

Content Outline

Venture: Entrepreneurial Expedition®

Lesson 1: The Entrepreneur in You

Description Students will understand what entrepreneurship is, who entrepreneurs are, and how entrepreneurial thinking contributes to the economy. (*Entrepreneurial Mindset & Opportunity Awareness*)

Topics

- What it means to be an entrepreneur
- Entrepreneurial characteristics and behaviors
- Opportunity recognition
- Entrepreneurship and economic impact

Learning Objectives

- **Define** what an entrepreneur is.
- **Describe** common characteristics of entrepreneurs.
- **Recognize** examples of opportunity recognition.
- **Identify** how entrepreneurship contributes to economic growth.

Lesson 2: From Idea to Launch – Planning your Business

Description Students learn to turn an idea into a viable business by understanding markets, customers, competition, and core business model components.

Topics

- Business ideas versus business opportunities
- Target markets and customers
- Business model foundations
- Value proposition and marketing strategy

Learning**Objectives**

- **Differentiate** a business idea from a business opportunity.
- **Identify** the target market for a business.
- **Classify** key components of a basic business model (costs, revenue, profit, break-even).
- **Select** a marketing strategy that aligns with a value proposition.

Lesson 3: Run the Show – Food Truck Simulation

Description

Students apply entrepreneurial and economic concepts through a food truck simulation that requires operational, pricing, and financial decision-making.

Topics

- Operational decision-making
- Revenue, costs, and financial performance
- Pricing and customer demand
- Using data to improve decisions

Learning**Objectives**

- **Determine** which operational decisions affect business performance.
 - **Calculate** profit using revenue and cost information.
 - **Analyze** how changes in price affect customer demand.
 - **Select** an operational or pricing adjustment that increases profit or reduces loss based on sales and cost data
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