

2019/20 Curriculum Outline

Entrepreneurs in Action

Students engage with local entrepreneurs whom represent multiple sectors and industries. The purpose of Entrepreneurs in Action is to inspire students to consider the impact they can make within their personal lives and the greater community through business ownership. Students will also develop a professional network of business leaders whom they can call upon as they advance within their educational journeys and career paths.

Tuesday, Nov. 12

Adela Ortega,
Professional Locomotive Services

Tuesday, Dec. 10

Chris White,
TIMES Media Company

Tuesday, Jan. 21

February

Channel 5 News

Tuesday, March 24

Tuesday, May 12

Innovation Lab

Students participate in high impact, experiential learning which guides them through a series of entrepreneurship and business design modules. The modules culminate in each student designing a business plan for a prototype company that provides a business solution to a problem within their school or classroom.

Module 1

CliftonStrengths for Students
Strengths Themes Collage

Module 2

Connecting Passion to Purpose
Problems Worth Solving
Innovation & Ideation

Module 3

Design Thinking
Build Lean Business Canvas
Mission Statement
Problem(s)
Solution(s)

Module 4

Build Lean Business
Unique Value Proposition
Unfair advantage
Channels
Customer Segments/Demographics

Module 5

Personal Finance
Projecting start up costs,
expenses and revenue.

Module 6

Build Business Plan
Product prototype

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Leadership Lessons

Students participate in interactive activities and workshops designed to aid them in identifying their personal leadership strengths, enhance their leadership capabilities, and expand their knowledge of leadership character traits and behaviors.

- **Focus Group | Meeting Facilitation**
- **Leadership Strengths**
- **Professional dress and comportment**
- **Personal branding**
- **Public speaking/coaching**
- **Leadership Styles**
- **Interpersonal Communication**
- **Conflict Resolution**