to develop a plan for growth over the first years in the business's existence?			

**Freehold Regional High School District
Course Proficiencies and Pacing**

Honors Entrepreneurship

Unit Title	Unit Understandings and Goals	Recommended Duration
Unit #1: Entrepreneurial Overview	<p>Self-examination of traits and skills is important to accessing entrepreneurial success. Entrepreneurship is affected by economic, social, and global factors.</p> <ol style="list-style-type: none"> 1. The student will be able to examine characteristics that make for a successful entrepreneur. 2. The student will be able to evaluate the risks and rewards of developing an entrepreneurial venture. 	2 Weeks
Unit #2: Company and Industry Analysis	<p>Setting clear goals and objectives that are consistent with the vision of the company leadership is essential. The skills and leadership styles of the key executives impact a business's ability to efficiently reach their goals. A thorough analysis of industry trends and opportunities and threats of the external environment must be considered.</p> <ol style="list-style-type: none"> 1. The student will be able to examine the importance of having a specific company vision. 2. The student will be able to analyze the qualities and characteristics of the key executives. 3. The student will be able to develop a unique selling proposition that sets the business apart from others in their industry. 4. The student will be able to set clear and concise objectives to meet the long term goals. 	3 Weeks
Unit #3: Market Analysis and Marketing Plan	<p>A thorough examination of the business's target market is essential to success. Market research is primary to proper business positioning and product/service placement. Specific promotional strategies must be implemented to appeal to their target market.</p> <ol style="list-style-type: none"> 1. The student will be able to conduct a thorough examination of the geographic statistics to explore the market potential. 2. The student will be able to study demographic data to better understand their proposed target market. 3. The student will be able to analyze the buying habits of their potential target market through psychographic and behavioral profiling. 4. The student will be able to create a promotional plan for the first year of business. 	3 Weeks
Unit #4: Competitive Analysis	<p>The company must focus on differentiating itself from its competition. The company must be cognizant of their strengths and core competencies to exploit their chosen market. The company must be mindful of their weaknesses to better control, defend, and improve their market position.</p> <ol style="list-style-type: none"> 1. The student will be able to analyze the direct competition for their business. 2. The student will be able to analyze the indirect competition for their business. 3. The student will be able to address the internal strengths that distinguish them from their competition. 4. The student will be able to address the external factors that may confront the business in both positive and negative ways. 5. The student will be able to ascertain the core competencies and value proposition to better position themselves for maximum profit potential. 	3 Weeks

Unit Title	Unit Understandings and Goals	Recommended Duration
Unit #5: Organizational Structure and Operational Plan	<p>The form of ownership must be established that best meets the vision of the company and the key executives.</p> <p>An organizational chart must outline specific responsibilities, accountability, and delegation of company employees.</p> <p>Company infrastructure must be established with regard to costs, laws, and company goals.</p> <ol style="list-style-type: none"> 1. The student will be able to evaluate the options for business organization and determine which is best to suit the business and key executives. 2. The student will be able to specify suppliers of goods and services, and narrowly define the logistics that will support the needs of the business. 3. The student will be able to create an organization chart that will delineate the staffing and responsibilities for business operations. 	3 Weeks
Unit #6: Financial and Growth Forecasting	<p>Detailed financial planning is essential to business success.</p> <p>Sources of capital funding must be explored to fulfill the business's immediate and future needs.</p> <p>A forecast of the business's growth must be instituted to set realistic objectives for long term goals.</p> <ol style="list-style-type: none"> 1. The student will be able to determine their sources of capital and outline a repayment plan. 2. The student will be able to generate a pro-forma income statement. 3. The student will be able to generate a pro-forma balance sheet. 4. The student will be able to evaluate their financial information and determine their break-even point. 5. The student will be able to develop a plan for growth over the first years in the business's existence. 	3 Weeks

**Freehold Regional High School District
Honors Entrepreneurship**

Unit #1: Entrepreneurial Overview

Enduring Understandings: Self-examination of traits and skills is important to accessing entrepreneurial success.
Entrepreneurship is affected by economic, social, and global factors.

Essential Questions: What are the characteristics that make for a successful entrepreneur?
When risks and rewards should be evaluated when developing an entrepreneurial venture?

Unit Goals: The student will be able to examine characteristics that make for a successful entrepreneur.
The student will be able to evaluate the risks and rewards of developing an entrepreneurial venture.

Duration of Unit: 2 weeks

NJCCCS: 9.2.12.A.1, 3, 4, 5.

Guiding / Topical Questions	Content, Themes, Concepts, and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
What is the definition of an entrepreneur?	Brainstorm characteristics of an entrepreneur.	Current text and/or workbook	Lecture and class discussion	Written tests and quizzes
What impact does an entrepreneur have on our social and cultural development?	Explore how entrepreneurs shape our economy, take risks, start, and operate businesses.	Internet	Complete the chapter activities	Worksheets
What is entrepreneurial opportunity?	Analyze conditions that allow for entrepreneurs to unleash their creativity and exploit market opportunities.	Print media	Compare and discuss student responses to various topics/current events relating to entrepreneurship	Project assessments
What are some of the strengths necessary to succeed in the entrepreneurial experience?	Examine distinctive traits and skills commonly found in successful entrepreneurs.	Videos/DVDs	Use of audio/video/DVD resources to enhance learning	Print media summaries
Why is it important for entrepreneurs to have role models and/or mentors?	Find examples of entrepreneurs who have been successful and state why they would be emulated for their achievements.	Audio/video streaming	Create power point presentations	Responses to discussion questions
		Community resources	Guest speaker presentations	Business plan assessment
		Guest speakers	Internet research of entrepreneurial strategies	Presentation evaluations
		Teacher-generated handouts	Guided lessons on computerized simulations	
		Computerized simulations		

Suggestions on how to differentiate in this unit:

- Students with individual learning styles can be assisted through adjustments in assessment standards, one-to-one teacher support, additional testing time, peer collaboration, interdisciplinary lessons, cooperative learning, and use of visual and auditory teaching methods.
- A wide variety of assessments and strategies complement the individual learning experience.

**Freehold Regional High School District
Honors Entrepreneurship**

Unit #2: Company and Industry Analysis

Enduring Understandings: Setting clear goals and objectives that are consistent with the vision of the company leadership is essential.
The skills and leadership styles of the key executives impact a business’s ability to efficiently reach their goals.
A thorough analysis of industry trends and opportunities and threats of the external environment must be considered.

Essential Questions: What is the importance of having a specific company vision?
How do clear and concise objectives help a business meet its long term company goals?
Why is it important to analyze the qualities and characteristics of the key executives?
How does a unique selling proposition set a business apart from others in their industry?

Unit Goals: The student will be able to examine the importance of having a specific company vision.
The student will be able to analyze the qualities and characteristics of the key executives.
The student will be able to develop a unique selling proposition that sets the business apart from others in their industry.
The student will be able to set clear and concise objectives to meet the long term goals.

Duration of Unit: 3 weeks

NJCCCS: 9.3.12.C.3, 4, 5, 8, 10; 9.4.12.D.62; 9.1.12.F.1, 2; 9.4.12.D.11, 14, 17, 18, 20, 21, 23, 24, 25, 29, 31, 34, 44, 45, 46, 47, 50, 53, 66.

Guiding / Topical Questions	Content, Themes, Concepts, and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
What are the key parts and the purpose of the company description?	List and give reasons for a company description.	Current text and/or workbook	Lecture and class discussion	Written tests and quizzes
What is the unique selling proposition?	Discuss the major reasons as to how your business differs from your competition.	Internet	Complete the chapter activities	Worksheets
What is the purpose of an industry overview?	List and describe the major reasons for having an industry overview into your business plan.	Print media	Compare and discuss student responses to various topics/current events relating to entrepreneurship	Project assessments
Why is it important to consider the external factors when writing your business plan?	Analyze the threats and opportunities that need to be evaluated when developing your business plan.	Videos/DVDs Audio/video streaming	Use of audio/video/DVD resources to enhance learning	Print media summaries Responses to discussion questions
How do the stages in a product or service’s life cycle affect company decisions?	Describe how do the stages of the product or service life cycle affect the chances of entrepreneurial success.	Community resources Guest speakers Teacher-generated handouts Computerized simulations	Create power point presentations Guest speaker presentations Internet research of entrepreneurial strategies Guided lessons on computerized simulations	Business plan assessment Presentation evaluations

Suggestions on how to differentiate in this unit:

- Students with individual learning styles can be assisted through adjustments in assessment standards, one-to-one teacher support, additional testing time, peer collaboration, interdisciplinary lessons, cooperative learning, and use of visual and auditory teaching methods.
- A wide variety of assessments and strategies complement the individual learning experience.

**Freehold Regional High School District
Honors Entrepreneurship**

Unit #3: Market Analysis and Marketing Plan

Enduring Understandings: A thorough examination of the business’s target market is essential to success.
Market research is primary to proper business positioning and product/service placement.
Specific promotional strategies must be implemented to appeal to their target market.

Essential Questions: To what extent does an examination of the geographic statistics help a business reach its market potential?
To better understand a proposed target market, what demographic data needs to be explored?
How does an analysis of a potential target market’s buying habits help a business better position their product or service?
How important is it to create a promotional plan for the first year of business?

Unit Goals: The student will be able to conduct a thorough examination of the geographic statistics to explore the market potential.
The student will be able to study demographic data to better understand their proposed target market.
The student will be able to analyze the buying habits of their potential target market through psychographic and behavioral profiling.
The student will be able to create a promotional plan for the first year of business.

Duration of Unit: 4 weeks

NJCCCS: 9.2.12.E.3; 9.4.12.D.63; 9.1.12.F.1, 2; 9.4.12.D.11, 14, 17, 18, 20, 21, 23, 24, 25, 29, 31, 34, 44, 45, 46, 47, 50, 53, 66.

Guiding / Topical Questions	Content, Themes, Concepts, and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
Why is it important to segment the market?	Cite the essential reasons why grouping a market into subgroups can customize your product or service offerings.	Current text and/or workbook	Lecture and class discussion	Written tests and quizzes
How do demographic characteristics help a business owner determine if a target market is a viable opportunity?	Research the demographics to determine whether your business will be supported by your target market.	Internet	Complete the chapter activities	Worksheets
How do the psychographic data of the potential customers affect the decisions to meet market needs?	Determine how grouping people with similar lifestyles, attitudes, values, and opinions helps an entrepreneur better understand their market.	Print media	Compare and discuss student responses to various topics/current events relating to entrepreneurship	Project assessments
What are the elements of an integrated marketing campaign?	Outline and discuss the components of a marketing campaign and how it will appeal to your target audience.	Videos/DVDs	Use of audio/video/DVD resources to enhance learning	Print media summaries
What is the importance of defining promotional goals?	Define an integrated approach as to how to communicate and implement your promotional objectives to your target audience.	Audio/video streaming	Create power point presentations	Responses to discussion questions
Why is important to analyze pricing policies?	Explore the various pricing techniques with a goal of attracting buyers to your product or service.	Community resources	Guest speaker presentations	Business plan assessment
		Guest speakers	Internet research of entrepreneurial strategies	Presentation evaluations
		Teacher-generated handouts	Guided lessons on computerized simulations	
		Computerized simulations		

Suggestions on how to differentiate in this unit:

- Students with individual learning styles can be assisted through adjustments in assessment standards, one-to-one teacher support, additional testing time, peer collaboration, interdisciplinary lessons, cooperative learning, and use of visual and auditory teaching methods.
- A wide variety of assessments and strategies complement the individual learning experience.

**Freehold Regional High School District
Honors Entrepreneurship**

Unit #4: Competitive Analysis

Enduring Understandings: The company must focus on differentiating itself from its competition.
 The company must be cognizant of their strengths and core competencies to exploit their chosen market.
 The company must be mindful of their weaknesses to better control, defend, and improve their market position.

Essential Questions: To what extent does a business need to analyze the direct competition for their business?
 To what extent does a business need to analyze the indirect competition for their business?
 How does an analysis of their internal strengths distinguish a business from their competition?
 Why should a business analyze the external factors that may confront a business in both positive and negative ways?
 How can a business ascertain the core competencies and value proposition to better position themselves for maximum profit potential?

Unit Goal: The students will develop an analysis of competition for their business plan.

Duration of Unit: 2 weeks

NJCCCS: 9.2.12.A.8; 9.2.12.F.8, 9; 9.1.12.F.1, 2; 9.4.12.D.11, 14, 17, 18, 20, 21, 23, 24, 25, 29, 31, 34, 44, 45, 46, 47, 50, 53, 66.

Guiding / Topical Questions	Content, Themes, Concepts, and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
What is the company's value proposition?	Evaluate the set of characteristics that are valued most by your target market and what sets you apart from your competition.	Current text and/or workbook Internet Print media Videos/DVDs Audio/video streaming	Lecture and class discussion Complete the chapter activities Compare and discuss student responses to various topics/current events relating to entrepreneurship Use of audio/video/DVD resources to enhance learning	Written tests and quizzes Worksheets Project assessments Print media summaries Responses to discussion questions
How can a business sustain a competitive advantage?	List and define the strategies that are vital to a business's survival in their chosen industry.	Community resources Guest speakers	Create power point presentations Guest speaker presentations Internet research of entrepreneurial strategies	Business plan assessment Presentation evaluations
Is it important to research indirect competition in your market?	Understand how your indirect competitors affect how you position your product or service to remain an industry leader.	Teacher-generated handouts Computerized simulations	Guided lessons on computerized simulations	
How does customer perception influence the decision making of the company?	Discuss to what extent customer perceptions can sway the direction of the future of the company.			

Suggestions on how to differentiate in this unit:

- Students with individual learning styles can be assisted through adjustments in assessment standards, one-to-one teacher support, additional testing time, peer collaboration, interdisciplinary lessons, cooperative learning, and use of visual and auditory teaching methods.
- A wide variety of assessments and strategies complement the individual learning experience.

**Freehold Regional High School District
Honors Entrepreneurship**

Unit #5: Organizational Structure and Operational Plan

Enduring Understandings: The form of ownership must be established that best meets the vision of the company and the key executives.
An organizational chart must outline specific responsibilities, accountability, and delegation of company employees.
Company infrastructure must be established with regard to costs, laws, and company goals.

Essential Questions: What factors must be considered when evaluating the options for business organization and determining which is best to suit the business and key executives?
How does an organization chart delineate the staffing and responsibilities for business operations?
In order to support the needs of the business, why is it important to specify suppliers of goods and services and to narrowly define the business logistics?

Unit Goal: The students will develop an organizational plan and an operational plan for their business plan.

Duration of Unit: 3 weeks

NJCCCS: 9.3.12.C.17; 9.4.12.D.9, 52, 75; 9.1.12.F.1, 2; 9.4.12.D.11, 14, 17, 18, 20, 21, 23, 24, 25, 29, 31, 34, 44, 45, 46, 47, 50, 53, 66.

Guiding / Topical Questions	Content, Themes, Concepts, and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
Why is it important to describe the responsibilities, qualifications, and compensation for each job in a company?	Explain the strategic importance of initially detailing the organizational structure of your business.	Current text and/or workbook Internet	Lecture and class discussion Complete the chapter activities	Written tests and quizzes Worksheets
What the forms of business ownership that must be considered in the business plan?	Research the various legal forms of business ownership available to entrepreneurs.	Print media	Compare and discuss student responses to various topics/current events relating to entrepreneurship	Project assessments Print media summaries
What legal and regulatory issues should an entrepreneur consider?	List and describe the potential legal and financial risks associated with starting and operating a business.	Videos/DVDs Audio/video streaming	Use of audio/video/DVD resources to enhance learning Create power point presentations	Responses to discussion questions Business plan assessment
What is the purpose of an operational plan?	List the elements to consider when operating a business on a day-to-day basis.	Community resources	Guest speaker presentations	Presentation evaluations
Why is choosing the right location significant in the business start-up decision?	Consider a variety of criteria and factors that are relevant to making your business accessible to your target market.	Guest speakers	Internet research of entrepreneurial strategies	
What are some advantages and disadvantages to outsourcing product production?	Brainstorm possible motives for outsourcing services or the production of goods.	Teacher-generated handouts Computerized simulations	Guided lessons on computerized simulations	

Suggestions on how to differentiate in this unit:

- Students with individual learning styles can be assisted through adjustments in assessment standards, one-to-one teacher support, additional testing time, peer collaboration, interdisciplinary lessons, cooperative learning, and use of visual and auditory teaching methods.
- A wide variety of assessments and strategies complement the individual learning experience.

**Freehold Regional High School District
Honors Entrepreneurship**

Unit #6: Financial Growth Forecasting

Enduring Understandings: Detailed financial planning is essential to business success.

Sources of capital funding must be explored to fulfill the business's immediate and future needs.

A forecast of the business's growth must be instituted to set realistic objectives for long term goals.

Essential Questions: What are the considerations to explore when generating a pro-forma income statement for a business?

What are the considerations to explore when generating a pro-forma balance sheet for a business?

How is the break-even point determined?

Why is it important to determine sources of capital and outline a repayment plan?

What factors must be considered in order to develop a plan for growth over the first years in the business's existence?

Unit Goal: The students will develop a financial plan and a growth plan for their business plan.

Duration of Unit: 4 weeks

NJCCCS: 9.2.12.B.1; 9.2.12.E.1, 2; 9.2.12.G.1; 9.4.12.D.5, 75; 9.1.12.F.1, 2; 9.4.12.D.11, 14, 17, 18, 20, 21, 23, 24, 25, 29, 31, 34, 44, 45, 46, 47, 50, 53, 66.

Guiding / Topical Questions	Content, Themes, Concepts, and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
What is the purpose of the financial plan?	Identify and discuss how sound financial planning is the road map for business success.	Current text and/or workbook	Lecture and class discussion	Written tests and quizzes
Why is it important for the entrepreneur to understand the ramifications of finance in his business venture?	Understand and interpret how capital can affect a start-up business in both positive and negative ways.	Internet	Complete the chapter activities	Worksheets
Where and how can a business find start up capital?	Research the avenues of funding for sources of capital.	Print media	Compare and discuss student responses to various topics/current events relating to entrepreneurship	Project assessments
Why is it vital to establish pro forma financial statements in a business plan?	Project estimates for generating revenue and realistic expenditures.	Videos/DVDs	Use of audio/video/DVD resources to enhance learning	Print media summaries
What is the difference between and purpose of the financial statements?	Examine the types of financial statements that need to be generated during the life of the business.	Audio/video streaming	Create power point presentations	Responses to discussion questions
Why does break-even analysis need to be established?	Using the break-even formula, analyze a business's ability to meet its financial obligations.	Community resources	Guest speaker presentations	Business plan assessment
What arrangements need to be made for debt repayment?	Consider the various debt repayment plans available for lending institutions and investors.	Guest speakers	Internet research of entrepreneurial strategies	Presentation evaluations
		Teacher-generated handouts	Guided lessons on computerized simulations	
		Computerized simulations		

Suggestions on how to differentiate in this unit:

- Students with individual learning styles can be assisted through adjustments in assessment standards, one-to-one teacher support, additional testing time, peer collaboration, interdisciplinary lessons, cooperative learning, and use of visual and auditory teaching methods.
- A wide variety of assessments and strategies complement the individual learning experience.