

Introduction to Entrepreneurship I

Course Overview and Syllabus

Course Number: EL5724

Grade level: 8-10

Prerequisite Courses: None

Credits: 0.5

Course Description

The Introduction to Entrepreneurship I course teaches the basics of planning and launching a business. Whether interested in creating a money-making business or a nonprofit to help others, this course provides the core skills needed to succeed. Students learn about real-life teen entrepreneurs, characteristics of successful entrepreneurs, pros and cons of self-employment, and how to attract investors and manage expenses. Students learn how to generate business ideas; create a business plan, mission and vision; and promote and market a company. Topics include exploring factors of business success and failure, core business concepts, economic systems, competition, production, and the global economy.

Course Objectives

Throughout the course, you will meet the following goals:

- Entrepreneurs and inventors
- Products, services, and units of sale
- Producers and consumers
- Strong and weak economies
- Capitalism and competition
- Pros and cons of self-employment
- Entrepreneurial characteristics
- Profit, value, and loss
- Scarcity and the law of supply and demand
- Factors of production
- Fields of business activity
- Types of consumer goods and services
- Distribution methods
- Economic utility
- Economies and diseconomies of scale
- Market saturation

- Stages of the product life cycle
- Parts of a business
- Factors of success and failure
- Business ethics, ideas, and opportunities
- Business plans and legal structures
- Franchising
- Trademarks, licenses/permits, and taxes
- DBA names
- Organizing a business
- Records needed by small businesses
- Purchasing, inventory control, and shipping
- Factors that affect brand image
- Marketing and marketing position
- The five Ps of the marketing mix
- Promotional methods and costs
- Features and benefits
- Emotions, desires, fears and needs in advertising
- Components of a marketing plan

Student Expectations

This course requires the same level of commitment from you as a traditional classroom course would. Throughout the course, you are expected to spend approximately 5–7 hours per week online on the following activities:

- Interactive lessons that include a mixture of instructional segments and tasks
- Assignments in which you apply and extend learning in each lesson
- Assessments including quizzes, tests, and cumulative exams

Communication

Your teacher will communicate with you regularly through discussions, email, chat, and system announcements. You will also communicate with classmates, either via online tools or face to face, as you collaborate on projects, ask and answer questions in your peer group, and develop your speaking and listening skills.

Grading Policy

You will be graded on the work you do online and the work you submit electronically to your teacher. The weighting for each category of graded activity is listed below.

Grading Category	Weight
Assignments	20%
Essays	0%
Labs	0%
Lesson Quizzes	20%
Unit Tests	10%
Cumulative Exams	0%
Projects	50%

Scope and Sequence

When you log into Edgenuity, you can view the entire course map—an interactive scope and sequence of all topics you will study. The units of study are summarized below:

Project 1: The Role of the Entrepreneur: Learn about products and services, capitalism, competition, and entrepreneurship.

Project 2: Entrepreneurship as a Career: Learn about reasons for entrepreneurship, self-employment, and entrepreneurial characteristics.

Project 3: Economic Principles: Learn about gross and net profit, types of competition, factors of production, scarcity, and the Law of Supply and Demand.

Project 4: Production and Delivery: Learn about fields of business activity, consumer goods, services, distribution, economic utility, economies and diseconomies of scale, market saturation, and the product life cycle.

Project 5: Small Business Basics: Learn about parts of a business, factors that contribute to success and failure, business ethics, and conflicts of interest.

Project 6: Business Ideas and Opportunities: Learn about business ideas, the role of small business in the global economy, and the importance of matching a business idea with the entrepreneur's personality and ability.

Project 7: Defining Your Business: Learn about business plans, mission and vision, and reasons to focus products and services.

Project 8: Business Organization: Learn about legal forms of business ownership, franchising, DBA names, trademarks, licenses/permits, taxes, organizing a business, records, and inventory control.

Project 9: Marketing Basics: Learn about brand image factors, marketing messages, the five Ps of the marketing mix, and market research.

Project 10: Promoting Your Company: Learn about promotional methods, advertising media's strengths and weaknesses, and marketing plan components. Identify features and benefits. Use emotions, desires, fears, and needs in advertising.

Introduction to Entrepreneurship II

Course Overview and Syllabus

Course Number: EL5725

Grade level: 8-10

Prerequisite Courses: Introduction to Entrepreneurship I

Credits: 0.5

Course Description

The Introduction to Entrepreneurship II course advances the skills and key business concepts students need to know to plan and launch a business. Students learn about setting personal visions and goals, sales stages, opportunities and strategies, planning and budgeting, and interpersonal communication in the workplace. Topics include financing a business; costs and pricing, accounting; bookkeeping, and financial reporting; the role of the government in business; regulations, and laws; working with others; and successfully managing employees. (Prerequisite: Introduction to Entrepreneurship I).

Course Objectives

Throughout the course, you will meet the following goals:

- Sales quotas and commissions
- Variable and fixed costs
- Minimum selling point and break-even point
- Calculate costs per unit
- External pricing factors, and cost-based and retail-based markup
- Pricing factors and strategies
- Cost-based and retail-based markup
- Price fixing and bait-and-switch advertising
- Personal vision, financial goals, and priorities
- Planning and budgeting
- Banking and checking and savings accounts
- Bank security and the Federal Deposit Insurance Corporation (FDIC)
- Investing, financial risk, diversification, and calculating return on investment (ROI)
- Credit, credit history, credit scores, and interest rates
- Borrowing and lending
- Funding sources, cash flow, and forecasting
- Risk, risk management, and small business

- Business accounting, financial health factors, and bookkeeping
- Financial statements
- Intellectual property
- Taxation, business laws, and regulations
- Culture, etiquette, and globalization
- Global and domestic trade, importing, exporting, and exchange rates
- Assessing company needs, and identifying ways to find employees
- Communication skills, including writing, speaking, listening, and negotiating
- Job search and interviewing skills
- Positive work qualities and attitude
- Working with others
- Management
- Technology in the workplace

Student Expectations

This course requires the same level of commitment from you as a traditional classroom course would. Throughout the course, you are expected to spend approximately 5–7 hours per week online on the following activities:

- Interactive lessons that include a mixture of instructional segments and tasks
- Assignments in which you apply and extend learning in each lesson
- Assessments including quizzes, tests, and cumulative exams

Communication

Your teacher will communicate with you regularly through discussions, email, chat, and system announcements. You will also communicate with classmates, either via online tools or face to face, as you collaborate on projects, ask and answer questions in your peer group, and develop your speaking and listening skills.

Grading Policy

You will be graded on the work you do online and the work you submit electronically to your teacher. The weighting for each category of graded activity is listed below.

Grading Category	Weight
Assignments	20%
Essays	0%
Labs	0%
Lesson Quizzes	20%
Unit Tests	10%
Cumulative Exams	0%
Projects	50%

Scope and Sequence

When you log into Edgenuity, you can view the entire course map—an interactive scope and sequence of all topics you will study. The units of study are summarized below:

Project 1: Sales: Learn about the principles of selling, the stages of selling, selling opportunities, and sales strategies.

Project 2: Pricing: Learn about variable and fixed costs, calculating your costs, external pricing factors, and pricing strategies.

Project 3: Personal Finance: Learn about personal vision and goals, banking, and investing.

Project 4: Credit, Funding, and Risk: Learn about establishing credit, borrowing and lending, funding a business, and risk management.

Project 5: Accounting: Learn about accounting, bookkeeping and customer records, and financial reporting.

Project 6: Taxes and Laws: Learn about taxation, government laws and regulations, and business law.

Project 7: Culture, Globalization, and Technology: Learn about culture and business, global trade, and technology.

Project 8: Workplace Skills: Learn about hiring employees, succeeding and communicating in the workplace, and management and leadership.