

# ENTREPRENEURSHIP I

Classroom Teacher: Mrs. Stacie Jarrett

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**COURSE DESCRIPTION:** Students will evaluate the concepts of going into business for themselves and working for or operating a small business. 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 develop components of a business plan and evaluate startup requirements. English language arts and social studies are reinforced. Work-based learning strategies appropriate include cooperative education, entrepreneurship, internship, mentorship, school-based enterprise, service learning, and job shadowing. Apprenticeship is not available for this course. DECA (an association for Marketing Education students) and Future Business Leaders of America (FBLA) competitive events, community service, and leadership activities provide the opportunity to apply essential standards and workplace readiness skills through authentic experiences.

The Entrepreneurship I and II courses can help prepare students for the Assessments of Skills and Knowledge (A\*S\*K), <http://www.askinstitute.org/credential>.

## **What will we learn in Entrepreneurship I?**

- *Entrepreneurship foundations*
- *Planning & preparing to manage a small business*
- *Prepare a VIP (Very Important Planning ) Portfolio for a business idea*

## **Prerequisites**

Keyboarding Skill-defined as a *minimum of 35 words per minute with errors corrected*; format from rough draft copy of an announcement, memorandum, personal business letter, and unbound report; and exhibit proper keyboarding techniques.

### Classroom Materials

- 🗄 2-inch binder for course handouts (can include other courses)
- 🗄 blue or black pen ONLY
- 🗄 pencils
- 🗄 flash drive (at least 1GB) - (student can save files on *GCS Onedrive* or other cloud option)
- 🗄 (*Wish List Items*: hand sanitizer and Kleenex for classroom is greatly appreciated!)

### Grading

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|------------------------|-----|
| 🗄 Daily Work/Homework: | 45% |
| 🗄 Tests/Projects       | 20% |
| 🗄 EOC                  | 20% |
| 🗄 Quizzes              | 15% |
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- |           |        |
|-----------|--------|
| 🗄 A ..... | 90-100 |
| 🗄 B ..... | 80-89  |
| 🗄 C ..... | 70-79  |
| 🗄 D ..... | 60-69  |
| 🗄 F ..... | 0-59   |

# ME11 Entrepreneurship I

(Hours of instruction: 135-180)

Essential Std #	Units, Essential Standards, and Indicators (The Learner will be able to:)	Course Weight	RBT Designation
	<b>Total Course Weight</b>	<b>100%</b>	
<b>A</b>	<b>ENTREPRENEURSHIP FOUNDATIONS</b>	<b>54%</b>	
<b>1.00</b>	<b>Understand economics, career planning, and information management.</b>	<b>6%</b>	<b>B2</b>
	1.01 Understand economic systems to be able to recognize the environments in which businesses function. (EC:065)	3%	
	1.02 Participate in career-planning to enhance job-success potential. (PD:066), (PD:067) (SUPPLEMENTAL)	0%	
	1.03 Acquire information to guide business decision-making. (MN:187)	3%	
	1.04 Write internal and external business correspondence to convey and obtain information effectively. (CO:040) (SUPPLEMENTAL)	0%	
<b>2.00</b>	<b>Understand entrepreneurship, product/service management, information management, professional development, emotional intelligence, and operations.</b>	<b>30%</b>	<b>B2</b>
	2.01 Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures/products. (EN:001), (EN:002)	3%	
	2.02 Acquire information to guide business decision-making. (NF:015)	3%	
	2.03 Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures/products. (EN:003), (EN:004), (EN:005)	3%	
	2.04 Generate venture/product ideas to contribute to ongoing business success. (PM:127)	3%	
	2.05 Utilize critical-thinking skills to determine best options/outcomes. (PD:012) (SUPPLEMENTAL)	0%	
	2.06 Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures/products. (EN:006)	3%	
	2.07 Employ product-mix strategies to meet customer expectations. (PM:130)	3%	
	2.08 Apply ethics to demonstrate trustworthiness. (EI:091), (EI:075) (SUPPLEMENTAL)	0%	
	2.09 Develop a concept for new business venture to evaluate its success potential. (EN:007), (EN:008)	3%	
	2.10 Implement expense-control strategies to enhance a business's financial well-being. (OP:024)	3%	
	2.11 Develop a concept for new business venture to evaluate its success potential. (EN:009), (EN:010)	3%	
	2.12 Apply ethics to demonstrate trustworthiness. (EI:092) (SUPPLEMENTAL)	0%	
	2.13 Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures/products. (EN:038)	3%	

<b>3.00</b>	<b>Understand market planning and business law.</b>	<b>18%</b>	<b>B2</b>
	3.01 Develop marketing strategies to guide marketing tactics. (MP:001)	3%	
	3.02 Select a target market appropriate for venture/product to obtain the best return on marketing investment (ROMI). (MP:003)	3%	
	3.03 Employ marketing-information to develop a marketing plan. (MP:007), (MP:008)	3%	
	3.04 Select a target market appropriate for venture/product to obtain the best return on marketing investment (ROMI). (MP:004), (MP:005)	3%	
	3.05 Employ marketing-information to develop a marketing plan. (MP:009), (MP:010), (MP:012)	3%	
	3.06 Acquire foundational knowledge of business laws and regulations to understand their nature and scope. (BL:001), (BL:006)	3%	
<b>B</b>	<b>PLANNING AND PREPARING TO MANAGE A SMALL BUSINESS</b>	<b>46%</b>	
<b>4.00</b>	<b>Understand product/service management, strategic management, and channel management.</b>	<b>21%</b>	<b>B2</b>
	4.01 Position venture/product to acquire desired business image. (PM:131)	3%	
	4.02 Utilize planning tools to guide organization's/departments' activities. (SM:008), (SM:009)	3%	
	4.03 Acquire a foundational knowledge of product/service management to understand its nature and scope. (PM:001)	3%	
	4.04 Employ product-mix strategies to meet customer expectations. (PM:003), (PM:006)	3%	
	4.05 Position venture/product to acquire desired business image. (PM:042) (SUPPLEMENTAL)	0%	
	4.06 Employ product-mix strategies to meet customer expectations. (PM:036)	3%	
	4.07 Position venture/product to acquire desired business image. (PM:272), (PM:132)	3%	
	4.08 Acquire foundational knowledge of channel management to understand its role in marketing. (CM:001), (CM:003)	3%	
	4.09 Manage channel activities to minimize costs and to determine distribution strategies. (CM:010) (SUPPLEMENTAL)	0%	
<b>5.00</b>	<b>Understand pricing, promotion, and market planning.</b>	<b>25%</b>	<b>B2</b>
	5.01 Develop a foundational knowledge of pricing to understand its role in marketing. (PI:001), (PI:002)	3%	
	5.02 Employ pricing strategies to determine optimal prices. (PI:019), (PI:006), (PI:007)	3%	
	5.03 Acquire a foundational knowledge of promotion to understand its nature and scope. (PR:001), (PR:002), (PR:003)	3%	
	5.04 Understand promotional channels used to communicate with targeted audiences. (PR:007)	3%	
	5.05 Manage promotional activities to maximize return on promotional investments. (PR:097)	3%	
	5.06 Employ marketing-information to develop a marketing plan. (MP:013), (MP:014), (MP:015), (MP:016), (MP:017), (MP:018)	10%	

## Submission of Assignments/Testing

Assignments are to be completed **DAILY** and saved under the *student's user name* unless directed otherwise by the instructor. Instructions will be provided on where and how to save assignments. Tests and quizzes will primarily be *online* as well as Internet-based activities such as quia.com), Journaling Essential Questions, True-False / Multiple-Choice, Lesson and Unit Summary Boards. Students are encouraged to use documented testing modifications throughout the semester. Failure to do so eliminates the opportunity to use them during End of Year EOC/CTE Final Exam. **NOTE: Students cannot exempt CTE Final Exams under any circumstance.**

Assignments are due on the due date. The maximum grade is deducted by a letter grade for each day an assignment is submitted after the due date. Please get in the habit of turning assignments in on time. **NO LATE WORK WILL BE ACCEPTED BEYOND 3 SCHOOL DAYS.** I will not grade assignments more than a week past due.

Attend class regularly and make up any work missed while you were absent. **MAKE-UP WORK IS YOUR RESPONSIBILITY.** Any work missed should be made up within three (3) class periods following the absence. Check the appropriate lesson folder online. Unexcused absences equal no make-up work.

## Dishonesty

Cheating will not be tolerated. This includes work both in and out of the classroom. If a student is caught allowing another student to copy or turn in his or her work, **BOTH** students will receive 0 (zero) credit for the assignment. You learn by doing your own work!

## Interim Reports

Interim Reports will be issued every three to four (3-4) weeks or as instructed by the principal. In addition, parents will be notified periodically if your child is in danger of failing this course.

## After School Tutorials

I am available for tutorials mornings from 8:00 - 8:45 am and on Thursday afternoons from 4:00 pm - 5:00 pm. Students not in my room by 4:00 pm for tutorial will not be allowed to stay or receive a bus pass from me. Bus transportation may be available for students staying for after school tutorials. Check with front office for updates.

## Student Expectations

1. Be ready for class (in your seat) when the bell rings with all necessary materials. Students will be logged as Tardy when arriving late to class and be subject to further disciplinary actions (referral to In School Suspension- ISS) if the pattern continues.
2. Go to the restroom or get water etc. between classes. Students who abuse bathroom privileges will lose them.
3. **Put cell phones and other mobile devices away BEFORE entering class. There will be no warning! I will collect devices on the first occurrence and future occurrences will result in referral to administration.**
4. **Music** and use of **Social Media** (Twitter, Instagram, Facebook, Snapchat, etc.,) is not allowed in class.
5. Abide by Guilford County Public School System bylaws outlined in the Student Handbook.
6. Comply fully with the Guilford County Internet Policy. All discipline procedures will be mandated by the Guilford County Board of Education.
7. Respect yourself and others. **HAVE A POSITIVE ATTITUDE!**
8. Food and drink (with periodic exceptions) are not allowed in class. Water (with a lid) is fine.

**I LOOK FORWARD TO A GREAT SEMESTER!**

***Parents, please call/email me if you have any questions/concerns regarding your child's performance.***