

CAPS Innovation and Entrepreneurship

UNIT 1: Foundations of Entrepreneurship

ESSENTIAL QUESTION

What are the fundamental concepts and principles that underpin successful entrepreneurship?

BIG IDEAS

- **Understanding the Entrepreneurial Mindset and Characteristics**
- **Exploring the Role of Risk and Resilience in Entrepreneurship**
- **Navigating Legal, Ethical, and Social Responsibilities as an Entrepreneur**

GUIDING QUESTIONS

Content

- What traits and characteristics define successful entrepreneurs, and how can they be cultivated?
- What are the various types of entrepreneurial ventures, and how do they differ in terms of risk, scale, and impact?
- What legal, ethical, and social considerations should entrepreneurs be aware of when starting and running a business?

Process

- How can self-awareness and reflection help individuals develop an entrepreneurial mindset?
- What strategies can entrepreneurs use to identify and mitigate risks associated with starting a business?
- How do entrepreneurs navigate ethical dilemmas and make responsible decisions in their ventures?

Reflective

- How has your understanding of entrepreneurship evolved throughout this unit, and how do you envision applying entrepreneurial principles in your future endeavors?
- What personal strengths and areas for growth have you identified in relation to entrepreneurship, and how do you plan to leverage them in your entrepreneurial journey?

FOCUS STANDARDS

Entrepreneurship Course No. 12053

BENCHMARK 1: UNDERSTAND THE CONCEPTS, PROCESSES, KNOWLEDGE AND SKILLS RELATED TO IDENTIFYING NEW IDEAS, OPPORTUNITIES, AND AND METHODS UTILIZED IN CREATING OR STARTING A NEW ENTREPRENEURSHIP/SMALL BUSINESS VENTURE.

Competencies

- | # | DESCRIPTION |
|-----|--|
| 1.1 | Define entrepreneurship and what it means to be an entrepreneur. |
| 1.2 | Explain characteristics of an entrepreneur as it relates to personal assessment and management. |
| 1.3 | Utilize entrepreneurial discovery strategies to generate feasible ideas for business ventures. |
| 1.4 | Develop a concept for a new business venture and evaluate it's feasibility and potential to become successful. |

KEY LEARNING EXPERIENCES

- Self-assessment and reflection exercises to identify entrepreneurial traits and characteristics.
- Case studies and discussions on successful entrepreneurs and their entrepreneurial journeys.
- Guest speaker sessions featuring entrepreneurs sharing their experiences and insights.
- Debates and discussions on ethical dilemmas and social responsibilities in entrepreneurship.
- Interactive workshops on goal setting, time management, and resilience building.
- Development of a personal entrepreneurial vision statement outlining goals and aspirations.

CAPS Innovation and Entrepreneurship

UNIT 2: Identifying Opportunities and Market Analysis

ESSENTIAL QUESTION

How can entrepreneurs identify and capitalize on opportunities in the market?

BIG IDEAS

- Conducting Market Research and Analysis to Identify Opportunities
- Understanding Customer Needs, Pain Points, and Trends
- Evaluating Market Potential and Competitive Landscape

GUIDING QUESTIONS

Content

- What methods and techniques can entrepreneurs use to conduct effective market research and analysis?
- How do entrepreneurs identify and understand the needs, preferences, and behaviors of their target customers?
- What factors should entrepreneurs consider when assessing market potential and analyzing competitors?

Process

- How do entrepreneurs collect and analyze data to identify market gaps and opportunities?
- What strategies can entrepreneurs use to validate market demand and assess customer feedback?
- How do entrepreneurs adapt their strategies and offerings based on market insights and competitor analysis?

Reflective

- How has your perspective on market opportunities evolved throughout this unit, and how do you plan to apply market analysis techniques in your entrepreneurial ventures?
- How can you overcome challenges in the market research process?

FOCUS STANDARDS

Entrepreneurship

Course No. 12053

BENCHMARK 2: UNDERSTAND THE ECONOMIC PRINCIPLES AND CONCEPTS FUNDAMENTAL TO BUSINESS OPERATIONS.

Competencies

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|-----|---|
| 2.1 | Expound on the importance of entrepreneurship on market economies. |
| 2.2 | Demonstrate an understanding of how basic economic concepts are utilized by an entrepreneur/small business owner. |

BENCHMARK 4: DEVELOPING AND RECOGNIZING A SUCCESSFUL BUSINESS VENTURE OPPORTUNITY THROUGH ENTREPRENEURIAL DISCOVERY, CONCEPT DEVELOPMENT, RESOURCING, ACTUALIZATION AND HARVESTING.

Competencies

#	DESCRIPTION
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|-----|---|
| 4.1 | Identify successful methods in developing and assessing innovative business ideas. |
| 4.2 | Explain how entrepreneurs recognize marketplace opportunities. |
| 4.3 | Explain tools used by entrepreneurs for venture planning. |
| 4.4 | Explain proper methods in assessing and calculating risk in developing a business venture. |
| 4.5 | Describe the need for continuation planning as it relates with entrepreneurship/small business ownership. |

KEY LEARNING EXPERIENCES

- Market research projects involving surveys, interviews, and data analysis.
- Field trips or virtual tours to observe market trends and customer behavior in real-world settings.
- Guest lectures from industry experts on market analysis methodologies and tools.
- Competitive analysis exercises comparing products, services, and business models.
- Design thinking workshops to empathize with customers and identify unmet needs.
- Creation of a market opportunity canvas to synthesize research findings and insights.

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UNIT 3: Developing and Validating Business Ideas

ESSENTIAL QUESTION

How can entrepreneurs turn innovative ideas into viable business concepts?

BIG IDEAS

- Idea Generation, Evaluation, and Selection
- Prototyping and Testing Business Concepts
- Iterating and Refining Business Models Based on Feedback

GUIDING QUESTIONS

Content

- How do entrepreneurs generate, evaluate, and prioritize business ideas?
- What methods and tools can entrepreneurs use to prototype and test their business concepts?
- How do entrepreneurs gather and incorporate feedback from stakeholders to refine their business models?

Process

- What brainstorming techniques and ideation exercises can entrepreneurs use to generate innovative business ideas?
- How do entrepreneurs create prototypes or minimum viable products to validate market demand and feasibility?
- How do entrepreneurs iterate and pivot based on customer feedback, market trends, and business performance metrics?

Reflective

- How has your approach to developing and validating business ideas evolved throughout this unit, and how do you plan to apply these strategies in future ventures?
- What insights have you gained about the importance of flexibility, adaptability, and resilience in the entrepreneurial process?

FOCUS STANDARDS

Entrepreneurship

Course No. 12053

BENCHMARK 5: UNDERSTANDS THE CONCEPTS, PROCESSES, AND SYSTEMS NEEDED TO DETERMINE AND SATISFY CUSTOMER NEEDS/WANTS/EXPECTATIONS, MEET BUSINESS GOALS/OBJECTIVES, AND CREATE NEW PRODUCT/SERVICE IDEAS.

Competencies

DESCRIPTION

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|-----|---|
| 5.1 | Understand marketing's role and function in business to facilitate economic exchanges with customers. |
| 5.2 | Analyze the role of marketing research in constructing a small business management model. |
| 5.3 | Identify and explain primary and secondary market research. |
| 5.4 | Describe marketing functions and related activities. |
| 5.5 | Describe the components and purpose of a business plan. |
| 5.6 | Identify and evaluate a local entrepreneurial venture/business. |
| 5.7 | Describe methods in dealing with conflict as it relates with entrepreneurship/small business ownership. |

KEY LEARNING EXPERIENCES

- Ideation workshops and brainstorming sessions to generate and evaluate business ideas.
- Design sprint exercises to prototype and test business concepts with target customers.
- Lean canvas or business model canvas workshops to map out key components of business models.
- Pitch practice sessions to refine elevator pitches and investor presentations.
- Customer discovery interviews and focus groups to gather feedback on business concepts.
- Peer feedback and critique sessions to provide constructive criticism and support.

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UNIT 4: Delivering a Pitch to Investors

ESSENTIAL QUESTION

How can entrepreneurs effectively communicate their business ideas and secure investment funding?

BIG IDEAS

- **Crafting a Compelling Pitch Narrative and Value Proposition**
- **Mastering Presentation Skills and Techniques**
- **Building Confidence and Overcoming Pitch Anxiety**

GUIDING QUESTIONS

Content

- What elements should be included in a pitch deck to effectively communicate the value proposition and market opportunity?
- How can entrepreneurs tailor their pitch delivery to resonate with different audiences, such as investors, customers, and stakeholders?
- What strategies and techniques can entrepreneurs use to prepare for and manage pitch presentations effectively?

Process

- How do entrepreneurs structure their pitch narrative to capture attention, generate interest, and inspire action?
- What rehearsal strategies and presentation techniques can entrepreneurs use to deliver a confident and persuasive pitch?
- How do entrepreneurs solicit and incorporate feedback to continuously improve their pitch delivery and effectiveness?

Reflective

- How has your approach to delivering pitches evolved throughout this unit, and how do you

plan to apply these strategies in future investor interactions?

- What insights have you gained about the importance of storytelling, authenticity, and passion in engaging investors and securing funding?

FOCUS STANDARDS

Entrepreneurship

Course No. 12053

BENCHMARK 6: UNDERSTAND ORGANIZATIONAL AND FINANCIAL TOOLS USED IN MAKING BUSINESS DECISIONS AS IT RELATES TO ENTREPRENEURSHIP/SMALL BUSINESS OWNERSHIP.

Competencies

DESCRIPTION

- 6.1 Develop project management (organizational skills) to improve efficiency.
- 6.2 Identify and explain expense control strategies to enhance the financial well-being of a business.
- 6.3 Give explanation on how entrepreneurs incorporate accounting in making business decisions.
- 6.4 Understand the need for proper financial and money management as it relates to an entrepreneur/small business owner.
- 6.5 Explain and describe cost/benefit analysis as it explains cost-profit relationships.
- 6.6 Examine and explain the components and purpose of a financial plan for a business.

BENCHMARK 7: KNOW AND UNDERSTAND THE IMPORTANCE OF EMPLOYABILITY SKILLS. EXPLORE, PLAN, AND EFFECTIVELY MANAGE CAREERS. KNOW AND UNDERSTAND THE IMPORTANCE OF ENTREPRENEURSHIP SKILLS. OBTAIN AND DEVELOP STRATEGIES FOR ENSURING A SUCCESSFUL CAREER IN ENTREPRENEURSHIP/SMALL BUSINESS OWNERSHIP.

Competencies

DESCRIPTION

- 7.1 Develop personal traits and behaviors to foster career advancement.
- 7.2 Demonstrate employability/career success skills.
- 7.3 Explain and demonstrate the nature of effective communications.

KEY LEARNING EXPERIENCES

- Pitch Deck Development: Students will create a comprehensive pitch deck outlining their business idea, market opportunity, competitive landscape, and financial projections.
- Pitch Rehearsals: Students will practice delivering their pitches in simulated investor pitch sessions, receiving feedback from peers and instructors.
- Presentation Skills Workshops: Workshops will cover essential presentation skills such as

body language, voice modulation, and slide design.

- Mock Investor Panels: Students will participate in mock investor panels where they present their pitches to a panel of experienced entrepreneurs and investors for feedback and evaluation.
- Pitch Practice Pitch: Students will participate in a pitch competition where they present their pitches to a panel of real investors or industry experts, with opportunities for funding and mentorship.
- Reflection and Feedback Sessions: Students will engage in reflective exercises to analyze their pitch performances, identify strengths and areas for improvement, and set goals for future pitches.

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UNIT 5: Professional Skills Development through Career Exploration

ESSENTIAL QUESTION

What are key professional skills needed to prepare future professionals in a career they are exploring?

BIG IDEAS

- **Holistic Skill Development:** Prioritize a diverse set of skills beyond technical expertise and including an entrepreneurial mindset.
- **Experiential Learning:** Hands-on experiences, internships, apprenticeships, and project-based learning opportunities provide career exploration opportunities.
- **Mentorship and Networking:** Facilitate mentorship programs and networking events to connect young professionals with experienced individuals in their field.

GUIDING QUESTIONS

Content

- What are effective communication strategies and tools used in specific professions?
- Why are critical thinking, problem-solving and adaptability important?
- How can professional skill development bridge the gap between theoretical knowledge and practical application and enhance understanding of future career opportunities?
- How can mentors offer guidance, advice, and valuable insight most effectively?

Process

- How can students learn about their current strengths and opportunities for development?
- How can experiential learning opportunities holistically create opportunities to practice professional skills?

Reflective

- How does professional skill development foster lifelong learning and development?
- How can I take these skills and transfer them to post secondary and future careers?

FOCUS STANDARDS

CTE Professionalism Standards

- 1.1 Act as a responsible and contributing citizen and employee.
- 1.2 Apply appropriate academic and technical skills.
- 1.4 Communicate clearly, effectively and with reason.
- 1.5 Consider the environmental, social and economic impacts of decisions.
- 1.6 Demonstrate creativity and innovation.
- 1.7 Employ valid and reliable research strategies.
- 1.8 Utilize critical thinking to make sense of problems and persevere in solving them.
- 1.9 Model integrity, ethical leadership and effective management.
- 1.10 Plan education and career path aligned to personal goals.
- 1.11 Use technology to enhance productivity.
- 1.12 Work productively in teams while using cultural/global competence.

CAPS Professional Profile

Skills: Communication, Collaboration, Time Management, Conflict Resolution, Critical Thinking, Interpersonal Relationship, Creativity, Leadership

Attributes: Adaptability, Curiosity, Self-awareness, Drive, Confidence, Enthusiasm, Resourcefulness, Integrity, Empathy

Actions: Networking, Interviewing, Goal Setting, Professional Manner

KEY LEARNING EXPERIENCES

- Experiential learning opportunities such as project presentations, apprenticeships, client projects and internships.
- Interview opportunities with community members.
- Mentorship events where students are connected to professionals in their chosen careers.
- Development of digital portfolios and resume building that are industry standard and can grow with students.