

Course Overview	Entrepreneurship II is an advanced, project-based course where students apply the full entrepreneurial process—from ideation to venture pitch. Students identify market problems, conduct research, analyze customers, and develop viable business solutions while strengthening financial literacy and strategic decision-making. The course culminates in a comprehensive business plan or presentation demonstrating mastery of Texas Essential Knowledge and Skills (TEKS) 127.276 .
Course Standards	127.276 [link]
Instructional Materials	Unit plan, laptop, portfolio

Scope & Sequence

Units/Modules & Instructional Days	Assessments & Scanning Deadlines	Standards
Unit 1: Capstone Introduction Mindset 25 days	TX_CTE_11thEntrepreneurII_F26_UE1 Scanning Deadline: 09/30/2026	Link
Unit 2: Business Ideation and Local Business Selection 20 days	TX_CTE_11thEntrepreneurII_F26_UE2 Scanning Deadline: 11/02/2026	
Unit 3: Market Research Customer Analysis 20 days	TX_CTE_11thEntrepreneurII_F26_UE3 Scanning Deadline: 12/07/2026	
Unit 4: Business Plan Development 20 days	TX_CTE_11thEntrepreneurII_S27_UE4 Scanning Deadline: 01/26/27	
Unit 5: Financial Planning & Pricing Strategy 20 days	TX_CTE_11thEntrepreneurII_S27_UE5 Scanning Deadline: 02/25/2027	
Unit 6: Market strategy & Brand development 20 days	TX_CTE_11thEntrepreneurII_S27_UE6 Scanning Deadline: 04/05/2027	
Unit 7: Promotion, Digital marketing & campaign execution 20 days	TX_CTE_11thEntrepreneurII_S27_UE7 Scanning Deadline: 04/29/2027	
Final Exam/AP Exam: Month X-X, 2027		
Unit 8 Final Business Plan Proposal/Presentation	TX_CTE_11thEntrepreneurII_S27_FE	TBD

TEKS Alignment

Instruction in this course is aligned to the Texas Essential Knowledge and Skills (TEKS) as adopted by the State Board of Education and implemented in accordance with Texas Education Code Chapter 28.

Instructional Materials

Primary Texts (if applicable)

Supplemental instructional materials may be used to support instruction. Supplemental materials do not replace board-approved core instructional materials.

Additional information regarding instructional programs, assessments, and parent access to instructional materials is available on the district website.

Instructional Expectations

Instruction is delivered using board-approved instructional materials and aligned to the scope and sequence outlined above. Teachers are expected to ensure all required standards are taught within the course timeframe.

Assessment Overview

Student learning is monitored through formative and summative assessments aligned to course standards. Assessment results are used to inform instruction and student supports. Students participate in required state assessments when applicable.