



Entrepreneurship

Instructor: Kala Brown kala_brown@ecboe.org

No prerequisite required



Entrepreneurship is a one-credit course designed to provide students with skills needed to effectively organize, develop, create, and manage a business. This course includes business management and entrepreneurship communication, and interpersonal skills, economics, and professional development foundations. Instructional strategies may include the development of a business plan, a school-based enterprise, computer and technology applications, real and simulated occupational experiences, or projects related to business ownership.

Future Business Leaders of America (FBLA) is a co-curricular component of this course. Career and technical student organizations are integral, co curricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.

Course Goals:

1. Evaluate social and civil responsibilities of business ownership.
2. Describe typical behavioral characteristics of an effective entrepreneur.
3. Critique a variety of business classifications.
4. Compare types of business ownership.
5. Determine technological needs of a small business.
6. Explain risk factors that affect entrepreneurs.
7. Analyze national and international economic fluctuations.
8. Develop a business plan.
9. Analyze credit and collection policies.
10. Explain taxes associated with business ownership and employment.
11. Use mathematics skills to analyze profit and loss margins for a business.
12. Analyze government regulations to identify impact on business ownership.
13. Explain laws and regulations related to hiring and retaining employees.
14. Determine marketing functions needed for effective business ownership.
15. Interpret research data to determine market-driven problems faced by entrepreneurs.
16. Determine career opportunities, responsibilities, and educational and credentialing requirements related to various entrepreneurship ventures.
17. Identify advantages and disadvantages of Internet entrepreneurial opportunities.

Course Outline:

- I. Entrepreneurship
- II. Finance
- III. Legal Implications
- IV. Marketing
- V. Career Opportunities
- VI. E-Business

Expectations:

- Be on time, prepared & ready to work.
- Meet deadlines: Make appointments for extra work time if necessary.
- Take care of computer hardware and workspace. Clean up after yourself.
- Cell phones must be turned OFF (not silent) & remain out of sight during class.
- Do not bring food, drink &/or candy in the computer lab.
- No computer games or web downloads.
- Students may not at any time tamper with or access another student's files, use another student's username and password, or access any prohibited programs or websites. Doing this is a violation of technology policies and will result in immediate termination of the student's user account and disciplinary action.

Essential Questions to be Explored:

1. What qualifications are beneficial when starting your own business?
2. Where do you acquire essential education and assistance to ensure favorable outcomes as an entrepreneur?
3. How would you evaluate the prospect of establishing an e-business?
4. What would be some security risks that an e-business would encounter and how would these be handled?
5. What is entrepreneurship?
6. How do you become an effective entrepreneur?
7. What are the rewards and risks of having your own business?
8. What do you know about starting your own business?
9. How should you design your business?
10. How do laws and regulations assist in determining business organization and policies?
11. What economic factors impact a given business endeavor?
12. How do these economic factors change in different environments/settings?

Culminating Product Examples

- Career PowerPoint presentation of components of entrepreneurship opportunities, responsibilities, education, and credentialing.
- Survey Results, Presentation (Excel, Graphing with PowerPoint Presentation), Web site critique, PowerPoint presentation.
- Entrepreneurship Presentation
- Presentation of marketing strategy changes recommended for an assigned business.
- Business plan

If you are absent, it is YOUR RESPONSIBILITY to find out what you missed and make up the missing work in a timely manner.

Due dates/late work:

All projects have assigned due dates. Please turn in your work on time for full credit. Students may communicate difficulties/emergencies with the teacher as needs arise. Excused absences may have due date extensions, unexcused will not.

Delivery Plan

This course will consist of but not limited to: readings, presentations, discussions, lectures, research, and project based learning.

Grading and Assessment Procedures

Nine weeks grades will be determined by an average of daily grades, tests, and projects.

Grading Scale

90 - 100 A

89 - 80 B

79 - 70 C

69 - 60 D

59 & Below F

Grade Breakdown

Test - 100 points each

Projects - 100-200 points each

Classwork - 25 points each

Final project - 100 points

Embedded numeracy and literacy anchor assignments

Improve the mathematical level (skills), reading, writing, and comprehension level (skills) in a project-based learning environment through technical related activities that fully prepares students for successful transition into a high demand-high wage job in skilled labor in the 21st century workforce.

Numeracy - Business Plan project - students will use and improve their mathematical skills while calculating the break even point and the projected profit of their potential business.

Literacy - Career Research project - students will use and improve their reading, writing, and comprehension skills as they research, write, and present about potential entrepreneurial careers.

Supplies Required:

Most classroom supplies such as printing paper and envelopes will be provided. However, we will have frequent worksheets, notes, and tests that will require paper and pen or pencil. Students should have these supplies with them each day, plus some type of notebook or folder to hold worksheets and printed class work.

(Requested Class Donations: Hand Sanitizer, and Kleenex)

Computer Fee: \$20

This money will be used to purchase paper and ink cartridges for existing printers, maintenance of equipment, and the purchase of additional computers, printers, software, books, and supplies.

Student Organization: FBLA

Students enrolled in this class are eligible to join Future Business Leaders of America. The club meets monthly and dues are \$15. Our club has been active in regional, state, and national conventions.

Available Industry Credential(s)

A*S*K Concepts of Entrepreneurship and Management

Certiport Entrepreneurship and Small Business

Microsoft Office Specialist

Dual enrollment opportunity

ACCS Career & Technical Education (CTE) postsecondary courses are approved as credit-eligible options that satisfy the CTE graduation requirement(s) for the Alabama High School Diploma. Students may apply for scholarships for the program. Click on the link below to see the list of approved courses.

Dual Enrollment opportunities for Business classes include but are not limited to the following:

Principles of Accounting I
Principles of Accounting II
Managerial Accounting
The Legal and Social Environment of Business
Business Statistics I
Principles of Management
Principles of Marketing
Personal Finance
Business Math
Human Relationships
Business Communication
Business Internship I

Click on the link below to see the complete list of approved courses.

<https://www.alsde.edu/sec/isvcs/Dual%20Enrollment/2019-2020%20Dual%20Enrollment%20Equivalency%20List.pdf#search=dual%20enrollment>

It is the policy of the Etowah County Board of Education that no student shall be excluded from participating in, be denied the benefits of, or be subjected to discrimination in any program or activity on the basis of gender, age, marital status, race, religion, belief, national origin, ethnic group, disability, immigrant status, non-English speaking ability, homeless status, or migrant status. Inquiries regarding compliance with state or federal equal opportunity rules (Title IX, ADA, IDEA, section 504, etc) and/or for reporting discrimination concerns may be made to the Federal Programs Coordinator, Etowah County Board of Education, 3200 West Meighan Boulevard, Gadsden, AL 35904, (256) 549-7560.