



Entrepreneurship 201

Middle School Standard

Introduction

Boss Club ENT 201 is a cross-curricular, project-based course that practically instills the fundamentals of work ethic, financial stewardship, people skills, and business basics.

ENT 201 covers goal setting and a project-based approach to practically grow and scale the business you started in ENT 101. ENT 201 concludes with a final project where you learn to apply everything you learned to your next stage of life, whether or not you continue as an entrepreneur, ensuring you are able to best leverage all the hard work the time put into the course.

The Boss Club curriculum is modeled after a college-level course (started and taught by David Grubbs, Boss Club co-founder) at Baylor University's nationally ranked entrepreneurship program where students started real businesses over the course of a year. The same proven business education that was taught at the collegiate level has been adapted for middle and high school age students.

Course Overview

This curriculum is designed to build upon lessons learned in ENT 101 and teaches you how to methodically and systematically grow your existing business, set goals, and understand the fundraising and exit options available to you one day, as well as how to apply what you have learned to other pursuits.

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 take the seemingly complex pursuit of entrepreneurship and execute it in manageable and understandable pieces in our step-by-step process.

The curriculum is organized into six Modules that walk through the basic steps of scaling your existing business and include six practical projects to help you apply the material directly to your business. The course materials are presented in a weekly format and designed to be completed in approximately 15 weeks, although your teacher may modify the course duration and pacing at their discretion.

Learning Objectives:

- Understand how to set achievable and actionable goals
- Learn how to methodically and systematically scale your business
- Formulate an actionable growth plan for your business
- Launch and manage an ongoing email marketing campaign and understand how to interpret and improve its key performance metrics
- Conduct competitive research and learn how to apply findings to your business
- Learn Profit & Loss Statement analysis and how to optimize your business' key performance metrics
- Learn about launching an online advertising campaign, optimizing through split testing, and diagnosing issues with ad and website performance
- Learn and implement best practices for effective time management
- Understand how to apply and leverage everything you have learned for future endeavors

Course Schedule

Module 1: Introduction & Goal Setting

Objective: Set actionable and achievable goals for yourself and your business.

Suggested length: 1 week

Week 1: Introduction and Goal Setting. Lessons include:

- *Reminders from ENT 101*
- *What we'll accomplish this semester*
- *Setting revenue and impact goals*
- *Refining your goals*
- *Why this matters*

Module 2: Building an Audience

Objective: Create an email marketing campaign and understand how to grow a valuable list you can regularly contact.

Suggested length: 4 weeks

Week 2: Project 1: Creating an Email List, Lead Magnets, and Email Platforms. Lessons include:

- *Project overview / email marketing 101*
- *Email marketing and social media*

- *Lead magnets*
- *Crafting your lead magnet*
- *Using an email marketing platform*
- *Why this matters*

Week 3: Project 1 (Continued): Setting Up Your Email List. Lessons include:

- *Personal vs. business email*
- *Setting up ConvertKit*
- *Forms and landing pages*
- *Incentive email*
- *Broadcasts*
- *Sequences and automations*
- *Why this matters*

Week 4: Project 2: Launching Your First Campaign. Lessons include:

- *Getting people on your list*
- *Project overview*
- *Email copywriting basics*
- *Publishing calendar and process*
- *Why this matters*

Week 5: Responding to Customers and Maintaining Your Campaign. Lessons include:

- *Future email broadcast ideas*
- *Listening and responding to customers*
- *Email performance and analytics: Open rates*
- *Email performance and analytics: Best practices*
- *Email performance and analytics: Click through rates*
- *Email performance and analytics: Unsubscribes*
- *Email performance and analytics: Split testing*
- *Why this matters*

Module 3: Growing Beyond Friends & Family

Objective: Understand how to find customers outside your network of friends and family and understand the methodical process associated with learning how to market to them effectively.

Suggested length: 3 weeks

Week 6: The Second Stage of Growth and Building a Sales Engine. Lessons include:

- *Second stage of growth*
- *There are no silver bullets*
- *Business engine metaphor and building a sales engine*
- *Case study - No silver bullets (Airplane Academy)*
- *Why this matters*

Week 7: Automation and Time Management, Project 3: Growth Plan. Lessons include:

- *Automating growth*
- *Case study - automating growth (Airplane Academy)*

- *Product development vs. sales*
- *Project overview*
- *Why this matters*

Week 8: Project 3 (Continued): Marketing and Competitor Research. Lessons include:

- *Project*
- *Marketing and competitor research*
- *Growth plan*
- *Why this matters*

Module 4: Analysis & Optimizations

Objective: Understand how to analyze your business and implement optimizations that will increase your overall profitability and efficiency.

Suggested length: 2 weeks

Week 9: Project 4: P&L Analysis. Lessons include:

- *Intro to analysis and optimizations*
- *Project*
- *P&L optimization*
- *Why this matters*

Week 10: Project 5: Optimizing Metrics. Lessons include:

- *Project*
- *Optimizing business metrics*
- *Optimizing for people, not an algorithm*
- *Optimizing your time*
- *Why this matters*

Module 5: Website & Ad Campaign Optimization

Objective: Understand the sales model of websites, and how to create, run, and optimize advertising campaigns for website purchases.

Suggested length: 3 weeks

Week 11: Sales Funnels, CPA, and Split Testing. Lessons include:

- *Sales funnels and conversion rate*
- *Cost per acquisition*
- *Analytics*
- *Split testing*
- *Why this matters*

Week 12: Campaign Case Study Parts 1 & 2

- *Intro to ad case study*
- *Campaign goals and targets*
- *Cash flow of running ads*
- *Ad targeting*

- *Ad tracking and analytics*
- *Ad goals and levers*
- *Why this matters*

Week 13: Campaign Case Study Parts 3 & 4

- *Interpreting data and making decisions - cost per click*
- *Interpreting data and making decisions - conversion rate*
- *What we did and why - cost per click*
- *What we did and why - conversion rate*
- *What we did, what we learned, and what we did next*
- *Why this matters*

Module 6: Future Application

Objective: Understand how to apply what you have learned and the experiences you have gained to your next stage of life, regardless of whether or not you wish to continue as an entrepreneur. You will understand how to leverage your accomplishments for both your business and personal life.

Suggested length: 2 weeks

Week 14: Business and Personal Application. Lessons include:

- *Business intentions and parting encouragement*
- *Compounding returns on a business*
- *Entrepreneurial mindset in other pursuits*
- *Entrepreneurship as a “side gig”*
- *Why this matters*

Week 15: Project 6: Highlighting Your Experience. Lessons include:

- *Project*
- *Summarizing your accomplishments for a resume, email, and conversation*
- *Why this matters*

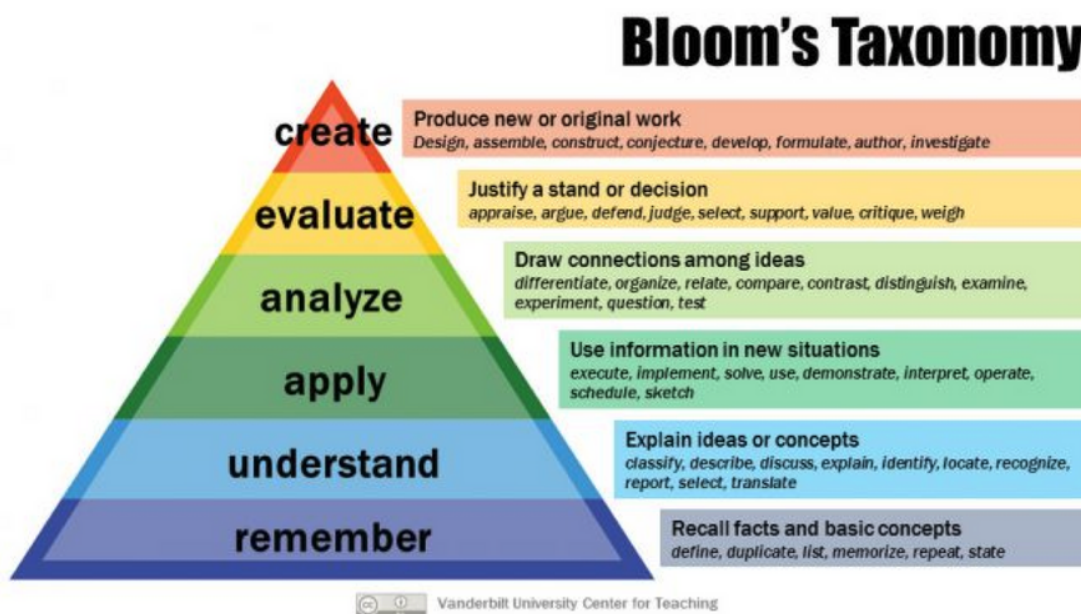
Curriculum Design

Overall, the six Modules in the course provide a suggested structure and 15-week timeline which may be adjusted as necessary to fit your school's situation. Each individual Module contains detailed overviews of the learning objectives, activities, and teaching material within that Module. Each week contains foundational video lessons as well as additional resources and suggested activities / assignments related to that week's content. Each week also includes a section about how that week's lessons apply to the focus of the Module and why it is important for the entrepreneur to understand.

The curriculum is designed to be followed in the order in which it's presented, but your teacher will inform you of any modifications to the timeline or assignments.

Specific lesson plans for each class day will be prepared by the teacher to arrange 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 also contains an "Essential Questions" section. Questions are classified according to Bloom's Taxonomy. Entrepreneurship is a very broad topic and some of the lessons learned only require basic understanding, while other principles are more complex to comprehend and implement. 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 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: <https://cft.vanderbilt.edu/guides-sub-pages/blooms-taxonomy/>