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INSPIRING INNOVATION:

An Entrepreneurship Curriculum Guide for K-12 Students at Cincinnati Classical Academy

Shaping the entrepreneurs of tomorrow with our rigorous and engaging entrepreneurship curriculum, designed to prepare K-12 students for success in the 21st century economy.

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Introduction:

At Cincinnati Classical Academy, we believe that entrepreneurship is a vital component of a comprehensive education. By introducing students to entrepreneurship concepts at an early age and building on these concepts as they progress through middle and high school, we are preparing our students for success in the business world and empowering them to make valuable contributions to society.

Our entrepreneurship program is designed to provide students with a solid foundation in business planning, critical thinking, problem-solving, legal and ethical issues, and leadership skills. From an early age, students are introduced to entrepreneurship concepts and are given opportunities to explore their own interests and develop their creativity and problem-solving skills. As they progress through middle and high school, they build on these concepts and develop the skills and knowledge needed to launch and grow successful businesses.

What sets our entrepreneurship program apart from its peers is our emphasis on a classical liberal arts education that integrates entrepreneurship concepts into the humanities, sciences, and arts. Our students learn from primary sources and classic literature, which allows them to converse with and learn from the greatest thinkers who shaped Western culture and institutions. By integrating entrepreneurship into a classical liberal arts education, we are providing our students with a well-rounded education that prepares them for success in any field.

In addition to our comprehensive curriculum, we also provide opportunities for hands-on learning, mentorship, and extracurricular activities that focus on entrepreneurship. Our partnerships with local businesses and entrepreneurs provide students with real-world experience and help them build their networks in the business community. Our focus on collaboration and teamwork helps students develop essential interpersonal skills and learn how to work effectively with others.

Overall, our entrepreneurship program is a unique and valuable component of the education we provide at Cincinnati Classical Academy. By preparing our students for success in the business world and empowering them to make valuable contributions to society, we are helping to create a brighter future for our students and our community.

Grades K-2:

Overall, by introducing entrepreneurship concepts at an early age, students at Cincinnati Classical Academy can begin to develop the skills and mindset needed to become successful entrepreneurs or make valuable contributions to society. The focus at this age should be on fostering curiosity, creativity, and problem-solving skills in a fun and engaging way.

Introduction:

- Introduce entrepreneurship as a concept: Students at this age can be introduced to entrepreneurship as a way to solve problems and create value. They can learn about what it means to be an entrepreneur and discuss examples of entrepreneurs in age-appropriate ways.
- Foster curiosity and creativity: Students should be encouraged to explore their own interests and develop their curiosity and creativity. This can be done through activities and games that encourage creativity and innovation.

Goals:

- Develop problem-solving skills: Students should develop problem-solving skills through activities and games that require them to think critically and come up with solutions.
- Introduce basic financial literacy: Students can learn basic financial concepts, such as saving and spending money, through interactive activities and games.
- Foster an entrepreneurial mindset: Students should be encouraged to think like entrepreneurs, which means being creative, resourceful, and resilient.

Classes:

- Introduction to entrepreneurship: This class could be an age-appropriate introduction to entrepreneurship concepts and could include discussions about what it means to be an entrepreneur, different types of businesses, and examples of entrepreneurs.
- Creative problem solving: This class could focus on developing problem-solving skills through games and activities that require students to think creatively and come up with innovative solutions to problems.
- Financial literacy: This class could introduce basic financial concepts, such as saving and spending money, through interactive activities and games.
- Storytime: Reading books about entrepreneurs and innovation could be a fun way to introduce entrepreneurship concepts to young students.

Speakers:

- Inviting speakers to share their experiences: While it may not be practical to bring in entrepreneurs to speak to students at this age, teachers or parents could share their own experiences with entrepreneurship or invite other community members to talk about how they solve problems creatively in their work or hobbies.
- Overall, by introducing entrepreneurship concepts at an early age, students at Cincinnati Classical Academy can begin to develop the skills and mindset needed to become successful entrepreneurs or make valuable contributions to society. The focus at this age should be on fostering curiosity, creativity, and problem-solving skills in a fun and engaging way.

Grades 3-5:

Overall, by continuing to build on entrepreneurship concepts as students progress through the grades, they will be better prepared to become successful entrepreneurs or make valuable contributions to society. At this age, the focus should be on developing critical thinking skills, learning basic marketing concepts, and continuing to foster an entrepreneurial mindset.

Introduction:

- Expand on entrepreneurship concepts: Students can learn more about entrepreneurship and discuss the characteristics of successful entrepreneurs. They can also begin to learn about the different types of businesses and how they operate.
- Foster creativity and innovation: Students should continue to be encouraged to explore their own interests and develop their creativity and problem-solving skills.

Goals:

- Develop critical thinking skills: Students should develop critical thinking skills through activities that require them to analyze problems and come up with solutions. They should also learn to identify opportunities and develop creative ideas.
- Learn basic marketing concepts: Students can learn about basic marketing concepts, such as advertising and branding, and create their own advertising campaigns for a product or service.
- Continue to foster an entrepreneurial mindset: Students should continue to develop an entrepreneurial mindset, which means being creative, resourceful, and resilient.

Classes:

- Introduction to entrepreneurship: This class could expand on the introduction to entrepreneurship concepts covered in earlier grades and include discussions on what it takes to start and grow a successful business.
- Creative problem solving: Students can build on the problem-solving skills developed in earlier grades by working on more complex problems and challenges that require them to think critically and creatively.
- Marketing and advertising: This class could teach students about basic marketing concepts, such as advertising and branding, and have them create their own advertising campaigns for a product or service.
- Social entrepreneurship: This class could introduce students to the concept of social entrepreneurship, which means using businesses to create positive social change.

Speakers:

- Inviting speakers to share their experiences: Teachers or parents could share their own experiences with entrepreneurship or invite other community members to talk about how they have started and grown a business.
- Business plan mentorship: Students could be paired with a mentor from the local business community who could guide them in developing their own business plans.
- Overall, by continuing to build on entrepreneurship concepts as students progress through the grades, they will be better prepared to become successful entrepreneurs or make valuable contributions to society. At this age, the focus should be on developing critical thinking skills, learning basic marketing concepts, and continuing to foster an entrepreneurial mindset.

Grades 6-8:

Overall, by introducing entrepreneurship concepts as a viable career path at this age, students can begin to see the value in developing an entrepreneurial mindset and the skills necessary to succeed in the business world. The focus at this age should be on developing business planning skills, critical thinking and problem-solving skills, and financial literacy.

Introduction:

- Introduce entrepreneurship as a viable career path: Students can learn about the different types of businesses and how they operate, and begin to explore entrepreneurship as a potential career path.
- Encourage creativity and innovation: Students should continue to be encouraged to explore their own interests and develop their creativity and problem-solving skills.

Goals:

- Develop business planning skills: Students should learn the components of a basic business plan, including identifying a problem or need, developing a product or service, conducting market research, and creating a marketing plan.
- Develop critical thinking and problem-solving skills: Students should develop critical thinking and problem-solving skills through activities that require them to analyze complex business problems and develop innovative solutions.
- Learn about finance and funding: Students can learn about financial concepts and funding sources for businesses, including loans, grants, and investors.

Classes:

- Business planning: This class could teach students how to develop a basic business plan, including conducting market research, identifying a target market, creating a marketing plan, and developing financial projections.
- Critical thinking and problem-solving: This class could build on the problem-solving skills developed in earlier grades by introducing more complex problems and challenges that require students to think critically and creatively.
- Finance and funding: This class could teach students about financial concepts and funding sources for businesses, including loans, grants, and investors.
- Social entrepreneurship: This class could teach students about social entrepreneurship and how businesses can be used to create positive social change.

Speakers:

- Inviting entrepreneurs to share their experiences: Students can benefit from hearing about the real-world experiences of successful entrepreneurs. Speakers could discuss topics such as starting a business, overcoming obstacles, and the importance of creativity and innovation.
- Business plan mentorship: Students can be paired with a mentor from the local business community who could guide them in developing their own business plans.

Grades 9-12:

Overall, by continuing to build on entrepreneurship concepts as students progress through high school, they will be well-prepared to enter the workforce as successful entrepreneurs or to make valuable contributions to society in other ways. The focus at this age should be on developing advanced business planning skills, critical thinking and problem-solving skills, and understanding legal and ethical issues facing businesses.

Introduction:

- Expand on entrepreneurship concepts: Students should build on the entrepreneurship concepts introduced in earlier grades and focus on developing advanced business skills and leadership skills.
- Further explore entrepreneurship as a career path: Students should learn about different types of businesses, their structure, and how they operate. They should also understand the challenges and opportunities associated with entrepreneurship as a career path.
- Foster creativity and innovation: Students should continue to be encouraged to explore their own interests and develop their creativity and problem-solving skills.

Goals:

- Develop advanced business planning skills: Students should learn the components of a comprehensive business plan, including identifying a unique value proposition, developing financial models, creating operations plans, and executing go-to-market strategies.
- Develop critical thinking and problem-solving skills: Students should develop critical thinking and problem-solving skills through activities that require them to analyze complex business problems and develop innovative solutions.
- Learn about legal and ethical issues in business: Students should understand legal and ethical issues facing businesses and their role in society.
- Build leadership skills: Students should learn how to lead and manage teams, develop effective communication and negotiation skills, and build strong relationships with stakeholders.

Classes:

- Business planning: This class could teach students how to develop a comprehensive business plan, including conducting market research, creating a marketing plan, developing financial models, and creating operations plans.
- Critical thinking and problem-solving: This class could continue to build on the problem-solving skills developed in earlier grades by introducing more complex problems and challenges that require students to think critically and creatively.
- Legal and ethical issues in business: This class could teach students about legal and ethical issues facing businesses, including intellectual property, environmental regulations, and social responsibility.
- Leadership and communication: This class could teach students how to lead and manage teams, develop effective communication and negotiation skills, and build strong relationships with stakeholders.

Speakers:

- Inviting successful entrepreneurs to speak: Students can learn from the real-world experiences of successful entrepreneurs. Speakers could discuss topics such as starting a business, overcoming obstacles, and the importance of creativity and innovation.
- Legal and ethical experts: Students can learn from legal and ethical experts about the importance of responsible business practices and the consequences of unethical behavior.
- Business leaders: Students can hear from leaders in different industries about their experiences managing teams and driving innovation.

Outcomes:

These outcomes demonstrate the value of the entrepreneurship program at Cincinnati Classical Academy and the benefits it can provide to students as they prepare for success in the business world and beyond.

- Develop critical thinking and problem-solving skills: Students will learn how to analyze complex business problems and develop innovative solutions, which will prepare them for success in any field.
- Build leadership skills: Students will learn how to lead and manage teams, develop effective communication and negotiation skills, and build strong relationships with stakeholders.
- Learn about legal and ethical issues in business: Students will understand legal and ethical issues facing businesses and their role in society, which will prepare them to make responsible business decisions.
- Develop advanced business planning skills: Students will learn how to develop a comprehensive business plan, including conducting market research, creating a marketing plan, developing financial models, and creating operations plans.
- Foster creativity and innovation: Students will be encouraged to explore their own interests and develop their creativity and problem-solving skills, which will prepare them for success in entrepreneurship and other fields.
- Gain real-world experience: Through internships, apprenticeships, and other work-based learning opportunities, students will gain valuable experience and build their networks in the business community.
- Learn from successful entrepreneurs and business leaders: By hearing from successful entrepreneurs and business leaders, students will gain insights into the real-world experiences of successful businesspeople and learn about the challenges and opportunities associated with entrepreneurship.
- Connect with like-minded peers: Through extracurricular activities such as a business club or entrepreneurship club, students will have opportunities to connect with like-minded peers and build their networks in the business community.

Reading Material:

In addition to the books below, other real-world materials that can be incorporated into the entrepreneurship program include case studies, business plans, and success stories from successful entrepreneurs and business leaders. These materials can help students develop a deeper understanding of key business concepts and provide them with inspiration and guidance as they pursue their own entrepreneurial ventures.

K-2:

- "What Do You Do With an Idea?" by Kobi Yamada: This book introduces young children to the concept of entrepreneurship and encourages them to pursue their ideas and dreams.
- "The Lemonade War" by Jacqueline Davies: This book tells the story of two siblings who start a lemonade stand and learn about competition, cooperation, and other key business concepts.

3-5:

- "The One Minute Entrepreneur" by Ken Blanchard: This book introduces young readers to the concept of entrepreneurship and provides practical advice on starting and running a successful business.
- "How to Turn \$100 into \$1,000,000" by James McKenna: This book provides a step-by-step guide to starting a successful business, with a focus on identifying opportunities and taking calculated risks.

6-8:

- "The Lean Startup" by Eric Ries: This book provides a practical guide to starting and growing a successful business, with a focus on developing a minimum viable product, testing assumptions, and iterating based on customer feedback.
- "The Art of Possibility" by Rosamund Stone Zander and Benjamin Zander: This book provides insights into the power of creative thinking and innovation, and encourages readers to approach challenges with a positive mindset.

9-12:

- "Business Model Generation" by Alexander Osterwalder and Yves Pigneur: This book provides a comprehensive guide to developing a successful business model, with a focus on value proposition, customer segments, revenue streams, and other key components.
- "The Innovator's Dilemma" by Clayton Christensen: This book explores the challenges and opportunities associated with disruptive innovation, and provides insights into how companies can stay ahead of the curve.

Case Studies:

By incorporating these case studies into the entrepreneurship program, students can gain a deeper understanding of the challenges and opportunities associated with starting and growing a successful business, and can learn from the experiences and insights of successful entrepreneurs and business leaders.

K-2:

- The story of a young child who started a lemonade stand and donated the profits to a local charity provides an introduction to the concept of entrepreneurship and the idea of using business to make a positive impact in the community.
- The story of a child who created and sold handmade bracelets to raise money for a local animal shelter provides an example of how entrepreneurship can be used to support a cause and make a difference in the world.

3-5:

- The story of the founding and growth of Ben & Jerry's introduces students to the concept of social responsibility in business and the idea that a company can be successful while also making a positive impact on society.
- The story of the founding and growth of Crayola provides an example of how innovation and marketing can be used to create a successful business, and introduces students to the idea of identifying and meeting a need in the marketplace.
- The story of the founding and growth of The Honest Company introduces students to the concept of sustainable and eco-friendly business practices, and demonstrates how a company can build a successful business while also prioritizing the health and well-being of its customers and the environment.

6-8:

- The story of the founding and growth of Airbnb provides an example of how disruptive innovation can be used to revolutionize an industry and meet the changing needs of customers.
- The story of the founding and growth of Patagonia demonstrates how a company can prioritize environmental and social responsibility while also building a successful business, and introduces students to the concept of conscious capitalism.
- The story of the founding and growth of Warby Parker provides an example of how a direct-to-consumer sales model can be used to disrupt an industry and provide a better customer experience.

9-12:

- The story of the founding and growth of Uber provides an example of how technology can be used to disrupt an industry and create new opportunities for entrepreneurs and consumers.
- The story of the founding and growth of Airbnb provides a more advanced example of how disruptive innovation can be used to revolutionize an industry and meet the changing needs of customers.
- The story of the founding and growth of Warby Parker provides an example of how a socially responsible business model can be used to disrupt an industry and provide a better customer experience.

Evaluations:

By using these materials and tools to regularly assess and evaluate the effectiveness of the entrepreneurship program, educators and administrators can identify areas of strength and weakness, make informed decisions about program improvements, and ensure that the program is meeting the needs of students and achieving its intended outcomes.

- **Surveys and questionnaires:** Create surveys or questionnaires that can be administered to students, parents, and teachers to gather feedback on the entrepreneurship program. These surveys could ask questions about the effectiveness of the curriculum, the relevance of the materials, and the overall impact of the program on students' attitudes and skills related to entrepreneurship.
- **Performance assessments:** Develop performance assessments that can be used to measure student progress and success over time. These assessments could include tasks or projects that require students to apply the concepts and skills they have learned in the program, and could be evaluated using rubrics or other objective criteria.
- **Self-reflection activities:** Encourage students to engage in self-reflection activities that can help them assess their own learning and growth related to entrepreneurship. These activities could include prompts or questions that encourage students to reflect on their experiences, identify areas of strength and weakness, and set goals for future growth and development.
- **Portfolio assessments:** Encourage students to develop portfolios of their work and accomplishments related to entrepreneurship. These portfolios could include samples of work, reflections on learning experiences, and evidence of progress and growth over time.
- **Data tracking tools:** Develop data tracking tools that can be used to monitor student progress and success over time. These tools could include spreadsheets or databases that track key metrics related to entrepreneurship, such as the number of businesses started by students, the amount of revenue generated by student businesses, or the number of patents or trademarks filed by students.

Example Performance Assessment:

Create a Business Plan:

By evaluating student performance on this type of task, educators can gain insight into students' understanding of entrepreneurship concepts and their ability to apply those concepts in a real-world context.

Task: Students will work individually or in small groups to develop a business plan for a product or service of their choosing. The business plan should include the following components:

- Executive summary: a brief overview of the business and its mission, values, and goals.
- Product or service description: a detailed description of the product or service, including its features, benefits, and competitive advantages.
- Market analysis: an analysis of the target market, including the size, demographics, and needs of the target customers.
- Marketing and sales plan: a plan for promoting and selling the product or service, including advertising, social media, and other marketing strategies.
- Financial plan: a detailed financial plan that includes start-up costs, revenue projections, and profit margins.
- Management plan: a plan for managing the business, including organizational structure, staffing, and leadership roles.

Evaluation Criteria:

- Executive summary (10 points)
- Product or service description (20 points)
- Market analysis (20 points)
- Marketing and sales plan (20 points)
- Financial plan (20 points)
- Management plan (10 points)

Scoring: Each component will be scored out of the number of available points, and the scores will be totaled to determine the overall score for the business plan. The scoring rubric will be based on a set of objective criteria, such as the thoroughness and quality of the analysis, the clarity and effectiveness of the communication, and the creativity and originality of the ideas.

Data Tracking Tool:

Student Business Ventures

By tracking data on student business ventures, the school can gain insight into the effectiveness of the entrepreneurship program and its impact on students' skills and mindset related to entrepreneurship. The data can also be used to celebrate student successes, identify areas for improvement, and make informed decisions about the future direction of the program.

Objective: To track the progress and success of student business ventures over time.

Data to be tracked:

- Name of student/business
- Type of business
- Date started
- Revenue generated (monthly/quarterly/yearly)
- Expenses (monthly/quarterly/yearly)
- Profit (monthly/quarterly/yearly)
- Number of employees
- Patents or trademarks filed

Data collection:

- Create a spreadsheet or database to collect and store the data.
- Assign a responsible party, such as the entrepreneurship teacher or program coordinator, to regularly update the data as needed.
- Collect data on a monthly, quarterly, or yearly basis, depending on the frequency of student business ventures and the goals of the program.

Data analysis and reporting:

- Use the collected data to track trends and patterns over time, such as changes in revenue or profit margins, or the types of businesses students are starting.
- Analyze the data to identify areas of strength and weakness in the entrepreneurship program, and make informed decisions about program improvements.
- Report on the data regularly to stakeholders, such as parents, teachers, and administrators, to keep them informed about the progress and success of the entrepreneurship program.

Next Steps:

By following these steps, the school can effectively implement the entrepreneurship curriculum and provide students with the knowledge, skills, and mindset needed to succeed as entrepreneurs and business owners.

- Familiarize yourself with the curriculum: Review the entrepreneurship curriculum documents and become familiar with the objectives, learning outcomes, and materials for each grade level. Pay attention to the resources and tools needed to implement the curriculum, such as books, videos, and guest speakers.
- Determine the best way to integrate the curriculum: Consider how the entrepreneurship curriculum can be integrated into existing courses or lessons, or whether a separate course or module should be created. Work with other teachers and administrators to plan the implementation of the curriculum.
- Train teachers and staff: Provide training for teachers and staff on the entrepreneurship curriculum, including the objectives, learning outcomes, and materials for each grade level. Make sure that teachers have the necessary resources and tools to teach the curriculum effectively.
- Develop assessment tools: Create assessment tools that can be used to evaluate student learning and growth related to entrepreneurship. These could include surveys, performance assessments, self-reflection activities, and data tracking tools.
- Invite guest speakers and mentors: Invite guest speakers and mentors from the local business community to speak with students and share their insights and experiences related to entrepreneurship. Work with parents and other community members to identify potential speakers and mentors.
- Create a supportive environment: Create a supportive environment for students to explore and develop their entrepreneurial skills and mindset. Encourage collaboration and teamwork, and provide opportunities for students to network and share ideas with one another.
- Regularly assess and evaluate the effectiveness of the program: Use the assessment tools like the example developed on the previous page to regularly assess and evaluate the effectiveness of the entrepreneurship curriculum. Use the results to make informed decisions about program improvements and to ensure that the program is meeting the needs of students and achieving its intended outcomes.

Thank You:

Thank you for considering the entrepreneurship curriculum designed by Adam Koehler and Claudia Kimura for K-12 students at Cincinnati Classical Academy. We believe that our comprehensive and engaging curriculum will provide your students with the skills and mindset needed to succeed as entrepreneurs and business leaders in the 21st century economy.

For more information about the entrepreneurship curriculum, please contact Cincinnati Classical Academy at front.office@cincyclassical.org or (513) 554-0285. You can also reach out to Claudia Kimura, who is a co-designer of the curriculum and the Development Manager at the school.

Cincinnati Classical Academy is a Hillsdale College Member School, located at 170 Siebenthaler Ave. in Cincinnati, OH 45215. You can learn more about the school and its mission to provide a tuition-free, K-12 classical liberal arts education with instruction in moral character and civic virtue by visiting the school's website at cincyclassical.org.

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