

## Entrepreneurship Experience

Career Cluster	All
Course Code	80026
Prerequisite(s)	None; Recommended: Foundational CTE Course(s)
Credit	0.5 to 1.0
Program of Study and Sequence	Foundational Course – Pathway Course – <b>Capstone: Entrepreneurship Experience</b> – Postsecondary Program.
Student Organization	DECA, Educator Rising, FBLA, FCCLA, FFA, HOSA, SkillsUSA
Coordinating Work-Based Learning	Student-Run Enterprise, Mentoring, Cooperative Work Experience, Project-Based Learning
Industry Certifications	May vary based on student’s career interest and personal learning plan
Dual Credit or Dual Enrollment	Varies depending upon entrepreneurship experience
Teacher Certification	7-12 Certified Teachers, Certified School Counselors, Certified Administrators Best practice is to utilize an industry partner mentor for entrepreneurship knowledge and be facilitated by a certified educator.
Resources	SD Department of Education: Work-Based Learning Toolkit <a href="https://dlr.sd.gov/workforce_services/individuals/career_launch/toolkit.aspx">https://dlr.sd.gov/workforce_services/individuals/career_launch/toolkit.aspx</a>

### Course Description

Capstone: Entrepreneurship Experience provides students with the opportunity to develop the skills needed to establish a business. Through hands-on projects, students gain skills to be successful in the workplace. Students study, research and prepare a business plan that illustrates the practicality of their particular business. Both school and business mentors assist students in the process of developing a business plan. Students present this plan to a panel of community representatives and/or business leaders and are evaluated on the business plan, project portfolio and their presentation.

### Program of Study Application

Capstone: Entrepreneurship Experience is a capstone experience at the secondary level.

Capstone: Entrepreneurship Experience would follow coursework in any career cluster and may precede enrollment in a postsecondary program.

## Course Standards

### ENT 1: Students will analyze personal aptitudes, abilities, strengths, talents, and weaknesses.

<i>Webb Level</i>	<i>Sub-indicator</i>
One Recall and Reproduction	ENT 1.1 Identify entrepreneurial career interests that align with future career goals.
Three Strategic Thinking	ENT 1.3 Compare personal attributes to career expectations.

### ENT 2: Students will investigate ideas for a business to provide a product or service.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	ENT 2.1 Compare and contrast various business ideas.
Three Strategic Thinking	<p>ENT 2.2 Use knowledge and comprehension of industry standards to frame an idea to answer a challenging problem or question.</p> <ul style="list-style-type: none"> <li>● Develop an original idea that solves a customer need and presents an appropriate level of challenge</li> <li>● Personalize an existing business idea</li> <li>● Use an existing business to develop an idea that will significantly expand the current business</li> <li>● Select a business that aligns with the student's chosen career cluster</li> <li>● Use good judgment to be certain that the business plan is appropriate for presentation to a review panel and the general public</li> </ul>
Three Strategic Thinking	<p>ENT 2.3 Engage in rigorous research to validate the business idea.</p> <ul style="list-style-type: none"> <li>● Conduct primary research such as interviews, surveys, empirical observation, etc. before making a final business selection</li> <li>● Investigate relevant government regulations and assess their impact on the proposed business idea</li> <li>● Conduct market analysis</li> <li>● Solicit feedback from relevant stakeholders to improve the business plan process and products or services</li> <li>● Facilitate a focus group</li> </ul>

### ENT 3: Students will develop a comprehensive business plan proposal for a real or hypothetical company based on industry standards.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	<p>ENT 3.1 Compose a concise overview (executive summary) of the business plan that may include:</p> <ul style="list-style-type: none"> <li>● Mission statement</li> <li>● Nature, type, and location of business</li> <li>● Summary of product or service's features and benefits</li> <li>● Potential drawbacks of the business</li> <li>● Unique aspects of the product or service</li> </ul>

One Recall and Reproduction	<p>ENT 3.2 Describe the service or product in detail, that may include:</p> <ul style="list-style-type: none"> <li>● Benefits to current or potential customers</li> <li>● Production methods</li> <li>● Areas in which the business would have a distinct advantage</li> <li>● Problems the product or service would solve</li> </ul>
Three Strategic Thinking	<p>ENT 3.3 Conduct a detailed market analysis which compares and contrasts the strengths and weaknesses of the business plan.</p> <ul style="list-style-type: none"> <li>● Identify competitors and customers</li> <li>● Analyze price point</li> <li>● Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats)</li> <li>● Describe the uniqueness of the product or service, including how it differs from competitors</li> </ul>
Three Strategic Thinking	<p>ENT 3.4 Develop a marketing plan.</p> <ul style="list-style-type: none"> <li>● Identify and analyze the market in terms of potential customers, annual sales, and communication strategies</li> <li>● Gather information about target market including demographics and how to reach customers</li> <li>● Describe the competitive advantage, strategies for business growth, definition of distribution channels, and sales and marketing activities, including for example designing a logo, slogan, advertisements, packaging</li> <li>● Define demographics of target market, including for example age, income level, location, lifestyles, and occupations</li> </ul>
Three Strategic Thinking	<p>ENT 3.5 Develop an organizational structure, management scheme, and operational procedures.</p> <ul style="list-style-type: none"> <li>● Define qualifications and skills of key personnel</li> <li>● Describe how the business will operate</li> <li>● Determine infrastructure needs such as physical facilities and location</li> <li>● Ascertain necessary technology to run, operate, and manage the business</li> </ul>
Three Strategic Thinking	<p>ENT 3.6 Formulate financial projections to meet the requirements for funding by a lending institution, including calculating:</p> <ul style="list-style-type: none"> <li>● Projected sales of goods and/or services</li> <li>● Fixed and variable expenses</li> <li>● Loan and interest costs, if applicable</li> </ul>
Two Skill/Concept	<p>ENT 3.7 Create an appendix for business plan documents.</p> <ul style="list-style-type: none"> <li>● Resumes</li> <li>● Sales projections</li> <li>● Advertisements</li> <li>● Inventory</li> <li>● Cost analysis, etc.</li> </ul>

**ENT 4: Students will demonstrate effective communication to explain the business plan.**

<i>Webb Level</i>	<i>Sub-indicator</i>
Three Strategic Thinking	ENT 4.1 Create a short business pitch that illustrates the major concepts and benefits of the product or service.

Three Strategic Thinking	<p>ENT 4.2 Present the business plan to relevant stakeholders utilizing appropriate visual aids. This may include:</p> <ul style="list-style-type: none"> <li>● Oral presentation</li> <li>● Website</li> <li>● Podcast</li> <li>● Social media promotion</li> <li>● Presentation to potential investors</li> <li>● Create a video using a digital platform</li> <li>● Prepare a display board or poster</li> <li>● Develop a product prototype</li> </ul>
Four Extended Thinking	<p>ENT 4.3 Defend and support the business plan.</p> <ul style="list-style-type: none"> <li>● Present the business plan to a live panel of reviewers and answer questions about the proposal</li> </ul>

**ENT 5: Students will reflect, analyze and document the learning process of the entrepreneurship experience.**

<i>Webb Level</i>	<i>Sub-indicator</i>
Three Strategic Thinking	<p>ENT 5.1 Self-evaluate and assess the business plan.</p> <ul style="list-style-type: none"> <li>● Create a reflection from the beginning to the end of the project</li> </ul>
One Recall and Reproduction	<p>ENT 5.2 Articulate challenges encountered in the project and describe the outcomes.</p>
Three Strategic Thinking	<p>ENT 5.3 Identify future options and opportunities based on entrepreneurial experience, including:</p> <ul style="list-style-type: none"> <li>● Postsecondary Plan</li> <li>● Options to secure Funding and Open Business</li> <li>● Apprentices, internships, other career training options</li> </ul>