

Marketing, Distribution, and Logistics Programs of Study

- Entrepreneurship

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- **Level 1- C31H23 Introduction to Entrepreneurship**
 - **1 credit, open to grades 9 & 10**
 - Entrepreneurship is an applied knowledge course that begins with the discovery process of generating new business ideas. Students research local, national, and international social and economic trends and analyze the feasibility of their own proposed businesses, both from a market demand and revenue-producing standpoint. Based on their entrepreneurial endeavors, students will prepare, write, and revise a business plan. In preparation for the business plan, students will conduct market research, study ownership structures, evaluate risks, examine startup costs, determine essential vendors, and identify sources of capital and financing options. Students will also draft, refine, and rehearse entrepreneurship pitches developed from their business plans to present during course intervals and to give final presentations after the course. Upon conclusion of this course, proficient students will be able to articulate and defend elements of a full business plan for a new business.
- **Level 2 - C12H29 Marketing and Management I: Principles or C12H29H Honors Marketing and Management I**
 - **1 credit, prerequisite(s): Introduction to Business & Marketing**
 - **Satisfies the Economics graduation credit**
 - Marketing and Management I: Principles focus on the study of marketing concepts and their practical applications. Students will examine the risks and challenges that marketers face to establish a competitive edge in the sale of products and services. Topics covered include foundational marketing functions such as promotion, distribution, and selling, as well as coverage of economics fundamentals, international marketing, and career development.
- **Level 3 - C31H05 Entrepreneurship**
 - **1 credit, prerequisites Introduction to Entrepreneurship and Marketing and Management 1**
 - Entrepreneurship is an applied knowledge course that begins with the discovery process of generating new business ideas. Students research local, national, and international social and economic trends and analyze the feasibility of their own proposed businesses, both from a market demand and revenue-producing standpoint. Based on their entrepreneurial endeavors, students will prepare, write, and revise a business plan. In preparation for the business plan, students will conduct market research, study ownership structures, evaluate risks, examine startup costs, determine essential vendors, and identify sources of capital and financing options. Students will also draft, refine, and rehearse entrepreneurship pitches developed from their business plans to present during course intervals and to give final presentations at the conclusion of the course. Upon conclusion of this

course, proficient students will be able to articulate and defend, elements of a full business plan for a new business.

- **Level 4 Option 1- Virtual Enterprise International**
 - **1-2 credits, prerequisites Introduction to Entrepreneurship and Marketing and Management 1, Entrepreneurship**
 - **Satisfies ½ credit of Economic graduation credit**
 - Virtual Enterprises International (VE) is a simulated business environment. The VE students will be involved in actual on-the-job work experiences, including accounting, personnel administration, management, and marketing. The only difference between the VE and an actual business is that no material goods are produced or legal tender exchanged. However, services will be provided. Working in teams, students will develop and enhance oral and written communication skills through initiative, responsibility, and creativity. The VE experience will weave together several academic disciplines and occupational subjects, thereby overcoming the fragmentation of subjects. The course will link learning to applications and real-life experiences. The goal is to create a learning environment that, through a series of activities, integrates school and workplace to enhance learning. Laboratory facilities and experiences simulate those found in business and industry. Virtual Enterprise International 1 credit substitutes for Economics credit.
- **Level 4 Option 2 - C12H35 Business & Entrepreneurship Practicum**
 - **1 credit, prerequisites Introduction to Entrepreneurship and Marketing and Management 1, Entrepreneurship**
 - Business & Entrepreneurship Practicum is a capstone course intended to provide students with the opportunity to apply the skills and knowledge learned in previous Business and Marketing courses within a simulated startup environment or authentic business setting. The course is structured to allow students the creativity to develop, launch, and market original business ideas. It is ideal for students who wish to pursue careers as future business owners or entrepreneurs. Practicum activities can take place around student-led startups under the supervision of the instructor or in collaboration with a business incubator. The standards in this course can also be used to promote student participation in work-based learning (WBL) experience through an internship or other off-campus or virtual arrangement. Upon completion of the practicum, proficient students will be prepared to further develop their business ideas into viable ventures or continue their studies at the postsecondary level.

Optional Course that can replace any Level 4 CTE Course

- **C25H16 Work-Based Learning: Career Practicum (WBL)**
 - **1 credit, up to 2 credits per year, open to grades 11 & 12**
 - Admission into this class is by application only. A student must have a 90% attendance rate for the semester immediately preceding enrollment in this class. Their place of employment must correlate to their chosen Elective

Focus, and a significant portion of the hours worked must be during the normal school day.

Students must be enrolled in a CTE that is related to their job. Students must maintain school attendance of a minimum of 90%, passing grades in all courses, and be able to legally drive to the job site. This course allows students to leave the school campus daily to gain real-world occupational experience.