

EYE: Entrepreneurial Youth Experience
 Curriculum Overview and Alignment to Pennsylvania Educational Standards
 6: Economics and 13: Career Education and Work

Unit	Topic	Assessment Type	Assignment Name	Assignment Summary	Objective	Standards
Introduction	Introduction	Content	N/A	N/A	Explore the meaning of “ <i>entrepreneurism</i> ” and “ <i>entrepreneurial spirit</i> .”	6.5F
Introduction	Introduction	Content	N/A	N/A	Apply examples of <i>historical entrepreneurism</i> to your personal talents and goals	6.5F
Introduction	Personal Talents	Journal	Personal Talents	List talents and write one or two ways to use their talents to help others or create new products or services. Then describe how they could benefit someone.	Discover how <i>personal talents</i> create business, product and service offering opportunities.	13.1A, 13.4B, 13.1H
Introduction	Personal Goal	Journal	Personal Goal	Construct a personal goal statement by writing a description of what will be accomplished, who the goal will benefit, how the intended audience will be involved, and action to take to reach the goal.	Discover how <i>personal talents</i> create business, product and service offering opportunities.	13.1A, 13.4A, 13.1H
Unit 1: Benefits of Entrepreneurship	Introduction	Content	N/A	N/A	Apply the <i>key benefits of entrepreneurism</i> to personal goals.	13.4A
Unit 1: Benefits of Entrepreneurship	Work Life Balance	Journal	Work Life Balance	Create a focus area and priority list. Add estimated percentage of time that they will spend on each priority to develop a work, life balance matrix.	Develop a <i>work, life balance</i> matrix.	13.3E
Unit 1: Benefits of Entrepreneurship	Driving Innovation	Journal	Driving Innovation	List three International/National companies and three Regional/Local companies that drive innovation at their levels. Document the specific product or service the company has developed that has driven other companies and organization to innovate themselves. Explain how the product or service has driven innovation.	Evaluate how existing companies have <i>driven innovation</i> .	6.5F
Unit 1: Benefits of Entrepreneurship	Creating Jobs	Journal	Creating Jobs	Describe how important jobs created by entrepreneurs are to the overall job market and why?	Describe the benefits of <i>jobs created</i> by entrepreneurs.	6.5F
Unit 1: Benefits of Entrepreneurship	Impacting People's Lives	Journal	Impacting People's Lives	List several products or services that impact their life or the lives of others. Write a short description of what the device does. Describe how the product or service positively impacts the lives of others.	Outline products that have positively <i>impacted lives</i> .	6.5F

EYE: Entrepreneurial Youth Experience
Curriculum Overview and Alignment to Pennsylvania Educational Standards
6: Economics and 13: Career Education and Work

Unit 1: Benefits of Entrepreneurship	Fueling Growth	Journal	Fueling Growth	Document a company (and their products and services) that was improved upon with the opening of another company and describe the relationship between the two companies. Discuss how they feel the new company fueled growth either in an industry or in a community.	Relate companies who have started or continued to fuel growth .	6.5F
Unit 1: Benefits of Entrepreneurship	Making the World a Better Place	Journal	Making World Better	Discuss how their personal goal makes the world a better place.	Tell how entrepreneurs can make the world a better place .	6.5F
Unit 2: You and Your Business	Personal Skills Assessment	Assignment	PSA Template	Document the goal, the key areas of performance (for a service) or benefits (for a product) and the top three skills needed within each key area. For each skill, the student will rate themselves according to the scale provided.	Build a Key Focus Area Map .	13.1A
					Align your current skills to those identified in your Key Focus Area Map .	
					Create a skills gap matrix .	13.3G
Unit 2: You and Your Business	Personal Learning Plan	Assignment	PLP Spreadsheet	Document skills and plans to increase skills on the Personal Skills Assessment	Document an educational plan for building needed skills.	13.3G
Unit 2: You and Your Business	Thinkers, Builders and Doers	Assignment	Thinking, Building, Doing Calculator	Score personal traits against a list of standard traits for entrepreneurs.	Analyze personal traits against the “thinking, building and doing” standards of entrepreneurs.	13.1A
Unit 2: You and Your Business	Biography Builder	Lab	Biography Builder	Write a summary of background and experiences. State their title and role in the company. Detail their accomplishments. Create a list of specific, observable skills they possess. Create a list of duties in the company that they will be responsible for. Create a full resume.	Choose a business title for yourself.	13.4C
					Document your role within your company.	13.4C
					Build a biographical profile .	13.2D
Unit 3: Establishing and Protecting Your Business and Ideas	Registering Your Business	Assignment	My Business Summary	Record business registration information including name and a summary of the business.	Strategize a name choice for your business and products.	13.4C

EYE: Entrepreneurial Youth Experience
 Curriculum Overview and Alignment to Pennsylvania Educational Standards
 6: Economics and 13: Career Education and Work

					Create a business summary highlighting key decisions on forming your business.	13.4C
Unit 3: Establishing and Protecting Your Business and Ideas	Business Structures	Assignment	My Business Summary Pg2	Record which business structure they chose for their business and why it was chosen.	Select a business structure for your business.	6.5C
					Justify decisions regarding your business structure.	6.5C
Unit 3: Establishing and Protecting Your Business and Ideas	Advisory Boards	Journal	Advisory Board	Document and describe people that will serve on an advisory board. Plan their first meeting and construct the AB agreement.	Construct an agreement to form your advisory board.	13.4C, 13.3B
					Build a plan for an advisory board meeting.	13.4C
Unit 3: Establishing and Protecting Your Business and Ideas	Protecting Your Ideas	Quiz	Protecting Your Ideas Quiz	Match business areas with the method used to protect it.	Match protective devices to business areas and ideas.	13.4C
Unit 3: Establishing and Protecting Your Business and Ideas	Banking Accounts	None				
Unit 3: Establishing and Protecting Your Business and Ideas	Lawyers and Accountants	Journal	Lawyers Accountants	List the benefits of getting help from a lawyer and accountant. List concerns about getting help from a lawyer or accountant. List four business activities where they believe they can benefit the most from the help of a lawyer or accountant.	Determine how lawyers and accountants can help you in your business efforts.	13.4C
Unit 4: Markets and Marketing	Initial Market Research	Journal	Reactions	Describe business idea, create a list of people to share the idea with and document the respondents age and experience. Determine questions to ask respondents. Conduct an interview.	Conduct initial market research on your business idea.	6.2F, 13.4C
Unit 4: Markets and Marketing	Entrepreneur Lab: Keyword Search	Entrepreneur Lab	Keyword Search	Create a list of keyword search terms. Record websites found with three different search engines. Setup Google Alerts to receive updated information each day in email. Use keyword search terms to find videos on YouTube.	Conduct a keyword search analysis.	13.4C
Unit 4: Markets and Marketing	Facebook for Market Research	Journal	Facebook Market Research	Create messages to send on social media publicizing an event. Create topics to engage potential clients using social media. Describe three pictures or videos that could be used to promote an event. Write three invitations to invite friends and relatives to the event.	Develop a social media market research exercise.	6.2K

EYE: Entrepreneurial Youth Experience
 Curriculum Overview and Alignment to Pennsylvania Educational Standards
 6: Economics and 13: Career Education and Work

Unit 4: Markets and Marketing	SWOT Analysis Matrix	Assignment	SWOT Analysis Matrix	Fill out a SWOT matrix describing strengths, weaknesses, opportunities and threat of their business.	Build a SWOT matrix describing the strengths, weaknesses, opportunities and threats for you and your business.	13.4C
Unit 4: Markets and Marketing	Pricing Models	Journal	Pricing Models	Create an itemized lists of costs involved in producing their product or providing their service. Document and describe what pricing model will be used in their business. Document the price per sale.	Develop a pricing model for your business.	6.2K
Unit 4: Markets and Marketing	Marketing	Assignment	Mass Media	Create a one page ad to promote their business, product or service.	Create an ad for your products or services.	6.2K, 13.4C
Unit 4: Markets and Marketing	Marketing	Assignment	Social Media Plan	Outline various types of content to attract an audience to their business through social media activities.	Build a social media marketing plan.	6.2K, 13.4C
Unit 4: Markets and Marketing	Marketing	Assignment	Trade Show Plan	Locate two tradeshows for their business. Document questions that they would ask other vendors. Describe how they will showcase their product or service.	Write a trade show plan for your business.	6.2K, 13.4C
Business Plan Lab	What is a Business Plan?	Written Business Plan		All objectives are tested through the Written Business Plan Lab Assignment.	Write a story on why you started your business and how it will benefit others.	13.4C
		Written Business Plan			Document operational and organizational details about your business.	13.4C
		Written Business Plan			Relate your business story to the data collected from research assignments.	13.4C
		Written Business Plan			Showcase the market for your business, products or services.	13.4C
		Written Business Plan			Use data to document market strengths and weaknesses.	13.4C
		Written Business Plan			Outline a marketing plan that will gain your business customers.	13.4C
		Written Business Plan			Construct details for key marketing activities.	13.4C
Unit 5: Startup Cost Planning	Currently In Development					
Unit 6: Managing Your Business and Operations	Currently In Development					