UNIT 1: Introduction to Leadership

<table>
<thead>
<tr>
<th>ESSENTIAL QUESTIONS</th>
<th>BIG IDEAS</th>
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<tbody>
<tr>
<td>What does it mean to be a leader?</td>
<td>● Students will understand the difference between being a leader and a manager.</td>
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<td>● Students will understand that different leadership styles may yield different responses from followers.</td>
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<td>● Students will apply leadership approaches in an authentic business project</td>
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GUIDING QUESTIONS

Content and Process

- How does a leader differ from a manager? How are each important in a business organization?
- Describe different leadership styles. In what situation might they have a positive impact? What are the potential challenges someone with each leadership style might encounter?
- How might a leader enlist others in formulating and supporting a collaborative vision?
- What does it mean to be a "learning organization?" How does a leader foster a culture to support a learning organization?
- What is the difference between commitment and compliance? Why is it important for a leader to understand the difference?
- How can a leader foster professional growth for members of an organization?

Reflective

- What is my preferred leadership style? What skills could I build to improve my effectiveness as a leader?
- How might my leadership style impact my work environments? How might my colleagues respond to my leadership style?
- How can I contribute to the creation of a culture of learning as a learning organization?
- When do I need to use leadership skills? When do I need to apply management strategies?
UNIT 2: Business Processes

**ESSENTIAL QUESTIONS**

What does it take to run a business?

Why must businesses document their processes and decisions?

**BIG IDEAS**

- Students will understand that every business needs to apply sound accounting practices for accountability and decision making.
- Students will explore and apply strategies for building capacity and managing human resources.
- Students will understand the economic principles of supply and demand that impact business success.
- Students will understand the components of formal documentation of business processes and why these are used.
- Students will apply the knowledge and skills in this unit in an authentic business project

**GUIDING QUESTIONS**

**Content and Process**
- How are sound business decisions made? How can SWOT Analysis and Proposal document the decision-making process?
- How does a business strategically plan for business growth, profit, and goals? How is this documented in a Business Plan?
- What accounting processes are needed to monitor my business?
- How are accounting processes documented?
- How do supply and demand impact products, pricing, and sales?

**Reflective**
- What might happen to my business if I do not maintain accurate financial records?
- How did SWOT analysis impact my business decisions?
## UNIT 3: Business Communication

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<tr>
<td>What is needed to communicate professionally in a business setting?</td>
<td>• Students will understand and apply effective oral, written, and nonverbal communication.</td>
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<tr>
<td>How can effective communication contribute to the success of an organization?</td>
<td>• Students will demonstrate the ability to communicate with clarity and consistency to influence and lead.</td>
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<td>• Students will understand and apply protocols for effective meetings to accomplish business purposes.</td>
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<td>• Students will develop the skills in this unit as they are applied in an authentic business project such as a school-based enterprise.</td>
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### GUIDING QUESTIONS

#### Content
- What do I communicate non-verbally?
- What elements need to be included in professional communication to accomplish business goals?
  - Impactful presentation techniques and skills
  - Letter/email writing
  - Executive Summaries
- How is a professional business meeting conducted to review data, draw conclusions, make decisions, etc.?
- How can coaching and communication strategies be leveraged to build capacity and manage responsibilities?
- How can leaders establish two-way dialogue that supports mutual trust?

#### Reflective
- How might recipients respond to my recent business communication and what might be the impact on our business goals.
# UNIT 4: Problem Solving

## ESSENTIAL QUESTIONS

How do leaders work through problems?

## BIG IDEAS

- Students will understand that problems and challenges are a natural occurrences in a learning organization.
- Students will apply problem-solving strategies to work through authentic organizational challenges.
- Students will apply critical and creative thinking skills in solving authentic challenges.
- Students will utilize design thinking to solve a challenge or meet a need
  - Identify a challenge or need
  - Identify constraints
  - Design a solution to meet the challenge or need
  - Develop and refine a prototype
  - Present and display solution appropriate for intended audience

## GUIDING QUESTIONS

### Content and Process

- What are the challenges facing my business?
- For whom is this a problem?
- What do I know about the problem?
- What questions do I need to investigate? What resources will be helpful?
- What are some solution ideas?
- How can SCAMPER or other strategies increase my creativity?
- What criteria will we use to select our best idea?
- What were the results when we tested our solution?
- How can our solution idea be improved?
- How will we present our solution for an audience?

### Reflective

- Why is it important to recognize or predict challenges facing our business?
- What obstacles did my team encounter as we worked to solve a business challenge?
- What did I learn from this experience that will help me in solving future organizational challenges?
# UNIT 5: Marketing

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<tbody>
<tr>
<td>How can marketing strategies impact the success of a business?</td>
<td>● Students will understand the impact marketing has on the success of a business.</td>
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<td>● Students will understand the importance of market research, utilizing both qualitative and quantitative study.</td>
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<td>● Students will identify the target market and the key promotional techniques most effective with those groups.</td>
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<td>● Students will develop the skills in this unit as they are applied in an authentic business project such as a school-based enterprise.</td>
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## GUIDING QUESTIONS

### Content and Process
- Who is the target market of the school based enterprise or entrepreneurial project?
- How can the school based enterprise best communicate with our target market?
- What is the difference between a brand and logo?
- What is the brand promise?
- What is the marketing media plan?

### Reflective
- What does our brand say about our organization?