



Entrepreneurship 1 Syllabus Fall 2021

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Course Curriculum Overview:

In this course students evaluate the concept 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.

Supplies Needed:

We will use technology for the majority of our assignments. Students will need a laptop, writing instrument, folder with pockets, and index cards.

Professional Dress - Students will be taught professional etiquette and proper professional dress and are expected to have a professional dress outfit for field trips and required school days. Additional information will come home regarding this requirement. Help is available to secure the proper attire. Please see Ms. Price for details.

Teacher Availability and Website - Students are encouraged to request assistance as needed. Ms. Price is available during Hawks Nest and by appointment after school by appointment. The class is managed through Canvas with student and parent access available.

Parent Involvement and Support - VMCCA encourages active communication and participation with parents and the community. Parents are encouraged to share any opportunities through their work and skills to help in service learning for students, job readiness, guest speaking, or sponsoring events.

Summative assessments are designed to evaluate students' academic achievement at the end of a sequence of instruction. Only summative assessments will count toward a student's grade in order for the grade to reflect only the academic achievement. If a student performs poorly on a summative assessment, there will be an opportunity for the student to re-test ONLY if the student initiates the re-test and has worked towards gaining the missing proficiency.

Formative assessments will be given throughout the unit and are designed to provide the student with direction for improvement and to provide the teacher with direction for instruction.

Homework - As a rule, most of the class assignments will be given a fair amount of time to complete during class time. It is my goal that students make good, efficient use of their time. After 5 days, **late homework** (without a valid excuse) is not accepted. There is a 10 point deduction for each day the assignment is late.

Missing Work - There will be a few times each grading period where students will have the opportunity to submit any missing work. However, it is at the discretion of the teacher based on how the student is managing their time.

Grading Scale for Summative Assessments:

- Major Assessments: 50%
- Minor Assessments: 35%
- Homework 15%

10 point grading scale:

A = 90 – 100	I = Incomplete
B = 80 – 89	WF = Withdrawal with F
C = 70 – 79	FF = Failure - absences
D = 60 – 69	
F = 59 – 0	

ME11 Entrepreneurship 1 Course Objectives:

1.00	Understand entrepreneurship, entrepreneurship discoveries, the entrepreneurial mindset, and business ethics in entrepreneurship.
1.01	Describe the nature of entrepreneurship (SP).
1.02	Explain career opportunities in entrepreneurship (CS).
1.03	Conduct self-assessment to determine entrepreneurial potential (CS).
1.04	Explain the nature of business ethics (SP).
1.05	Explain types of business ownership (CS).
2.00	Understand design thinking, the Lean Canvas Business Model, and feasibility of venture ideas.
2.01	Describe the design thinking process.
2.02	Determine the relationship between government and business (CS).
2.03	Conduct an environmental scan to obtain business information (SP).
2.04	Determine feasibility of venture ideas.
2.05	Understand Lean Canvas Business Model (LCBM).
3.00	Understand marketing strategies, unique value proposition, competitive advantage, and customer segments.
3.01	Explain the concept of marketing strategies (CS).
3.02	Identify company's unique value/selling proposition (MN).
3.03	Explain the concept of market and market identification (CS).
4.00	Understand channels of distribution and cost structure.
4.01	Explain the nature of channels of distribution (CS).
4.02	Explain the nature and scope of purchasing (CS).
4.03	Explain the concept of supply chain (CS).
4.04	Explain the nature of overhead/operating costs (SP).
4.05	Explain the concept of production (CS).
5.00	Understand pricing, revenue streams, and key metrics.
5.01	Explain the nature and scope of the pricing function (SP).
5.02	Explain the nature of sales forecasts (SP).
5.03	Determine Revenue Streams.
5.04	Identify key metrics.

[Student Engagement Rubric](#) can be found on the VMCCA website and contains important information regarding student behavior expectations and assessment.