Venture: **Entrepreneurial Expedition**

Curriculum Guide

Venture guides students through their own personal journey of becoming an entrepreneur. Tasked with starting their own food truck business, students must create a balanced personal budget, make informed business decisions about their product, pricing, hiring, marketing, and even perfect their business pitch for a potential investor.

At the end of Venture, each student leaves their own e-Portfolio – a dynamic, visual representation of their personalized business plan and personal career goals. Venture can be integrated into unit plans and used during class time, as a capstone project, or in a flipped classroom.

Venture presents learning in a real-life context, using case studies, interactive business simulations, messages from real entrepreneurs and personal development activities to teach learners how to think entrepreneurially in business and in life.

Learners are asked to reflect on their personal strengths, characteristics and goals throughout and, as they learn new concepts, they must make informed business decisions about product, hiring, marketing and more. While there is no "right" or "wrong," learners are asked to think critically and justify every decision they make in free writing form. At the end, each learner leaves with an ePortfolio - a dynamic, visual representation of both their business plan and their personal career goals.
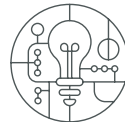
Lesson 1
Building a Budget and Saving Startup Capital

Lesson 2
The Entrepreneur in You

Lesson 3
Recognizing Business Opportunities & Planning to Start Your Business

Lesson 4
Your Business Snapshot

Course Structure

Venture consists of four interactive lessons:

Lesson 1: Building a Budget and Saving Startup Capital

- Students address the personal side of entrepreneurship, connecting the dots between running a business and being responsible with their own finances. Students learn about financial decision making, developing and maintaining and balanced budget, income, taxes, variable and fixed expenses, and the best payment types for different transactions.

Lesson 2: The Entrepreneur in You

- In this lesson, students explore characteristics of successful entrepreneurs. Students take a personal diagnostic that discover how their unique characteristics relate to entrepreneurship.

Lesson 3: Recognizing Business Opportunities & Planning to Start Your Business

- Students explore key business concepts and apply them within a food truck business simulation. Students research and make important business decisions (hiring, pricing, etc.) that they must justify in writing.

Lesson 4: Your Business Snapshot

- Drawing on previous lessons and what they learn about the four elements of a successful business pitch, students craft an engaging, concise business pitch for their business.

Venture culminates in an ePortfolio that contains the learner's business decisions, business pitch, skills and characteristics, new vocabulary and an animated forecast of how their business plays out over time. Throughout the course, learners are introduced to different real-life entrepreneurs and "wildcard scenarios" that require learners to respond to unexpected situations.

Learners complete pre-assessments and post-assessments, behavior and attitude surveys (from NFTE's Entrepreneurship Mindset Index), as well as three quizzes and knowledge check questions to ensure the learner is meeting the course learning objectives.

Course Flow

Course Start
Pre-Survey (10 mins)

Module Components
Pre-Assessment (3 mins)
Learning Activity (20 mins)
Post-Assessment (7 mins)

Course End
Post-Survey (10 mins)

Implementation
All individual course lessons are designed to be completed within one class period. Total course length is estimated between 2-2.5 hours.

Standards Alignment
Venture is aligned to Jump$tart, CEE, and Common Core State Standards. Please see Standards Alignment document for specific lesson and standard alignment.

Grade and Subject Alignment
Venture is designed for learners in the 7th-10th grade in Business, Economics, CTE, and Social Studies classrooms.

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