

Entrepreneurship: Course Syllabus

Entrepreneurship

COURSE DESCRIPTION:

Do you dream of owning your own business? This course can give you a head start in learning about what you'll need to own and operate a successful business. Students will explore creating a business plan, financing a business, and pricing products and services.

Unit 1: Becoming an Entrepreneur

Learning Objectives:

- * Define and understand the role of small business in the economy.
- * Compare different types of business ownership.
- * Explain why someone would want to be an entrepreneur.
- * Evaluate economic measures used to calculate the growth of entrepreneurship.
- * Identify different companies and basic principles of risk management.

ASSIGNMENTS:

Becoming an Entrepreneur: Unit Text Questions	<i>Homework</i>	10 points
Becoming an Entrepreneur: Online Entrepreneurship Lab Questions	<i>Homework</i>	10 points
Entrepreneurship Project #1	<i>Homework</i>	20 points

Unit 1 Discussion Assignment 1	<i>Discussion</i>	5 points
Unit 1 Discussion Assignment 2	<i>Discussion</i>	5 points
Unit 1 Quiz – Becoming an Entrepreneur	<i>Quiz</i>	15 points

Unit 2: Options Starting Out

Learning Objectives:

- * **Explain what a franchise is and the process involved in acquiring one.**
- * **Evaluate the different ways to acquire a business.**
- * **Identify basic risks in business and how to reduce them.**
- * **Define the elements of a business philosophy.**
- * **Develop and recognize the importance of an exit strategy.**

ASSIGNMENTS:

Options Starting Out: Unit Text Questions	<i>Homework</i>	10 points
Options Starting Out: Online Entrepreneurship Lab Questions	<i>Homework</i>	10 points
Entrepreneurship Project #2	<i>Homework</i>	20 points
Unit 2 Discussion Assignment 1	<i>Discussion</i>	5 points

Unit 2 Discussion Assignment 2***Discussion***

5 points

Unit 2 Quiz – Options Starting Out***Quiz***

15 points

Unit 3: Regulation and Global Concerns**Learning Objectives:**

- * **Explain the different types of regulations that apply to businesses.**
- * **Demonstrate an understanding of legal responsibilities of businesses.**
- * **Identify key concepts and relationships in a business environment.**
- * **Describe business considerations when entering the global market.**
- * **Recognize and describe the value of cultural differences in local and global business.**

ASSIGNMENTS:**Regulation and Global Concerns: Unit
Text Questions*****Homework***

10 points

**Regulation and Global Concerns:
Online Entrepreneurship Lab
Questions*****Homework***

10 points

Entrepreneurship Project #3***Homework***

20 points

Unit 3 Discussion Assignment 1***Discussion***

5 points

Unit 3 Discussion Assignment 2***Discussion***

5 points

Unit 3 Quiz – Regulation and Global Concerns
Quiz

15 points

Unit 4: Creating a Business Plan
Learning Objectives:

- * **Define the elements of a business plan.**
- * **Create a basic business plan.**
- * **Recognize and describe the role marketing plays in business.**
- * **Explain a marketing plan.**
- * **Explain the considerations in the purchasing cycle.**

ASSIGNMENTS:

Creating a Business Plan: Unit Text Questions	<i>Homework</i>	10 points
Creating a Business Plan: Online Entrepreneurship Lab Questions	<i>Homework</i>	10 points
Entrepreneurship Project #4	<i>Homework</i>	20 points
Unit 4 Discussion Assignment 1	<i>Discussion</i>	5 points
Unit 4 Discussion Assignment 2	<i>Discussion</i>	5 points
Unit 4 Quiz – Creating a Business Plan	Quiz	15 points

Unit 5: Accounting Basics

Learning Objectives:

- * **Define types of business funding and assets.**
- * **Explain financial terms and forms.**
- * **Evaluate a profit and loss statement.**
- * **Understand and explain financial reports and projections.**
- * **Project income and expenses.**

ASSIGNMENTS:

Accounting Basics: Unit Text Questions	<i>Homework</i>	10 points
Accounting Basics: Online Entrepreneurship Lab Questions	<i>Homework</i>	10 points
Entrepreneurship Project #5	<i>Homework</i>	20 points
Unit 5 Discussion Assignment 1	<i>Discussion</i>	5 points
Unit 5 Discussion Assignment 2	<i>Discussion</i>	5 points
Unit 5 Quiz – Accounting Basics	<i>Quiz</i>	15 points

Entrepreneurship Midterm Exam

Learning Objectives:

*** Review information acquired and mastered from this course up to this point.**

*** Take a course exam based on material from the first five units in this course (Note: You will be able to open this exam only one time.)**

ASSIGNMENT:

Entrepreneurship Midterm Exam	<i>Exam</i>	50 points
Midterm Discussion Assignment	<i>Discussion</i>	5 points

Unit 6: Getting and Keeping Customers

Learning Objectives:

- * Describe the importance of responsible environmental practices.**
- * Discuss the importance of ethical behavior in the workplace.**
- * Determine an employer's obligation to create a safe workplace and the agencies that define the standards.**
- * Explain the many aspects of privacy businesses need to consider.**
- * Explain the role of human resources.**

ASSIGNMENTS:

Getting and Keeping Customers: Unit Text Questions	<i>Homework</i>	10 points
Getting and Keeping Customers: Online Entrepreneurship Lab Questions	<i>Homework</i>	10 points
Entrepreneurship Project #6	<i>Homework</i>	20 points

Unit 6 Discussion Assignment 1	<i>Discussion</i>	5 points
Unit 6 Discussion Assignment 2	<i>Discussion</i>	5 points
Unit 6 Quiz – Getting and Keeping Customers	<i>Quiz</i>	15 points

Unit 7: Pricing and Products

Learning Objectives:

- * **Describe what customers want in a business.**
- * **Construct a promotional plan.**
- * **Demonstrate basic market-researching skills.**
- * **Evaluate the success of a promotional plan.**
- * **Explain the role of technology in promotions and customer relations management.**

ASSIGNMENTS:

Pricing and Products: Unit Text Questions	<i>Homework</i>	10 points
Pricing and Products: Online Entrepreneurship Lab Questions	<i>Homework</i>	10 points
Entrepreneurship Project #7	<i>Homework</i>	20 points
Unit 7 Discussion Assignment 1	<i>Discussion</i>	5 points

Unit 7 Discussion Assignment 2

5 points

Unit 7 Quiz – Pricing and Products*Quiz*

15 points

Unit 8: Innovation and Growth**Learning Objectives:**

- * **Calculate prices, markup, and discounts.**
- * **Analyze and formulate pricing strategies.**
- * **Recognize and discuss pricing concerns specific to small businesses.**
- * **Develop a credit policy for a business.**
- * **Explain the costs and risks of customers' use of credit.**

ASSIGNMENTS:**Innovation and Growth: Unit Text Questions***Homework*

10 points

Innovation and Growth: Online Entrepreneurship Lab Questions*Homework*

10 points

Entrepreneurship Project #8*Homework*

20 points

Unit 8 Discussion Assignment 1*Discussion*

5 points

Unit 8 Discussion Assignment 2*Discussion*

5 points

Quiz

Unit 8 Quiz – Innovation and Growth

15 points

Unit 9: Business Leadership**Learning Objectives:**

- * **Analyze the factors to consider when planning growth.**
- * **Employ the creative process in formulating business strategies.**
- * **Demonstrate how to meet the needs of a growing organization.**
- * **Identify issues associated with transportation and distribution.**
- * **Defend why failure is an opportunity to learn.**

ASSIGNMENTS:

Business Leadership: Unit Text Questions	<i>Homework</i>	10 points
Business Leadership: Online Entrepreneurship Lab Questions	<i>Homework</i>	10 points
Entrepreneurship Project #9	<i>Homework</i>	20 points
Unit 9 Discussion Assignment 1	<i>Discussion</i>	5 points
Unit 9 Discussion Assignment 2	<i>Discussion</i>	5 points
Unit 9 Quiz – Business Leadership	<i>Quiz</i>	15 points

Unit 10: Finding Employment in Entrepreneurship

Learning Objectives:

- * **Describe the elements and process of product planning.**
- * **Evaluate leadership styles and characteristics.**
- * **Deconstruct the reasons for success of key entrepreneurs.**
- * **Explain why the United States produces so many entrepreneurial leaders.**
- * **Understand how products and services are conceived, planned, maintained, and improved.**

ASSIGNMENTS:

Finding Employment in Entrepreneurship: Unit Text Questions	<i>Homework</i>	10 points
Finding Employment in Entrepreneurship: Online Entrepreneurship Lab Questions	<i>Homework</i>	10 points
Entrepreneurship Project #10	<i>Homework</i>	20 points
Unit 10 Discussion Assignment 1	<i>Discussion</i>	5 points
Unit 10 Discussion Assignment 2	<i>Discussion</i>	5 points
Unit 10 Quiz – Finding Employment in Entrepreneurship	<i>Quiz</i>	15 points

Entrepreneurship Final Exam

Learning Objectives:

*** Review information acquired and mastered from this course up to this point.**

*** Take a course exam based on material from units six to ten in this course – the last five units. (Note: You will be able to open this exam only one time.)**

ASSIGNMENT:

Entrepreneurship Final Exam	<i>Exam</i>	50 points
Class Reflection Discussion Assignment	<i>Discussion</i>	10 points

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