

Entrepreneurship

Course Description:

Business Entrepreneurship is a full-year course. This core cluster course may also be taken independently or as the first year of a three-year career pathway in Business Office Administration, Accounting, or Marketing. Course coverage includes business operations and management, accounting and financial management, marketing, use of business related technology, decision-making, insuring a business, social responsibility, and business ethics. Students will learn how to create and run several types of businesses such as privately-owned businesses and franchises.

Textbooks:

Entrepreneurship: Ideas in Action. 3rd Edition, Cynthia L. Greene. Thomson Learning: Mason, Ohio. Copyright: 2006.

Content:

- 1) Should You Become an Entrepreneur?
 - a. Entrepreneurs: present and past
 - b. Is Entrepreneurship right for you
 - c. Identify business opportunities and set goals
 - 2) What Skills Do Entrepreneurs Need?
 - a. Communication skills
 - b. Math skills
 - c. Problem-Solving skills
 - 3) Entrepreneurs in a Market Economy
 - a. What is an Economy?
 - b. The concept of cost
 - c. Government in a market economy
 - 4) Select a Type of Ownership
 - a. Run an existing business
 - b. Own a franchise or start a business
 - c. Choose the legal form of your business
 - 5) Developing a Business Plan.
 - a. Why do you need a business plan
 - b. What goes into a business plan
 - c. Create an effective business plan
- ***Students will create a comprehensive business plan by the end of the book.***
- 6) Identify and Meet a Market Need
 - a. The value of market research
 - b. How to perform market research
 - c. Identify your competition
 - 7) Finance, Protect, and Insure Your Business

- a. Put together a financial plan
 - b. Obtain financing for your business
 - c. Protect your business
 - d. Insure your business
- 8) Locate and Set up for Business
- a. Choose a retail business location
 - b. Choose a location for a non-retail business
 - c. Obtain space and design the physical layout
 - d. Purchase equipment, supplies, and inventory
- 9) Market Your Business
- a. The marketing mix-product, place, price, and promotion
 - b. The marketing mix-promotion
 - c. Set marketing goals
- 10) Hire and Manage a Staff
- a. Hire employees
 - b. Create a compensation package
 - c. Manage your staff
- 11) Record Keeping and Accounting
- a. Set up a record-keeping system
 - b. Understand basic accounting
 - c. Track your inventory
- 12) Financial Management
- a. Manage your cash flow
 - b. Analyze your financial performance
 - c. Hire experts
- 13) Use technology
- a. Technology and your business
 - b. Learn about the internet
 - c. Purchase technology
- 14) Meet your legal, ethical, and social obligations
- a. Understand your legal requirements
 - b. Ethical issues in business
 - c. Meet your social responsibilities
- 15) Growth in Today's Marketplace
- a. Develop a strategy for growth
 - b. Global trends and opportunities
 - c. Culture and business

Materials Provided by the Student:

1. 1 inch 3 ring binder
2. pocket folder

Grading:

The approved grade scale will be used to determine the report card grade. Grades are calculated on a point basis. Grades will equal Total Points Earned/Total Points Available.

Test/Projects	40%
Quizzes	35%
Homework	25%

Class Participation & Business Professional of America:

All students will have the opportunity to participate as a member in Business Professionals of America. As a member, students will participate in a variety of individual, chapter, and statewide activities.

Contact Information:

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Available by appointment