

**Course Title:** Entrepreneurship: Introduction to Business

**Department:** Business

**Course Number:** 7647

**Grade Level/s:** 9 - 12

**Length of Course:** Year

**Prerequisite/s:** None

**UC/CSU (A-G) Req:** G (Pending)

**Brief Course Description:** This course includes instruction based on the CTE business and finance standards. The course is the first/introductory course in the business pathway. Entrepreneurship recognizes the importance of a business opportunity. From the initial idea to the operating and maintaining a business, this course explores every aspect of business ownership. Entrepreneurship is necessary not only for students who will become entrepreneurs, but also for individuals working in the increasingly competitive corporate world. In United States, small businesses make up close to 90% of all businesses. Entrepreneurship integrates the functional areas of business that includes accounting, finance, marketing and management as well as the legal and economic environments in which any new venture operates.

## I. GOALS

The students will:

- A. Identify the unique characteristics of an entrepreneur and self-evaluate the degree of those characteristics
- B. Identify the role and responsibilities of an entrepreneur
- C. Research websites of entrepreneurs, small business services and governmental resources
- D. Communicate with entrepreneurs as well as others studying entrepreneurship
- E. Develop an innovative idea and write a business plan for an entrepreneurship venture
- F. Describe how cultural differences, export/import opportunities and current trends in a global marketplace can affect an entrepreneurship

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- G. Apply marketing, economic, financial, management and legal strategies to entrepreneurship ventures
- H. Use critical thinking and related academic skills through connections between school and the “real world” and entrepreneurship case studies
- I. Complete a small business owner simulation with a real-world scenario that applies the course’s content utilizing real-world technology to make relevant decisions

### California CTE Standards for Career Ready Practice

1. Apply appropriate technical skills and academic knowledge.
2. Communicate clearly, effectively, and with reason.
3. Develop an education and career plan aligned with personal goals.
4. Apply technology to enhance productivity.
5. Utilize critical thinking to make sense of problems and persevere in solving them.
6. Practice personal health and understand financial literacy.
7. Act as a responsible citizen in the workplace and the community.
8. Model integrity, ethical leadership, and effective management.
9. Work productively in teams while integrating cultural and global competence.
10. Demonstrate creativity and innovation.
11. Employ valid and reliable research strategies.
12. Understand the environmental, social, and economic impacts of decisions.

### California CTE Knowledge and Performance Anchor Standards

1. Academics: Analyze and apply appropriate academic standards required for successful industry sector pathway completion leading to postsecondary education and employment.
2. Communications: Acquire and accurately use the terminology and protocols at the career and college readiness level for communicating effectively in oral, written, and multimedia formats.
3. Career Planning and Management: Integrate multiple sources of career information from diverse formats to make informed career decisions, solve problems and manage personal career plans.
4. Technology: Use existing and emerging technology to investigate, research and produce products and services, including new information, as required in the workplace environment.
5. Problem Solving and Critical Thinking: Conduct short, as well as more sustained, research to create alternative solutions to answer a question or solve a problem unique to the business sector using critical and creative thinking, logical reasoning, analysis, inquiry and problem-solving techniques.
6. Health and Safety: Demonstrate health and safety procedures, regulations and personal health practices and determine the meaning of symbols, key terms and domain-specific words and phrases as related to the workplace environment.
7. Responsibility and Flexibility: Initiate and participate in a range of collaborations demonstrating behaviors that reflect personal and professional responsibility, flexibility and respect in the workplace environment and community settings.
8. Ethics and Legal Responsibilities: Practice professional, ethical and legal behavior, responding thoughtfully to diverse perspectives and resolving contradictions when possible, consistent with applicable laws, regulations and organizational norms.
9. Leadership and Teamwork: Work with peers to promote divergent and creative

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- perspectives, effective leadership, group dynamics, team and individual decision making, benefits of workforce diversity and conflict resolution as practiced in the DECA career technical student organization.
10. Technical Knowledge and Skills: Apply essential technical knowledge and skills common to business sector, following procedures when carrying out experiments or performing technical tasks.
  11. Demonstration and Application: Demonstrate and apply the knowledge and business skills in laboratory and workplace settings and through the DECA career technical student organization.

## II. OUTLINE OF CONTENT FOR MAJOR AREAS OF STUDY

### Semester 1

- A. Going into Business for Yourself (CTE BF C1.0, C1.1, C1.6, C2.0, C2.1, C2.2, C2.3, C3.0, C3.1, C3.4, C4.0, C4.1, C4.2, C4.3, C4.4, C4.5, C4.6, C6.1, C6.3, C6.3, C6.5)
  1. What is entrepreneurship
  2. Your potential as an entrepreneur
  3. Recognizing opportunity
  4. Global opportunities
  
- B. Researching and Planning Your Venture (CTE BF C1.2, C1.3, C1.4, C1.5, C2.4, C3.1, C3.2, C3.3, C3.5, C3.6, C3.7, C6.0, C6.3, C6.4, C6.5, C7.0, C7.1, C7.2, C7.3, C7.4, C7.5, C7.6)
  1. Feasibility and business planning
  2. Market analysis
  3. Types of business ownership
  4. The legal environment
  5. Site selection and layout planning
  
- C. Managing Marketing Strategies (CTE BF C1.4, C3.3, C3.4, C3.6, C4.0, C4.6, C6.1, C6.2, C6.3, C6.4, C6.5, C8.2, C8.4, C9.0, C9.1, C9.2, C9.3, C9.4, C9.5, C9.6, C10.2)
  1. The marketing plan
  2. The price strategy
  3. The promotion strategy
  4. The promotion strategy: developing and managing sales

### Semester 2

- A. Managing Your Business Processes (CTE BF C5.0, C5.1, C5.2, C5.3, C5.4, C6.0, C6.1, C6.2, C6.3, C6.4, C6.5, C7.0, C7.1, C7.2, C7.3, C7.4, C7.5, C7.6, C7.7, C8.1, C8.2, C9.5, C9.6, C11.0, C11.1, C11.2, C11.3, C11.4, C11.5, C11.6)
  1. Preparing and planning to manage
  2. Managing purchasing and inventory
  3. Production management and distribution
  4. Managing operations and staffing
  5. Managing human resources
  
- B. Managing the Finances of Your Business (CTE BF C1.3, C1.4, C1.5, C6.1, C6.2,

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C8.0, C8.1, C8.2, C8.3, C8.4, C8.5, C8.6, C8.7, C10.2)

1. Financing your business
2. Accounting and financial planning
3. Financial management

C. Unit 6 – Growing Your Business (C3.1, C3.4, C3.5, C4.5, C4.6, C6.4, C6.5, C7.2, C7.3, C7.4, C9.6, C10.0, C10.1, C10.2)

1. Risk management
2. Making your business grow
3. Ethical responsibility

### **III. ACCOUNTABILITY DETERMINANTS**

#### **A. Key Assignments**

1. Business Plan: Students will develop and present a comprehensive Business Plan throughout the course.
2. Case Studies: Students will study and analyze individual real-world case studies and apply that information to their business plan and entrepreneur project.
3. Entrepreneur Project: Students will complete research that includes case studies and complete a presentation about an entrepreneur of their choosing.

#### **B. Assessment Methods**

Assessment of student performance will include but not limited to:

1. Skill mastery and quality of work
2. Classwork/homework
3. Performance tasks
4. Individual/group projects
5. Individual/group presentations
6. Tests and quizzes
7. Semester final exams
8. Oral language Personal Communication Skills

### **IV. INSTRUCTIONAL MATERIALS AND METHODOLOGIES**

#### **A. Required Textbook(s):**

1. Title: Glencoe Entrepreneurship: Building a Business

ISBN: 9780021377671

Format: Print

Author(s): McGraw Hill Education

Publisher: McGraw Hill

Year: 2016

Additional Info

#### **B. Supplementary Materials**

1. Classroom computers
2. Various Software
3. Case Studies
4. Sample Business Plans

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### C. Instructional Methodologies

1. Direct instruction
2. Class discussions
3. Cooperative learning
4. Guided Inquiry
5. Simulation activities
6. Use of technology and instructional resources
7. Experiential learning
8. Interactive instruction
9. Inquiry learning
10. Project-based learning
11. Individual/group projects