



Entrepreneurship 101

High School Standard

Introduction

Launching the Boss Club entrepreneurship elective course is a cross-curricular, project-based learning method to practically instill the fundamentals of work ethic, financial stewardship, people skills, and business basics.

Over the course of a semester, you will design and launch a small business. Daily lessons learned in class are immediately applied to your business with real world successes and failures.

You are given the resources to understand the basics of product design, pricing, marketing and sales, financial reporting, and community stewardship and actually implement these concepts to ensure deep understanding and retention.

The Boss Club curriculum started as a college-level course at Baylor University's nationally ranked entrepreneurship program where students started real businesses over the course of the semester. The founder of that course then co-founded Boss Club to bring entrepreneurial education to a younger audience.

The same proven business education that was taught at the collegiate level has been incorporated at the high school level in this curriculum. Concepts taught in this course will give you a significant head start over your peers when entering business classes at the university level.

Course Overview:

This curriculum is designed to teach you the basics of entrepreneurship through actually creating a small business over the course of a semester.

Entrepreneurship isn't just about starting a business. It's a mindset that can be applied to any pursuit in life. The goal of the curriculum is that you will be able to tangibly see how you can

simplify a seemingly complex pursuit into easily manageable pieces and build confidence through daily progress towards a goal.

Entrepreneurship is a broad topic and this course is designed to assist you in learning the fundamentals of entrepreneurship and achieve a practical understanding by starting your own small business. The curriculum is organized into six Modules that represent the basic steps of formulating, starting, and running a successful business. The course materials are presented in a weekly format and designed to be completed in 15 weeks, although your teacher may modify the course duration and pacing at their discretion.

Learning Objectives:

1. Understand what it means to be an entrepreneur
2. Learn the basic process for selecting, designing, and starting a business
3. Conduct pricing methodology, market research, and margin analysis
4. Formulate an actionable marketing plan for the business
5. Develop tracking for the customers, sales, and expenses of the business
6. Understand basic tax and legal implications of the business and know where to seek more guidance
7. Understand the roles of stewardship and citizenship in sustained value and success

Course Schedule:

Module 1: Introduction to Entrepreneurship and Selecting a Business

Objective: Vision cast for what entrepreneurship looks like, and select your business idea

Suggested length: 2 weeks

Week 1: Introduction to entrepreneurship, inspiring stories from entrepreneurs, and student work plan. Lessons include:

- *Introduction to entrepreneurship*
- *Reasons you'll love entrepreneurship*
- *Our outlook and mission with entrepreneurship*
- *Why this matters*

Week 2: Selecting and vetting your business. Lessons include:

- *How to choose your business idea - products and services*
- *Ways to come up with your business idea*
- *Refining your business idea*
- *Selecting a business model*
- *The Alphabet Test*
- *Vetting your business*
- *Competition*
- *Competitive Positioning*
- *Why this matters*

Module 2: Designing Your Business

Objective: Formulate the business concept, offerings, and requirements

Suggested length: 3 weeks

Week 3: Product or service features, requirements, pricing, estimated profit, etc.

Lessons include:

- *Identifying everything needed in the business (products)*
- *Identifying everything needed in the business (services)*
- *Determining costs (products)*
- *Determining costs (services)*
- *Economies of Scale*
- *Determining selling price (products)*
- *Determining selling price (services)*
- *Pricing psychology*
- *Why this matters*

Week 4: Naming, branding, and developing a short pitch. Lessons include:

- *Naming your business*
- *Creating a logo*
- *Psychology of colors*
- *Creating a logo (case study)*
- *Why this matters*

Week 5: Presenting company concept to class. Lessons include:

- *Presenting your company concept to class*
- *Why this matters*

Module 3: Preparing to Launch Your Business

Objective: Prepare your business to launch and make sales

Suggested length: 1-2 weeks

Week 6: Preparing to launch your business. Lessons include:

- *Preparing to launch your business*
- *Customer communication (how customers purchase from you)*
- *Case study - Boss Club*
- *Case study - Big Bear BBQ Sauce*
- *Case study - Growing too fast*
- *Why this matters*

Week 7: Utilizing a website and email. Lessons include:

- *Websites and email addresses*
- *Website sections to incorporate*
- *Copywriting basics*
- *Setting up a website - Shopify*
- *Setting up a website - Wix*
- *Registering your own website domain*
- *Email set up with your own domain*
- *Why this matters*

Module 4: Tracking Your Business

Objective: Set up important tracking for your business

Suggested length: 1 week

Week 8: Tracking revenue, expenses, sales, and customers. Lessons include:

- *Tracking financials*
- *P&L basics*
- *Tracking customers and sales*
- *Suggested reports*
- *LTV calculation*
- *Why this matters*

Module 5: Marketing and Sales

Objective: Formulate and execute a marketing plan

Suggested length: 3 weeks

Week 9: Building a sales pitch. Lessons include:

- *Elements of a convincing pitch*
- *Videography basics*
- *Intermediate video tips*
- *Confidence on camera and elsewhere*
- *Why this matters*

Week 10: Marketing strategies and promotional materials. Lessons include:

- *Intro to marketing / making your first sales*
- *16 actionable ways to sell*
- *Customer feedback*
- *Increasing brand image*
- *The power of small wins*
- *Why this matters*

Week 11: Marketing optimization. Lessons include:

- *Sales funnels and conversion rates*
- *Cost per acquisition*
- *Analytics*
- *Split testing*
- *Inbound and outbound marketing*
- *Case study - inbound marketing*
- *Numbers are real people*
- *Why this matters*

Module 6: Profit, Taxes, and Giving Back

Objective: Formulate a profit plan and understand basic tax and legal implications for your business

Suggested length: 4 weeks

Week 12: What you can do with profit. Lessons include:

- *Forecasting the needs of the business*
- *Creating a profit plan*
- *Having a buffer*
- *Buffer demonstration (in an airplane)*

- *Why this matters*

Week 13: How your business will help others. Lessons include:

- *Importance of giving back*
- *Practical ways to give back*
- *Deciding how you'll give back*
- *Case study - giving back*
- *Why this matters*

Week 14: Present how your business will help others. Lessons include:

- *Presenting how you will give back*
- *How we give back through Boss Club and individually*
- *Trusting your instruments (in an airplane)*
- *Why this matters*

Week 15: Tax and legal considerations. Lessons include:

- *Tax considerations for your business*
- *Legal considerations for your business*
- *Business intentions*
- *Why this matters*

Curriculum Design:

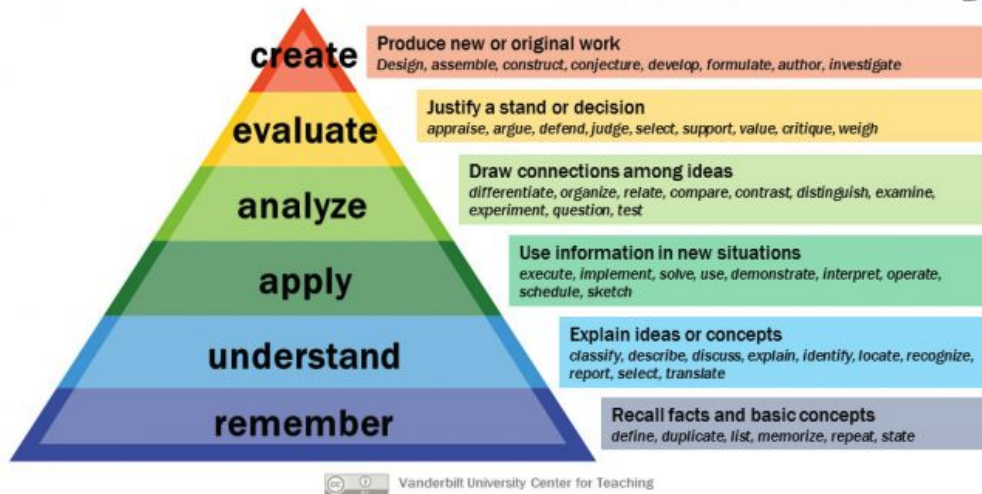
Overall, the Modules provide a suggested structure and timeline of the course, with each individual Module containing detailed overviews of the learning objectives activities. The teaching material includes video, text, print resources, activity assignments, and presentation grading rubrics that all apply to the focus of that Module.

The curriculum is designed to be followed in the order in which it's presented (in other words, try not to skip around).

Specific lesson plans for each class day will need to be prepared by the instructor to break up the week's content into the appropriate number of class periods. It is suggested to present the information in the order of the Modules, however there is certainly flexibility in the timeline and how many class periods a particular topic within each Module will consume.

Each Module contains an "Essential Questions" section. Questions will be classified according to Bloom's Taxonomy. Entrepreneurship is a very broad topic and some of the lessons learned through starting a business do not require much deep thought or understanding, whereas other principles and guidelines are more philosophical in nature. As such, the essential questions students will be able to answer in each Module fall on a spectrum of higher level thinking, which Bloom's Taxonomy effectively classifies. The students don't necessarily need to understand the taxonomy, but for you as a teacher it is good to understand the depth of each essential question throughout the curriculum in order to gauge how each student is progressing in their understanding of entrepreneurship. As their understanding of entrepreneurship grows, they should develop an increasing confidence level with the higher level questions on Bloom's Taxonomy.

Bloom's Taxonomy



Bloom's Taxonomy: [Image Source](#)