



# CTE Entrepreneurship Course Development Model

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## Course Content

16.6 - Hours of instruction

Possible model: 8 weeks with 2.07 hours per week

By Week:

## Week One

### Entrepreneurship Pros & Cons

Compare the pros and cons of owning a business versus being an employee.

### Our Industry and Its Businesses

- a. Main Ideas Provide short history of the industry. Where is it going? Give data on the industry in local area and the businesses within it. Which types of businesses appeal to which types of individuals? Are some of these businesses serving other businesses? Or are they consumer oriented?
- b. Student Engagement (e.g., small group work) Brainstorm a potential business. Name the products, services, customers. How will you market this business? How will you get money to get started? What is the future of this type of business in your industry? Is it long time and well established? Phasing out? Emerging as a new type of business? Which business types are serving your local area? Are any types of businesses obviously missing? This exercise will feed an executive summary of a business plan. It is intended to spark enthusiasm and teamwork as well as introduce various components of the course.
- c. Assessments
- d. Assignments Research your industry online. Research the type of business you are interested in. Interview the owner of a business that is similar to what you want to start.
- e. Resources

## Week Two

### Products and Services

- a. Main Ideas Provide information on the products and services provided by businesses in your industry. Describe changes that are happening due to technological advances, lifestyle preferences, demographics. For example, is an area of exclusive homes being developed? What businesses would cater to high-income families?
- b. Student Engagement (e.g., small group work) Continue brainstorming in groups from Week One.
- c. Assessments
- d. Assignments Research a product or service. Who provides these? What are annual revenues for that product or service?
- e. Resources Instructor Powerpoint; handouts; web sites

### Business Organization Models

- a. Main Ideas Show and describe a few basic organization models. Discuss pros/cons of each.
- b. Student Engagement (e.g., small group work) Students will create a model for a business they know.
- c. Assessments
- d. Assignments Students will create a model for their proposed business. Show them how to create one in PowerPoint. Use templates at <http://www.vertex42.com/ExcelTemplates/organizational-chart.html> or <http://www.orgplus.com/products/orgplus-professional/chart-template-samples.htm>
- e. Resources Instructor Powerpoint; handouts; web sites (see above)

## Week Three

### Market Segments and Market Research

- a. Main Ideas Present information on target markets and segmentation. Distinguish between primary and secondary markets. For market research, ask: How can you turn people into paying customers if you don't know what they want? And, how do you know what your target market wants unless you ask them?
- b. Student Engagement (e.g., small group work) Create a profile of the primary and secondary target markets for your business. As a group, decide who you think your primary and secondary target markets are. Determine in what city (or area of a larger city) your business will be located. Research the ZIP code for your business location, Use [www.city-data.org](http://www.city-data.org) and/or <http://www.claritas.com/MyBestSegments/Default.jsp>
- c. Assessments
- d. Assignments Using the statistics and information you find on these sites, create a profile of your target customers. Be creative with how you put together your

profile.

For Market Research: To collect your primary research data:

- a. Create a five-question survey of questions to ask members of your target market
- b. Collect at least 20 surveys from people in your target market.
- c. Analyze your findings. What do you tell you about your target market? Create charts or graphs in Excel to summarize your findings, and/or share a brief written summary of your findings.

e. Resources [Instructor Powerpoints, handouts, URLs](#)

## Week Four

### Competitive Analysis

- a. Main Ideas [Differentiate between direct and indirect competitors.](#)
- b. Student Engagement (e.g., small group work) [Class discussion: Identify direct and indirect competitors of a particular business known to students \(McDonald's; Kinko's; Ford; Apple; etc.](#)
- c. Assessments
- d. Assignments [Identify direct and indirect competitors of your proposed business.](#)
- e. Resources

## Week Five

### Branding and Marketing

- 5.1. Promotional
- 5.1. Web site
- 5.3. Social Media

- a. Main Ideas [Distinguish among various types of marketing. Explain "branding" in your industry.](#)
- b. Student Engagement (e.g., small group work) [Have students create taglines that would help brand their business. Focus on benefits.](#)
- c. Assessments
- d. Assignments [Design a three- to five-page web site for your business. Easy to use design templates can be found at \[www.weebly.com\]\(http://www.weebly.com\), \[www.wix.com\]\(http://www.wix.com\), or \[webs.com\]\(http://www.webs.com\). Include pages such as: Home, About Us, Products/Services, Video or Photo Gallery, Menu, Testimonials, Fun Facts, Frequently Asked Questions, Contact Us, etc. Be creative! Create some social media profiles for your business. On your web site, be sure to include links to social media sites, such as: Facebook, Instagram, Twitter, Vimeo, Vine, Pinterest, LinkedIn, Yelp, etc. Really want to jazz up your Target Segmentation section with some really great looking infographics? Organize your data into an Infographic template using <http://visual.ly>, <http://www.easel.ly>, <http://piktochart.com>, <https://venngage.com>, or <http://infogr.am>](#)
- e. Resources

## Week Six

### Financials 1

- 6.1. Start-Up Costs
- 6.2. Pricing
- 6.3. Mark-Up

- a. Main Ideas Use Q & A to elicit students' knowledge of the costs involved in starting a particular type of business in a particular location. Provide information on approaches to pricing. Review pricing strategies used in their industry or business of choice.
- b. Student Engagement (e.g., small group work) Students will experiment with pricing their product (s) or service(s) by calculating the cost to buy the supplies for the product (Cost of Goods Sold or COGS) and what percentage of mark-up you would add. See <http://www.calculatorsoup.com/calculators/financial/price-calculator.php>. This tool will show how costs and mark-up affect the price for your customers.
- c. Assessments
- d. Assignments Determine a business price list. Create a price for each product or service. Include cost of each product, markup on each, and profit on each.
- e. Resources

Unknown  
Field Code Changed

## Week Seven

### Financials 2

- 7.1. Fixed and Variable Costs
- 7.2. Breakeven Point
- 7.3. Sales Forecast

- a. Main Ideas Help students understand the concepts of fixed and variable costs and the breakeven point. Show them some sales forecasts and discuss how they might forecast sales in their proposed business. Discuss variables that add complications, such as seasonality. Discuss the value of a sales forecast in figuring out how much the business can spend on marketing, employees, and growing the business. Stress how difficult accurate forecasting can be.
- b. Student Engagement (e.g., small group work) Students will create a list of fixed and variable costs, identify each, and estimate the cost of each for their proposed business. Students will calculate the breakeven point for their proposed business. See <http://www.entrepreneur.com/calculators/breakeven.html>
- c. Assessments
- d. Assignments Have students create a sales forecast chart for one month of operation of their proposed business.
- e. Resources

## Week Eight

| **Final/Pitch** Final exam? Project completion? 3-minute “shark-tank” style pitch?

## Required State Curriculum Data

Catalog Description

Schedule Description

Recommended Prep/Pre/CoReqs

Units: 1

TFCH: 16.60 hours

Lecture Topics

Objectives/Outcomes

Methods of Evaluation

- Writing Assignments

- Problem Solving Demonstrations

- Skill Demonstrations

- Examinations

- Other

Course Content (Assignments)

- Typical Reading Assignments

- Typical Writing Assignments

- Typical Oral Assignments

- Typical Other Assignments

Textbooks /Supplies

Entrepreneurship and Small Business Management, 2/E, Steve Mariotti, Caroline Glackin  
ISBN-10: 0133767183 • ISBN-13: 9780133767186  
©2015 • Prentice Hall • Paper, 720 pp; Published 05/14/2014

## **BRIEF CONTENTS**

### **UNIT 1 Entrepreneurial Pathways**

Chapter 1 Entrepreneurs Recognize Opportunities  
Chapter 2 Franchising  
Chapter 3 Finding Opportunity in an Existing Business  
Chapter 4 The Business Plan: Road Map to Success  
Honest Tea Business Plan  
Unit 1 Case Study: Spanx

### **UNIT 2 Who Are Your Customers?**

Chapter 5 Creating Business from Opportunity  
Chapter 6 Exploring Your Market  
Unit 2 Case Study: Kitchen Arts & Letters, Inc.

### **UNIT 3 Integrated Marketing**

Chapter 7 Developing the Right Marketing Mix and Plan  
Chapter 8 Pricing and Credit Strategies  
Chapter 9 Integrated Marketing Communications  
Chapter 10 Marketing Globally  
Chapter 11 Smart Selling and Effective Customer Service  
Unit 3 Case Study: Empact

### **UNIT 4 Show Me the Money: Finding, Securing, and Managing It**

Chapter 12 Understanding and Managing Start-Up, Fixed, and Variable Costs  
Chapter 13 Using Financial Statements to Guide a Business  
Chapter 14 Cash Flow and Taxes  
Chapter 15 Financing Strategy: Debt, Equity, or Both?  
Unit 4 Case Study: Lee's Ice Cream

### **UNIT 5 Operating a Small Business Effectively**

Chapter 16 Addressing Legal Issues and Managing Risk  
Chapter 17 Operating for Success  
Chapter 18 Location, Facilities, and Layout  
Chapter 19 Human Resources and Management

### **Unit 5 Case Study: ONLC**

### **UNIT 6 Leadership, Ethics, and Exits**

Chapter 20 Leadership and Ethical Practices  
Chapter 21 Franchising, Licensing, and Harvesting: Cashing in Your Brand  
Unit 6 Case Study: Honest Tea

Appendix 1 Sample Student Business Plan: University Parent, Inc.

Appendix 2 BizBuilder Business Plan

Appendix 3 Resources for Entrepreneurs

Appendix 4 Useful Formulas and Equations

Glossary