



Venture: Entrepreneurial Expedition®

Curriculum Guide

Course mission

Equip 7th – 10th grade students with a foundational understanding of entrepreneurialism and inspire them to recognize and pursue business creation opportunities in their own lives.

Course description

Students learn the basics of entrepreneurialism, understand personal qualities that entrepreneurs possess and learn how to take an idea and turn it into a real business. They also engage with a food truck simulation which challenges them to make real decisions about budgeting, hiring, and marketing while developing an entrepreneurial mindset.

Course overview

Topic	Description
Digital Lessons	The course consists of 3 online lessons. The first two lessons are 20 minutes long and the third lesson is a simulation that can take 15-25 minutes depending on student performance. Cumulatively, the entire course requires approximately 1 – 1.5 hours to complete.
Standards Alignment	Venture is aligned to Jump\$tart Standards, and Council for Economic Education (CEE) Standards and the National Content Standards for Entrepreneurship Education.
Assessments	Each lesson contains a 5-question pre-assessment and 10-question post-assessment to measure knowledge gains.
Offline Lessons	You can extend the digital program with robust offline lessons and discussion guides which include creating a business pitch as well as securing funding for future businesses.



Course structure

Pre-survey	The Entrepreneur in You	From Idea to Launch – Planning Your Business	Run the Show – Food Truck Business Simulation	Post-survey
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Each module is accompanied by offline lesson plans and auxiliary materials.

Detailed course outline

Lesson 1: The Entrepreneur in You

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

Learning Objectives

Students will be able to...

- **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

Turning an idea into a viable business by understanding markets, customers, competition, and core business model components. *(Opportunity Evaluation & Business Foundations)*

Learning Objectives

Students will be able to...

- **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 Business Simulation

Applying entrepreneurial and economic concepts through a simulation that requires operational, pricing, and financial decision-making. (*Entrepreneurial Decision-Making in Action*)

Learning Objectives

Students will be able to...

- **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.