# 2017 Somerville Public Schools
## SCOPE AND SEQUENCE MAP

<table>
<thead>
<tr>
<th>Course: Entrepreneurship</th>
<th>Subject Area: Business</th>
<th>Grade Level: 9-12</th>
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<tbody>
<tr>
<td><strong>Unit 1: 5 Weeks</strong></td>
<td><strong>Unit 2: 5 Weeks</strong></td>
<td><strong>Unit 3: 10 Weeks</strong></td>
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<tr>
<td>Focus Theme/Topic: The Birth of Small Ideas</td>
<td>Focus Theme/Topic: The Spread of Small Ideas</td>
<td>Focus Theme/Topic: Implementing Small Ideas</td>
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</table>

### Enduring Understandings
- Small ideas are the foundation of our country and the basis of the “American Dream”.
- No small idea should be ignored.
- Small ideas, although challenged and not accepted at first, have changed the landscape of our world.
- Without pursuing small dreams, our world would be forever altered.
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- The evolution of our world has relied on individuals dreaming small ideas and seeing those ideas come to fruition despite obstacles and societal norms.
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### Essential Questions
- What is an entrepreneur? What character traits does an entrepreneur need to have in order to find success?
- What is an entrepreneur? How do the character traits of an entrepreneur determine the success they will achieve?
- What small ideas have changed the landscape of our world both positively and negatively?
- What role do we play in making small unknown ideas relevant and accepted into society?
- How has media and technology impacted how ideas spread?
- Is there such thing as a “bad” small idea?
- What is the “American Dream” and how does one go about fulfilling it?
- How would our world be a different place if small ideas such as,”the understanding that the world is round” didn’t occur?

### Content Knowledge
- Entrepreneurs possess specific traits and skills in order to persevere.
- Forward-thinking and risk-taking help bring about positive change to our society.
- Often times, innovative ideas are renounced by the public before being widely accepted.
- Despite age, economic standing, or
- Businesses/Ideas thrive with careful marketing strategies promoted by social media.
- Young adults are digital natives and possess the inherent natural skills to navigate social applications and implement clever marketing strategies.
- Being resistant to social media and
- Starting a business does not require a major initial investment. $100 dollars is sufficient to start a business if a business owner wisely uses social media to promote the services and products of the business.
- Many people fear launching a business because of potential

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*Adopted by the Somerville Board of Education on 8/22/17*
gender anyone can dream of a small idea and bring it to fruition with hard work.  
- Businesses/Ideas thrive with careful marketing strategies.

- Internet can cripple a small business idea.  
- Social media and the Internet have forever changed how businesses operate on a day to day basis.  
- Social media allows small businesses to “spark” due to the minimal costs it requires to use social media as a platform to promote a business idea.

- Although, that should not stop you from pursuing worthy ideas.  
- Starting a business requires speaking and listening skills such as: creating presentations, making speeches, and being prepared to defend your business model.  
- Being creative with marketing your business will set you apart from competitors.

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<tr>
<th>Major Skills</th>
<th>Claims</th>
<th>Textual Evidence</th>
<th>Close Reading</th>
<th>Objective Summary Writing</th>
<th>Central Idea</th>
<th>Author’s Purpose</th>
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<td>Students will create a Business Plan to introduce the small business idea which will include: business name, logo, explanation of services, financial plan, business launch plan and forecasted earnings.</td>
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| Performance Based Assessments | After immersing themselves in the research of entrepreneurs and innovators, the students will begin to brainstorm a “small idea” that would translate into a lucrative business.  
- The students would create “pitch” or advertisement similar to the show “Shark | Students will study how the Internet has changed how businesses operate on a day to day basis.  
- Students will compose a social media platform using Twitter, Instagram, and Skype to promote their potential business idea. | Students will create a Business Plan to introduce the small business idea which will include: business name, logo, explanation of services, financial plan, business launch plan and forecasted earnings.  
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Tank and present their business idea to the class. The class would provide insightful feedback in which they would carry over into the next unit when creating the specifics of the potential business venture.

Great value social media and the Internet has in the spread of ideas.

Budget outlining how employees will be paid, and how schedules will be constructed to stay within budget.

Students will choose a creative mascot to represent their business and provide a rational on how that mascot accurately depicts their services.

Students will compose speeches to utilize during their presentation outlining the most important aspects of their business model.

**Digital Platforms**
- SMARTboard technology
- todaysmeet.com
- padlet.com
- Google Applications (Documents, Forms, Spreadsheet, Presentation)

**Sources: Instructional Materials**
- Chromebooks
- Pens
- Pencils
- Paper
- Anchor Charts
- SMARTboard
- Teacher Laptop

**NJCCCS Standards**
- Students will determine a central idea of a text and analyze its development
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over the course of the text, including its relationship to supporting ideas. (RI.8.2)

- Students will analyze how a text makes connections among and distinctions between individuals. (RI.8.3)

- Students will cite the textual evidence that most strongly supports an analysis of what the text says explicitly in grade 8 text(s). (RI.8.1)

- Students will cite the textual evidence that most strongly supports an analysis of inferences drawn from grade 8 text(s). (RI.8.1)

- Students will provide an objective summary of the text. (RI.8.2)

- Students will determine an author’s point of view or purpose in a text and analyze how the author acknowledges and responds to conflicting evidence or viewpoints. (RI.8.6)

| 9.2.12.C.1 Review career goals and determine steps necessary for attainment |
| 9.2.12.C.6 Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, development over the course of the text, including its relationship to supporting ideas. (RI.8.2, SLO 3)

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- Students will determine an author’s point of view or purpose in a text and analyze how the author acknowledges and responds to conflicting evidence or viewpoints.

- Explain the impact of current and emerging technological advances on the demand for increased and new types of accountability and productivity in the global workplace. (21st Century Skills: 9.1.8.F.1)

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| and resources required for owning and managing a business. |
| 9.2.12.C.6 Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business. |
| 9.2.12.C.7 Examine the professional, legal, and ethical responsibilities for both employers and employees in the global workplace. |
| 9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing. |
| CRP: |
| 0 CRP2. Apply appropriate academic and technical skills. |
| 0 CRP4. Communicate clearly and effectively and with reason. |
| 0 CRP5. Consider the environmental, social and economic impacts of decisions. |
| 0 CRP6. Demonstrate creativity and innovation. CRP7. Employ valid and reliable research strategies. |
| 0 CRP10. Plan education and career paths aligned to personal goals. |
| 0 CRP11. Use technology to |

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(RI.8.6) Present claims and findings, emphasizing salient points in a focused, coherent manner with relevant evidence, sound valid reasoning, and well-chosen details; use appropriate eye contact, adequate volume, and clear pronunciation. (SL 8.4)
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| CRP5. Consider the environmental, social and economic impacts of decisions. |
| CRP6. Demonstrate creativity and innovation. CRP7. Employ valid and reliable research strategies. |
| CRP10. Plan education and career paths aligned to personal goals. |
| CRP11. Use technology to enhance productivity. |
| CRP12. Work productively in teams while using cultural global competence. |