**Business Entrepreneurship Syllabus**

\*2018 – 2019\*

**Teacher:** Mrs. Frahm

**Phone:** 208-482-6074 ext. 225

**E-mail:** frahmp@cossaschools.org

**Room:** 107

**Office Hours:** 7:30 a.m. – 3:30 p.m.

**COURSE DESCRIPTION**

A course designed for students to expand their knowledge of business/marketing principles related to ownership and management of a business, traits and characteristics of successful entrepreneurs, and strategies of business management and marketing. The development of a business plan related to the students’ area of entrepreneurial interest is a course objective.

**Textbook/Materials:** Entrepreneurship “Ideas in Action” – South-Western Cengage Learning

 Fundamentals of Business Communication – Sherry J. Roberts

**CLASS INFORMATION AND EXPECTATIONS**

* *Arrive to class on time*
* *Be prepared with supplies, coursework*
* *Show respect for others*
* *Ask questions!*
* *Utilize resources and time efficiently and properly*
* *Listen carefully and follow directions*
* *Engage and work hard in class*
* ***Use of cell phones or iPods are encouraged in the development of management concepts.***

**Attendance:** There is no such thing as an “excused” absence. Although there may be times when it is physically impossible to be present in class, this is a “reason”, not an “excuse”. Every day is important! Your success in this course is directly related to how often you are present. If you are absent, it is your responsibility to get the work and notes that you missed. If you are on campus during any portion of the school day, any scheduled quizzes or tests must be taken. It is your responsibility to come see me if you arrive late to school or leave early and miss my class period.

**Tests and Quizzes**: Students will be notified in advance of quizzes and tests. All tests and quizzes are available for review in the assignments completed basket.

**Course Outline:**

|  |  |
| --- | --- |
| **Week 1 – Chapter 1 Should you become an Entrepreneur?** | **Pages** |
| Section 1.1 All about Entrepreneurship | 4 |
| Section 1.2 Is Entrepreneurship Right for you? | 12 |
| Section 1.3 Explore Ideas and Opportunities | 18 |
| Section 1.4 Problem Solving for Entrepreneurs | 23 |
| Project – My Own Business | 33 |
| **Week 2 – Chapter 2 Entrepreneurs in a Market Economy** |  |
|  Section 2.1 Entrepreneurs Satisfy Needs and Wants | 38 |
| Section 2.2 How Economic Decisions are Made | 44 |
| Section 2.3 What Affects Price? | 51 |
| Ideas in Action – Website Marketing | 37 |
| Project – My Own Business | 61 |
| **Week 3 – Chapter 3 - Develop Business Plan** |  |
| Section 3.1 Why a Business Plan is Important | 66 |
| Section 3.2 What goes into a Business Plan | 71 |
| Section 3.3 How to Create an Effective Business Plan | 81 |
| Ideas in Action – Turning a Summer Job into a Career | 65 |
| Project – My Own Business | 91 |
| **Week 4 – Chapter 1 Understanding the Communication Process** |  |
| Communicating Today | 23 |
| Communication Process | 24 |
| Informal and Formal Business Communication | 27 |
| Written and Verbal Communication | 28 |
| Nonverbal Communication | 30 |
| Barriers to Effective Communication | 33 |
|  |  |
| **Week 5 – Chapter 4 Identify and Meet a Market Need** |  |
|  Section 4.1 Identify Your Market | 96 |
|  Section 4.2 Research the Market | 101 |
|  Section 4.3 Know Your Competition | 110 |
|  Project – My Own Business | 121 |
|  Ideas in Action – Find Your Target | 95 |
| **Week 6 – Chapter 5 Market Your Business** |  |
|  Section 5.1 Developing the Marketing Plan | 126 |
|  Section 5.2 The Marketing Mix – Product | 132 |
|  Section 5.3 The Marketing Mix – Price | 137 |
|  Project – My Own Business | 149 |
|  Ideas in Action – Turning Creative Fun into Dollars | 125 |
| **Week 7 Chapter 6 Distribution, Promotion, and Selling** |  |
|  Section 6.1 The Marketing Mix – Distribution  | 154 |
|  Section 6.2 The Marketing Mix – Promotion  | 160 |
|  Section 6.3 Selling and Promoting | 171 |
|  Project – My Own Business | 181 |
|  Ideas in Action – A “FUNK-tional” Fix for Footwear | 153 |
| **Week 8 – Chapter 7 Select a Type of Ownership** |  |
| Section 7.1 Decide to Purchase, Join, or Start a Business | 186 |
| Section 7.2 Choose a Legal Form of Business | 196 |
| Section 7.3 Legal Issues and Business Ownership | 203 |
| Project – My Own Business | 215 |
| Sharpen you 21 Century Entrepreneurial Skills | 211 |
| **Week 9 – Chapter 9 Formatting Letters, Memos, and E-Mails** |  |
| Formatting | 193 |
| Formatting Letters | 196 |
| Formatting Memos | 205 |
| Formatting E-Mails | 208 |

**Grading:** Students earn their grades by actively participating in class and completing class work, quizzes, projects, participation, tests and end of quarter exams. Assignments that are submitted without a name will receive a grade of zero on the assignment.

40% Participation in class, projects

 40% Classroom assignments

 20% Test and quizzes

**COSSA District grade scale:**

|  |  |
| --- | --- |
| * A
 | * 90%- 100%
 |
| * B
 | * 80%- 89%
 |
| * C
 | * 70%- 79%
 |
| * D
 | * 60%- 69%
 |
| * F
 | * BELOW 60%
 |

**\*\* Note: Mrs. Frahm retains the right to make changes, additions, and deletions to the course \*\* throughout the course. Students will be made aware of any changes.**

Dear Students and Parents,

Please sign and return this portion of the page by **Monday, January 14th, 2019**. If you have any questions, please feel free to contact me by email and I will promptly respond.

Thank you,

Mrs. Frahm

Mrs. Frahm,

We have read and understand the course syllabus for the Business Entrepreneurship course.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_

Student Name (Print) Student Signature Date

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_

Parent/Guardian Name (Print) Parent/Guardian Signature Date