

HONORS ENTREPRENEURSHIP I

Spring 2025 SYLLABUS

Mrs. Moudden, Room B110

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Prerequisite: None

Materials Required: Computer with Internet Access, a good imagination and a great attitude.

Course Description: In this course, students evaluate the concepts of going into business for themselves and working for or operating a small business. They become acquainted with channel management, pricing, product/service management, and promotion. Emphasis is on the exploration of feasible ideas of products/services, research procedures, business financing, marketing strategies, and access to resources for starting a small business. Students will be introduced to the Lean Canvas Business Model (LCBM) throughout the course. A performance-based measurement will be used in this course to assess student learning. English language arts and social studies are reinforced.

Course Outline:

- Entrepreneurship, entrepreneurial mindset, and business ethics
- Design thinking, Lean Canvas Business Model, and feasibility of ideas
- Marketing strategies, unique value proposition, customer segments
- Channels of distribution and cost structure
- Pricing, revenue streams, and key metrics

Expectations:

- Classroom learning is highly dependent upon your preparation and active participation. Attendance is required. Should you not be able to attend live class sessions, you are fully expected to complete all activities by accessing the recording available on Canvas. Should you choose to be left behind academically, it will not be a reflection on me as your teacher, rather, you as a student. Lessons will focus on basic principles, theories, and applications. Discussions and questions are encouraged. Please share your own thoughts and experiences as to when these concepts have, or have not, been applicable. Class participation will be judged on the quality of your class contributions, especially during live lessons and group discussions. Always be a good listener.
- The purpose of Business Education is to provide you with the skills to cope with the complexities of today's global economy and to prepare you for a successful professional life after high school. Therefore, you are expected to behave as though you are performing or training for a real job, conducting yourself respectfully and professionally at all times. Refer to the Remote Learning Classroom Rules and Expectations document located in the files on Canvas for more details.
- Please plan ahead for possible technical and/or connectivity issues so you are not late to class.
- Check the lesson plan **every day** on Canvas. Do not rely on the To-do list or you will miss important information.

GRADING:

Classwork/Participation	20%
Quizzes	15%
Projects/Group	10%
Assessments	55%
Total	100%

"If you do not want to learn, no one can help you. If you are determined to learn, no one can stop you."