

El Monte Union High School District

Course Outline

Title: Entrepreneurship
 Transitional* (Eng.Cluster Only)
 Sheltered (SDAIE)* Bilingual*
 AP** Honors**
 Department: Business and Marketing
 Grade Level (s): 11-12
 Semester () Year (X)

- This course meets graduation requirements:
- English
 - Fine Arts
 - Foreign Language
 - Health & Safety
 - Math
 - Physical Education
 - Science
 - Social Science
 - Elective

High School District

Department/Cluster Approval	Date
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Year of State Framework Adoption: 2005

*Instructional materials appropriate for English language learners are required.

**For AP/Honors course attach a page describing how this course is above and beyond a regular course. Also, explain why this course is the equivalent of a college level class.

1. Prerequisite (s):

Business Technology Core with a grade of “C” or better
 Computer Business Skills with a grade of “C” or better and / or
 Business Information Technology (*formerly Computer Applications*) with a grade of “C” or better

2. Short description of course which may also be used in the registration manual:

Entrepreneurship is designed to introduce students to the world of entrepreneurship as a means of understanding business principles and concepts. Besides learning the basic principles, students will also have an opportunity to apply them in organizing and managing a specific business during the course of the class. Students will learn the areas of planning, accounting, finance, marketing, management, business ethics, social responsibility and the legal and economic environment in which a business operates.

3. Describe how this course integrates the schools ESLRS (Expected Schoolwide Learning Results):
 (the following may be replaced by Site ESLRS)

All students are expected to use critical thinking and problem solving skills as they work on their assignments and projects. (*Apply Academic Skills.*) All assignments must be completed in a timely manner at the highest quality. (*Apply Personal & Interpersonal Skills.*) Students must read, follow instruction, compose business correspondence, compute financial data, prepare financial statements, and present their business ideas in a business plan and a PowerPoint presentation. (*Apply Academic and Technology Skills.*) During the course of the year, students

are expected to work in teams across gender and cultural groups for various projects. (*Apply Personal and Interpersonal Skills and Aware of Cultural Diversity.*) All students must also prepare a resume and cover letter as part of their job acquisition unit. (*Apply Career Readiness Skills.*)

4. Describe the additional efforts/teaching techniques/methodology to be used to meet the needs of English language learners:

Students are instructed using various techniques such as small group discussions, mini lectures, computer presentations, demonstration, and business simulations.

5. Describe the interdepartmental articulation process for this course:

Since the objectives of Entrepreneurship expect students to read, write, and calculate financial data, students must apply their knowledge in language arts and math to complete assignments and projects. In addition, students are able to transfer their software application knowledge from Entrepreneurship to prepare reports and presentation for other disciplines. Furthermore, economic concepts covered in Economics will be reinforced in Entrepreneurship through simulations and projects.

6. Describe how this course will integrate academic and vocational concepts, possibly through connecting activities. Describe how this course will address work-based learning/school to career concepts:

This class combines business concepts with hands-on activities and simulation. Therefore, students are expected to integrate their academic knowledge with vocational principles to complete assignments and projects. Through the course of the year, students are able to make connection between what they learn in core areas and translate these knowledge to real life scenarios, which would provide the relevancy for mastering core subjects.

7. Materials of Instruction (Note the materials of instruction for English language learners are required and should be listed below):

A. Textbook(s) and Core Reading(s):

- 1) *Entrepreneurship-Ideas in Action*, by Cynthia L. Greene, South-Western Educational Publishing, 2000.
- 2) *Mean Jeans Manufacturing Co.—A Business Community Simulation, 3rd Edition*, by Marie Weeks and Golda Boyer, South-Western Educational Publishing, 2002.

B. Supplemental Materials and Resources:

- 1) *Enterprise Donut-A Business Simulation*, Gemini Innovations, Inc., 1998.
- 2) *The Nature of Business* Video, South-Western Educational Publishing, 2000.
- 3) *Marketing* Video, South-Western Educational Publishing, 2000.
- 4) *Women Who Dare* Video, South-Western Educational Publishing, 2000.
- 5) Instructor prepared materials

C. Tools, Equipment, Technology, Manipulatives, Audio-Visual:

- Computers, printers, and overhead projector.
- TV & DVD

8. **A. Objectives of Course.**
B. Unit Detail Including Projects and Activities Include Duration of Units.
C. Include Minimal Attainment for Student to Pass Course.

- A. Student Performance Standards.**
B. Evaluation/Assessment/Rubrics.
C. Indicate References to State Framework(s).

<p>A. OBJECTIVES OF COURSE</p> <ol style="list-style-type: none"> 1. Describe the entrepreneurial personality. 2. Identify the characteristics of operating a service or product type business. 3. Identify business opportunities and set goals. 4. Develop and strengthen communication, math, and problem-solving skills for operating a successful business. 5. Describe market and command economies. Define the concept of supply and demand. 6. Recognize the different roles that government plays in a market economy. 7. Identify the various types of business structures. 8. Survey the competition and potential customers. 9. Estimate income, expenses, and start-up costs. Identify the types and sources of financing for small businesses. Prepare financial statements. 10. Select a location for the facility, design the layout, and determine the necessary equipment. 11. Demonstrate understanding of risk management for a small business. 12. Demonstrate understanding of the process of recruiting, orienting, supervising, and evaluating personnel for a business. 13. Create a marketing plan using the marketing mix. Set marketing goals. 14. Recognize the legal, ethical, and social obligations for a business. 15. Establish and maintain accounting records. Analyze financial performance. 16. Formulate a feasible business plan. 	<p>A. STUDENT PERFORMANCE STANDARDS</p> <p>All students are expected to:</p> <ul style="list-style-type: none"> ✓ Define entrepreneurship. ✓ Identify business opportunities. ✓ Compare and contrast different business ownership structures. ✓ Be able to develop tools for market research to identify customer needs. ✓ Select location and set up facility for their business. ✓ Design a feasible marketing plan. ✓ Survey their competitors to refine their products. ✓ Devise strategic action plans to implement their business proposals. ✓ Prepare financial statements to secure financing for their business. ✓ Present the business plans to potential investors.
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B. UNITS OF STUDY

- ❑ Chapter 1
The Concept Of Entrepreneurship
- ❑ Chapter 2
Essential Skills for Entrepreneurs
- ❑ Chapter 3
Entrepreneurs in a Market Economy
- ❑ Chapter 4
Different Forms of Business Ownership
- ❑ Chapter 5
Develop a Business Plan
- ❑ Chapter 6
Identifying and Meeting a Market Need
- ❑ Chapter 7
Develop a Financial Plan and Protect the Business
- ❑ Chapter 8
Selecting Location and Setting Up for Business
- ❑ Chapter 9
Creating a Marketing Plan
- ❑ Chapter 10
Hiring and Managing a Staff
- ❑ Chapter 11
Record Keeping and Accounting System
- ❑ Chapter 12
Financial Management
- ❑ Chapter 13
Technology and Business Ownership
- ❑ Chapter 14
Legal, Ethical and Social Obligations
- ❑ Chapter 15
Growth in Today's Marketplace

C. STATE FRAMEWORK:

Standards used in this course outline follow the *California Career Technical Education Model Curriculum Standards* published by CDE, 2005.

B1.0 Students understand the basic aspects of entrepreneurship.

B2.0 Students understand the elements and purpose of a business plan.

B. EVALUATION/ASSESSMENT/RUBICS

Students will be assessed based on homework assignments, individual and group projects, simulations, chapter tests, business plans, and presentation.

CRITERIA:

Assignment (homework, projects, simulations)	30%
Business Plan	25%
Exams (chapter tests, quizzes, final exam)	35%
Business Plan Presentation	10%

GRADE SCALE

90 - 100	A
80 - 89	B
70 - 79	C
60 - 69	D
Below 60	F

C. MINIMAL ATTAINMENT:

In all projects and tests, students are expected to achieve 70% minimum grade in quantity and quality.

<p>B3.0 Students understand how to use technology in a small business to gain a competitive advantage.</p> <p>B4.0 Students understand effective marketing of small businesses.</p> <p>B5.0 Students understand the key economic concepts that affect small business ownership.</p>	
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ENTREPRENEURSHIP

PACING PLAN

SPECIFIC COURSE OBJECTIVES	UNITS OF STUDY	TIME
a). Describe the entrepreneurial personality.	Chapter 1	1½ weeks
b). Identify the characteristics of operating a service or product type business.	Chapter 1	1½ weeks
c). Identify business opportunities and set goals.	Chapter 1	1½ weeks
d). Develop and strengthen communication, math, and problem-solving skills for operating a successful business.	Chapter 2	1½ weeks
e). Describe market and command economies. Define the concept of supply and demand.	Chapter 3	1 week
f). Recognize the different roles that government plays in a market economy.	Chapter 3	1 week
g). Identify the various types of business structures.	Chapter 4	1½ week
h). Describe the advantages and disadvantages of various business ownership structures.	Chapter 4	1½ week
i). Survey the competition and identify potential customers.	Chapter 6	1 week
j). Estimate income, expenses, and start-up costs. Identify the different types of financing. Name the sources of financing for small businesses. Prepare financial statements.	Chapter 7	2 weeks
k). Demonstrate understanding of risk management for a small business.	Chapter 7	½ week
l). Select a location for the facility, design the layout, and purchase the necessary equipment.	Chapter 8	1½ week
m). Demonstrate understanding of the process of recruiting, orienting, supervising, and evaluating personnel for a business.	Chapter 10	2 weeks
n). Create a marketing plan using the marketing mix. Set marketing goals.	Chapter 9	2 weeks
o). Recognize the legal, ethical, and social obligations for a business.	Chapter 14	1 week
p). Establish and maintain accounting records. Analyze financial performance	Chapter 11 & 12	2½ weeks
q). Participate in a simple business simulation – Donut Enterprise.	Special Project	On-going for one month
r). Participate in a complex business simulation – Mean Jeans	Special Project	On-going for 2 ½ months
s). Identify the various parts of a business plan.	Chapter 5	1½ weeks
t). Recognize global trends and opportunities. Develop a strategy for growth.	Chapter 15	1 week
u). Develop a feasible business plan. Prepare and present an actual business plan..	Final Project	6 weeks