

Course Description:

Entrepreneurship, a high school career and technical education elective, is designed for students who are interested in becoming entrepreneurs and for students who see themselves taking part in small-business ventures or owning a small business in the future. Students who are not sure of their career choice will also do well to take this course because the two required projects will show them real-life tasks that entrepreneurs and business owners do. The projects help students create a concrete and viable business idea that can be used to plan a future business around.

Students start the course in two unique ways:

- First, to help them be more successful in the course, students are introduced to the various activity types they will experience in the course like direct instruction, discussion board, and projects, to name a few. The purpose of each activity type is included.
- Second, they complete a self-assessment that provides them with insight into their potential as a successful entrepreneur. They see what strengths they already possess and what areas they need to improve if they want to succeed as an entrepreneur.

Characteristics of entrepreneurs, as well as many key entrepreneurs and their stories, are included in the course, along with a brief history of entrepreneurship. The importance of entrepreneurship to the economy is discussed as are government regulations and their impact on small business. Also, important business knowledge and skills—including starting, marketing, developing, and exiting a business—are discussed in depth.

The first project, Embracing the Creative Process, spans Unit 2. The second project, Creating a Lean Startup Business Plan, spans Units 3 and 4. As students complete the steps of the two projects, they are introduced to important concepts and processes that are integral to understanding and succeeding in business.

Along with the projects, students complete discussion boards, workbooks, checkpoints, and a final exam to demonstrate what they have learned in the course.

Other course topics include

- failure as opportunity
- characteristics of a vision statement
- management functions
- business departments
- business capital, income, revenue, and return on investment
- business expenses
- taxes
- business locations

- target markets, competition, customer profile
- marketing plans and promotional plans
- multichannel marketing
- risk management
- components of job descriptions
- leadership and leadership styles
- harassment, nondiscrimination, workplace safety
- social and ethical responsibilities in business

Required Materials:

- internet browser
- word processing software
- pen and paper for notes

Course Overview:

The course consists of six units. Each unit ranges from four to six lessons with a total of 30 lessons. The course also features media such as

- a course introduction video
- infographics
- an interactive Venn diagram
- a career connections video interview

Here is a brief description of the types of activities included in the course:

- **Direct Instruction** is the new content of the lessons. Annotations are included in this category.

Practice Questions are ungraded, in-text questions designed to check for understanding. Students are provided three attempts to answer these and are given feedback for incorrect answers.

Design for Purpose boxes are included in the direct instruction pieces and fulfill various functions. For example, they can offer study tips, fun facts, or key ideas, to name a few.

- **Workbook Questions** are found at the end of many of the lessons and are graded.
- **Discussion Boards** are often compared to class discussion or class participation in brick and mortar classrooms because they are designed to get students to think deeply and respond thoughtfully to their peers on course topics. In this course, discussion boards are considered summative assessments and are graded. There are six in the course.

- **Checkpoints** test students on the content of the lesson. In this course, the number of questions ranges from 1-10 per lesson.
- **The Projects** are real-world tasks that entrepreneurs and small business owners perform. The first project spans Unit 2. The second project spans Units 3 and 4.
- **The Final Exam** assesses how well the student has learned the course content. It consists of 25 questions.

Topics

Unit 1: What Is Entrepreneurship?

- How to Use This Course
- Lesson 1: Do You Have What It Takes?
- Lesson 2: Artists and Techies as ... Entrepreneurs?
- Lesson 3: Risky Business Is Business as Usual (to an Entrepreneur)
- Lesson 4: Mind Your Business!
- Lesson 5: To Regulate or Not to Regulate

Unit 2: What Is the Creative Process?

- Lesson 6: Preparation
- Lesson 7: Incubation and Illumination
- Lesson 8: Evaluation
- Lesson 9: Implementation

Unit 3: How Do I Start a Business?

- Lesson 10: The Nuts and Bolt of Starting a Business
- Lesson 11: It's Time to Expand
- Lesson 12: Creating a Business Plan Is Easy!
- Lesson 13: What's the Problem?
- Lesson 14: It Takes a Bit of Detective Work

Unit 4: How Do I Market a Business?

- Lesson 15: Competition Is Essential in Business
- Lesson 16: The Customer Is in the Details
- Lesson 17: A Marketing Plan and Business Plan Go Together
- Lesson 18: The What, How, and Why of Promotional Plans

- Lesson 19: Revenue Streams Are the Entrepreneur's Dream
- Lesson 20: The Costs of Doing Business

Unit 5: What Goes into Developing a Business?

- Lesson 21: Risks in Business
- Lesson 22: Business Departments and Cars Have Lots in Common
- Lesson 23: Hats, Shoulders, and Recipes ... in Business? Yep!
- Lesson 24: There's More to Business Than the Bottom Line
- Lesson 25: A Leader's Day: Making Changes, Building Relationships

Unit 6: Planning Exit Strategies and Course Review

- Lesson 26: When to Say Goodbye
- Lesson 27: Review Units 1-2
- Lesson 28: Review Units 3-4
- Lesson 29: Review Unit 5
- Lesson 30: Final Exam