Venture ENTREPRENEURIAL EXPEDITION

Curriculum Guide
Venture – Entrepreneurial Expedition™

EverFi and the Network for Teaching Entrepreneurship (NFTE) have partnered to create Venture: Entrepreneurial Expedition. Venture uses case studies, interactive business simulations, and personal development activities to teach students how to think entrepreneurially in business and in life.

By using simulations and case studies, featuring real business situations and real entrepreneurs, students are exposed to entrepreneurship in a hands-on and practical way.

The course focuses on entrepreneurial thinking in a student’s life and career plan, along with tangible business skills as a student develops a business plan. At the end, a student will leave with an “ePortfolio” – a dynamic, visual representation of both their business plan and their personal career goals.

The Venture learning platform combines NFTE’s 30 years of experience in producing entrepreneurial curriculum with EverFi’s expertise in digital learning platform design. The result is a high-impact, personalized, 21st-century learning tool that teaches students how to think entrepreneurially in business and in life.

High Level Course Facts:

- Venture was designed for students between 7th-10th grade
- The course is composed of 4 sections, and 11 lessons, spanning 4-6 hours of course content
- The course is split into two major concept areas – one exploring the “Entrepreneur Within,” or the traits and skills required to be an entrepreneur, and the other exploring “Business in Action,” or the business skills that are needed to build a business.
- The skills and traits modules are based on an interactive diagnosis, where the student can learn about their personal entrepreneurial traits and skills.
- The business modules are based on a interactive simulation where our students build a highly-personalized food truck business.
- Students gain self-awareness through taking an interactive diagnostic that enables discovery and identification of the skills and behaviors needed to be an entrepreneur.
- At the end of the course, students will be able to effectively identify what a business opportunity is and how to turn business ideas into a business opportunity.
- The course covers the basic building blocks of starting and maintaining a business through digital scenarios and simulations that culminate in the creation of a business plan pitch.
 Venture maps to Common Core, for both English / Language Arts and Mathematics.

Modules have pre / post assessments, as well as in-line assessments throughout to ensure the student is meeting the course learning objectives.

Detailed Course Outline:

**Section 1: The Entrepreneur In You**

**Lesson 1: What is an Entrepreneur?**

- Overview
  - Introduce the course and concept of entrepreneurship to get our students excited about the program they are beginning.
  - Focus on what an entrepreneur is and why it is important to a student, as well as the basics of entrepreneurial thinking.
  - Be able to define what it means to be an entrepreneur
  - Be able to describe the benefits of practicing business ethics
  - Be able to define social responsibility

- Topics Covered
  - Be able to define what it means to be an entrepreneur
  - Be able to list the key characteristics of a successful entrepreneur
  - Explain the value of learning about entrepreneurship
  - Be able to identify how to build a successful team based on the entrepreneur's strengths
  - Be able to describe the benefits of practicing business ethics
  - Be able to explain the importance of the academics and career skills to achieving the entrepreneurial mindset
  - Be able to define social responsibility

- Performance-Based Activities and Assessments
  - Pre-Test – Pre-test to identify student’s knowledge baseline
  - Personal Diagnostic - Introductory personal diagnostic identifying students entrepreneurial characteristics.

**Lesson 2: Characteristics of a Successful Entrepreneur**

- Overview
  - Be able to list the key characteristics of a successful entrepreneur
  - Be able to identify how to build a successful team based on the entrepreneur's strengths

- Topics Covered
  - The types of people that become entrepreneurs
  - The difference between personal characteristics and learned skills
  - Personal characteristics that make people entrepreneurs
Ways to self-assess strengths and weaknesses in order to find teammates with complimenting skills

- **Performance-Based Activities and Assessments**

  - **Entrepreneurial Match** - Revealing a student’s “Entrepreneurial Match” – an entrepreneur that matches their primary entrepreneurial characteristics

**Lesson 3: Entrepreneurial Thinking for life**

- **Overview**
  - Be able to explain the importance of the academics and career skills to achieving the entrepreneurial mindset
  - Talk about the difference between skills and characteristics.
  - Show students what skills they need to learn to be an entrepreneurial thinker in the industry of their choice

- **Topics Covered**
  - Career clusters and industries & identify pathways and specific occupations for careers
  - Understand the value of learning entrepreneurship
  - Explain that entrepreneurship is a way of thinking and acting
  - Illustrate how to apply entrepreneurial thinking to everyday life: observe, listen and think
  - Develop a vision and set personal and educational goals

- **Performance-Based Activities and Assessments**
  - **Career Map** – An interactive exercise showing students the link between their careers & skills and possible industries they could become entrepreneurs in
  - **Module #1 Post Test** – Knowledge questions covering Module 1, Lessons 1-3

**Section 2 – Business in Action**

**Lesson 1: Generating Business Ideas**

- **Overview**
  - Be able to explain how to use creative thinking to generate ideas
  - Learn how to differentiate between business ideas and business opportunities

- **Topics Covered**
  - Define creative thinking
  - Explain how entrepreneurs use creative thinking techniques to come up with business ideas
  - Define the internal entrepreneur and external entrepreneur

- **Performance-Based Activities and Assessments**
Lesson 2: Introduction to Market Research

- **Overview**
  - Be able to explain the importance of market research
  - Learn market research methods and identify the steps to researching a market
  - Be able to explain the importance of identifying a target market segment and competitive advantage to an entrepreneur

- **Topics Covered**
  - How to define and research a target market
  - Approaches that are available for researching a target market
  - The importance of identifying a target market segment in a business opportunity.
  - The importance of identifying competitors and determining a competitive advantage.

- **Performance-Based Activities and Assessments**
  - **Simulation Activity #2** – Students will interview customers and talk to competitors to identify their target market & competitive advantage.

Lesson 3: Building an Entrepreneurial Team

- **Overview**
  - Discuss the advantages and disadvantages of hiring a team
  - Talk about how an understanding of your own strengths and weaknesses allows you to hire complementary teammates and employees.

- **Topics Covered**
  - The role of staffing a business plays in evaluating a business opportunity
  - The advantages and disadvantages of hiring other employees
  - The questions entrepreneurs should consider during the hiring process

- **Performance-Based Activities and Assessments**
  - **Simulation Activity #3** – Students will determine their growth plan, and go through a simulated hiring process with employees.

Lesson 4: Growing a Business

- **Overview**
  - Teach students how to prepare for and properly anticipate your growth
  - The organizational structures that entrepreneurs can setup for their business

- **Topics Covered**
  - The different types of organizational methods for organizing your future team
  - The advantages and disadvantages of how to organize you team
– **Performance-Based Activities and Assessments**
  o **Simulation Activity #4** – Students will decide how to organize their business when they expand to their second food truck.
  o **Module #2 Post Test** – Knowledge questions covering Module 2, Lessons 1-4

**Section 3**

**Lesson 1: Finances, The Cost of Doing Business**

– **Overview**
  o Define a unit of sale
  o Explain how to calculate the economics of one unit of sale
  o Describe the value break-even units for a business
  o Define the elements of an income statement
  o Calculate an income statement

– **Topics Covered**
  o Define different types of expenses (fixed, variable, start up)
  o Define a unit of sale
  o Describe the parts of the Economics of one unit and how to calculate.
  o Describe the value of understanding break even units for a business
  o Define the elements of an income statement
  o Calculate an income statement

– **Performance-Based Activities and Assessments**
  o **Simulation Activity #5** – Students will decide on a price and develop an income statement for their simulated business

**Lesson 2: Marketing, Promoting your Business**

– **Overview**
  o Summarize the basic principles of promotion and the elements in a promotional mix
  o Explain the importance of personal selling

– **Topics Covered**
  o The importance of promotion for the success of a business
  o The process for creating an effective marketing strategy
  o The promotional strategies that businesses can use to gain and retain customers
  o The role personal selling plays in the success of a business

– **Performance-Based Activities and Assessments**
  o **Simulation Activity #6** – Students will develop a promotional mix and advertisement for their business
  o **Module #3 Post Test** – Knowledge questions covering Module 3, Lessons 1-2
Section 4 – Building your Business Pitch

Lesson 1: Creating a Business Pitch

− Overview
− Learning Objectives
  o Learn the importance of a business pitch
  o Be exposed to examples of business pitches
− Topics Covered
  o The elements of an effective business pitch
  o How to organize the details of a business into an effective pitch
− Performance-Based Activities and Assessments
  o Students will decide on their elevator pitch for their business and see a simulated recording of “their business in action,” a simulated commercial of the growth of their business.