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Name of Course: Entrepreneurship

Course Description: This course is designed to introduce students to the rewards and risks of owning or operating a business enterprise. Emphasis is placed on the mastery of skills needed to plan, organize, finance and manage a small business. Instructional strategies may include the development of a business plan or the operation of a school-based business.

Grading System: 45% daily assignments, 45% tests/business plan, and 10% final test.

Teaching Methods: Lecture, group discussion, and student assignments/business plan.

Length of Course: One semester

Targeted Grade Level: 9-12 (better suited for upper classes)

Units of Study: Currently using the ESI curriculum

Unit 1: Discover the E-Scene—3 weeks

- Characteristics/Lifestyle of Entrepreneurs
- Assessment of Student's Abilities/Skills

Unit 2: The Case of Me— 3 1/2 weeks

- Ethics
- Philanthropy
- Professionalism and Time Management
- Persuasive Speeches
- Legal Issues
- Introduction to Business Plan

Unit 3: Your Business Inspection—11 1/2 weeks

- Choose a Business Idea
- Develop a Mission Statement and Goals
- Business Ownership
- Funding
- Working With Employees
- Customer Service
- Target Market
- Packaging the Product or Service
- Marketing Mix
- Location of Business
- Competition
- Figure Cost and Selling Price
- Advertising
- Record-keeping and Financial Statements
- Cash Flow
- Complete Business Plan