

BIBB COUNTY CAREER ACADEMY – Course Syllabus

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COURSE: ENTREPRENEURSHIP

COURSE DESCRIPTION

Entrepreneurship focuses on the skills needed to organize, develop, create, and manage a business in a variety of environments. Course standards are designed to foster an entrepreneurial mindset; encourage innovation, critical thinking, and problem-solving in a fast-paced professional setting; and build basic knowledge of various entrepreneurial ventures. Performance and production skills for the co-curricular student organizations, DECA and Future Business Leaders of America (FBLA-PBL), are embedded in this course. Students will also have the opportunity to gain industry-recognized credentials to document advanced computer skills needed for future educations or employment plans.

The prerequisites for this course include Career Preparedness OR Business Software Applications I.

PROGRAM GOAL OF THE BUSINESS MANAGEMENT AND ADMINISTRATION DEPARTMENT

The goal of the Business Management and Administration Department is to prepare students to be competent in the Business Information Technology area by functioning in a technological society. Students who complete sequenced courses will be able to obtain entry-level positions in areas of business such as administrative support, human resources, operations, management, business information, office technology, and more.

COURSE FEE
\$25.00

SUPPLIES

Required:

- Paper
- Pens/Pencils (Blue/Black Ink)

Optional Needed:

- Flash Drive
- Facial tissue (Kleenex)
- Paper Towels

STUDENT EVALUATION

The use of various procedures ensures that students of all abilities can be successful. Any student who is having difficulty should notify the instructor immediately. Students and parents may access PowerSchool to see students grades at any time.

Evaluation Criteria	Method of Evaluation	% of Grade
Assessments/ Daily Activities	Weekly assignments including notes, classwork, Tests, projects, etc.	40%
Workplace/ Employability Skills	Work ethic in the classroom, clocking in for class, bell ringers, etc.	40%

The grading system above calculates to be 80% of the student's grade. The Final Exam is weighted to be the remaining 20% of the student's grade.

GRADING SCALE

- A = 90-100
- B = 80-89
- C = 70-79
- D = 60-69
- F = 59 or below

ATTENDANCE

The attendance policy is outlined in the Bibb County Schools Student Policies Handbook.

Students with excused absences must contact the instructor for any missed work. Make-up work for excused absences must be completed and returned within 3 days of the student's return to class.



RESOURCES

- Google including Classroom
- Certiport
- Gmetrix
- Microsoft Office 2019/365
- Edmentum

MICROSOFT OFFICE SPECIALIST CERTIFICATIONS



Students will have the opportunity to receive multiple certifications in the Microsoft Office Specialist program. Two certifications will qualify for an Industry credential. Certifications offered include:



CAREER TECHNICAL STUDENT ORGANIZATION (CTSO)

Career and technical student organizations (CTSO) are integral, co-curricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace readiness skills, and broaden opportunities for personal and professional growth.



MISSION STATEMENT

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

ENTREPRENEURSHIP

COURSE OF STUDY CONTENT STANDARDS

FOUNDATIONS OR ENTREPRESEURSHIP

1. Explain the concepts and processes associated with successful entrepreneurial performance.
2. Discuss the entrepreneurial discovery process and the risks and rewards of being an entrepreneur.
3. Explain the fundamental concepts of business ownership.
4. Compare and contrast types of business ownership, indicating their advantages and disadvantages for entrepreneurs.

MARKETING INFORMATION MANAGEMENT

5. Explain the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.
6. Identify the concepts, strategies, and systems needed to implement and obtain support for an entrepreneurial entity.

BUSINESS PLAN

7. Identify the elements needed in a formal written business plan, including an executive summary; introduction; analysis of strengths, weaknesses, opportunities, and threats (SWOT analysis); planned operation of the proposed business or service; timelines; planned financing; and requests for financing.
8. Gather and share information on the concepts, processes, systems, strategies, and tools needed to create a successful business venture.
9. Explain the processes and strategies used in selecting a business location whether brick-and-mortar, e-business, or both.

FINANCE

10. Gather, evaluate, and share information on the processes, strategies, and systems needed to guide the financial organization of an entrepreneurial entity.

LEGAL ISSUES

11. Gather and share information on legal issues affecting businesses.

PRODUCT AND SERVICE PLANNING

12. Obtain and share information on product strategies.

DISTRIBUTION

13. Identify and explain place strategies.

PRICING

14. Identify and explain pricing strategies.

SELLING AND PROMOTION

15. Identify and explain promotion strategies.
16. Identify and explain selling strategies.

ETHICS

17. Identify the ethical, social, and environmental responsibilities of businesses in relation to employees, customers, and the community.

FOUNDATIONAL STANDARDS

Foundational standards, shown below, are an important part of every course. Through these standards, students learn and apply safety concepts, explore career opportunities and requirements, practice the skills needed to succeed in the workplace, develop leadership qualities and take advantage of the opportunities afforded by Career and Technical Student Organizations (CTSOs), and learn and practice essential digital literacy skills. The foundational standards are to be incorporated throughout the course.

1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.

2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.

EMBEDDED NUMERACY & LITERACY ANCHOR ASSIGNMENTS

New Business Idea and Presentation (worth 200 points)

Students will research new and upcoming businesses. Students will work with a partner to collaborate on a new business idea to create a Google Slide presentation. Slides will include: created logo, slogan, target market, operating hours, products or services offered, pricing strategies (math used to determine associated cost consistent with location and target market), proposed location, and business plan. Presentation to be delivered orally in class using the Smartboard. The final product will then be placed in the student portfolio.