ENTREPRENEURSHIP

**Prerequisite:** None

**Grade Level:**  10-12

**Course Length:** 1 year

**Instructor:** Lisa Perkins

**Phone #** (660) 872-6813

**E-mail:** lperkins@rhsk12.org

**Class website:** www.perkinsbused2.weebly.com

### **Course Rationale:**

Instruction in this area prepares students to understand how to organize and operate a business. All students can benefit from an understanding of and appreciation for entrepreneurship and its role in the enterprise system.

### COURSE DESCRIPTION:

This course is designed to provide students with the fundamental knowledge needed for organizing, developing, and implementing a business concern within the private free enterprise system. Topics of study will include learning the advantages and disadvantages of owning a business, preparing a business plan, choosing a location, securing a loan, determining organizational structure, and promoting a business. End of the year project will include a working business model as well as a business plan.

### **Course Content:**

1. What is Entrepreneurship?
   1. Characteristics of an Entrepreneur
2. Importance of Entrepreneurship in the Economy
   1. Thinking globally, acting locally
3. Types of Businesses
4. Communicating in Business
   1. Negotiating
5. Time Management
6. Ethical Business Behavior
   1. Socially Responsible Business & Philanthropy
7. Goal Setting
8. Business Plans
9. Marketing
   1. Competitive Advantage
   2. Developing Your Marketing Mix
   3. Promoting Your Product
   4. Principles of Successful Selling
   5. Estimating Sales
10. The Cost of Doing Business
    1. Economics of One Unit of Sale
    2. Income Statement & Cash Flow
    3. Balance Sheet
    4. Financial Ratios
    5. Break-Even Analysis
    6. Start-Up Investment
    7. Obtaining Financing
    8. Record Keeping
    9. Accounting Systems
11. Hiring Decisions
    1. Training & Motivating Employees
12. Legal Issues
13. Taxes & Your Business
    1. Government Regulations
14. How to Manage a Business
    1. Expenses, Credit & Cash Flow
    2. Production & Distribution
    3. Operations
    4. Purchasing
    5. Inventory
15. Planning for Business Growth
    1. Challenges
    2. Franchising & Licensing
    3. Exit Strategies

### **Instruction and Grading:**

This class is conducted using a combination of lecture, demonstration, and class participation. At the end of each section, the class will work on case studies together as well as independently for practice. Some work will be assigned as homework to reinforce the objectives learned in the lesson. During the course, each student will be required to write a business plan. Business plans will include a business concept, business goals, legal form, target market, advertising, pricing, selling, costs analysis, income statements, and financial ratio analysis. Students will participate in a competition and present plans using PowerPoint.

This class is a challenging class and will require some work on the student’s part. However, it can also be enjoyable. The class will be structured very informally. I expect the students to help each other out if they have questions about the material. Not only does this help the person with the question, it reinforces the material in the assisting student’s knowledge base.

Students will be required to complete their assignments digitally and turn them in electronically using the class website. All files will be saved in the student’s school computer drive in specified folders so they are accessible to create an electronic portfolio. This electronic portfolio will be saved and added to as the student completes other business courses. The portfolio will also be accessible at Parent-Teacher Conferences for parents to see their student’s work.

### **Access to Class Website**

All Ridgeway Business Courses will utilize a class website. This website will contain resources for the classes as well as assignments, worksheets, assessments, and general information. The goal for using this medium is to, first, incorporate technology, and second, to prepare students for post-secondary education. Most higher educational institutions utilize supplemental website information to their classes, and preparing Ridgeway students for a college career is a goal we will strive to reach.

As a parent if you would like to see what your student is completing in his/her business classes, please go to www.perkinsbused2.weebly.com. This can also be accessed by going to the Ridgeway District website, <http://www.ihigh.com/ridgewayowls>.

### **Grading Scale:**

95% - 100% A

90% - 94% A-

87% - 89% B+

83% - 86% B

80% - 82% B-

77% - 79% C+

73% - 76% C

70% - 72% C-

67% - 69% D+

63% - 66% D

60% - 62% D-

Below 60% F