

Course Title: Entrepreneurship

Overview

Have you ever wanted to own your own business? Welcome to the ultimate entrepreneurship adventure – just like being on Shark Tank! In Entrepreneurship, you'll learn how to start a business, discover what makes successful entrepreneurs special, and explore everything from planning and marketing to finances and legal stuff. The highlight? Creating your very own business proposal. By the end of the semester, you'll be ready to pitch your ideas like a pro, impressing even the toughest "sharks." Get ready for a semester filled with creativity, innovation, and the thrill of turning your dreams into reality!

Essential Questions:

- What qualities make someone a successful entrepreneur?
- How do marketing strategies impact a business's success?
- How does financial literacy play a critical role in the success of a business?
- How are customer service and sales related?
- How do entrepreneurs organize their mission/vision in a clear way so that it is useful to the business and investors?

Unit 1: Introduction to Entrepreneurship (10 days)



Focus:

Explore the exciting world of entrepreneurship! Researching renowned entrepreneurs, you will develop a deep understanding of the entrepreneurial mindset. Analyze the traits and skills that successful entrepreneurs possess, and lay the groundwork for your own entrepreneurial journey.

Transfer Goals:

T1 - Demonstrate responsibility and respect through the treatment of people and equipment in a given network and/or professional environment.

T6 - Demonstrate professionalism through exhibiting attentiveness, growing from feedback, continuing to make a good impression, and adhering to industry standards.

T7 - Communicate effectively based on purpose, task, and audience using appropriate vocabulary and/or technology.

Unit 2: Business Planning (15 days)



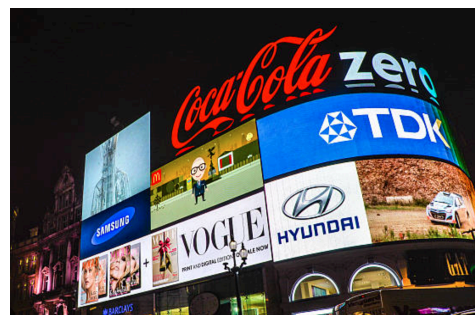
Focus:

Step into the shoes of a business mogul on Shark Tank! Discover what it takes to turn your ideas into successful businesses. Get ready to brainstorm business ideas and unleash your entrepreneurial spirit. You will be equipped with the knowledge and inspiration to embark on your entrepreneurial path with confidence and creativity.

Transfer Goals:

T4 - Develop a product, solution, or service that adheres to key parameters (e.g., cost, timeline, restrictions, available resources and audience).

Unit 3: Marketing and Advertising (15 days)



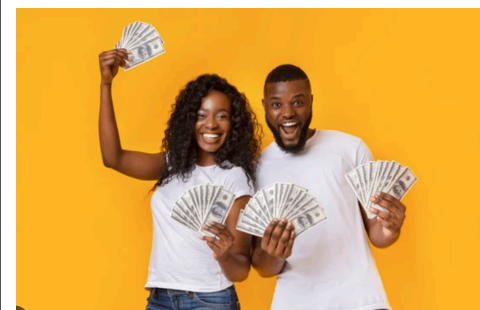
Focus:

Unleash your creative genius and jump into the dynamic world of marketing and advertising. You'll learn how to captivate audiences, build brands, and create compelling campaigns. From designing eye-catching visuals to crafting persuasive messages, you'll develop the skills to make your ideas shine in the competitive marketplace. Be the mastermind behind successful marketing strategies that leave a lasting impact!

Transfer Goals:

T7 - Communicate effectively based on purpose, task, and audience using appropriate vocabulary and/or technology.

Unit 4: Financial Literacy (15 days)



Focus:

Brace yourself for an exciting adventure in the world of financial literacy and business growth. You'll uncover the secrets to managing money, making smart investments, and fueling the growth of your entrepreneurial ventures. From understanding profit margins to analyzing financial statements, you'll gain the skills to make informed financial decisions and drive your business to new heights. Get ready to take charge of your financial future and watch your business flourish!

Transfer Goals:

T2 - Work to achieve a level of precision by honing techniques, skills, methods, and processes to create and innovate.

T7 - Communicate effectively based on purpose, task, and audience using appropriate vocabulary and/or technology.

Unit 5: Sales and Customer Relations
(10 days)



Focus:

Explore the realm of sales strategies, customer relations, and negotiation techniques, where you'll uncover the secrets to building lasting relationships with customers. You'll develop the skills to not only close deals but also create loyal and satisfied customers. Get ready to become a sales superstar who knows how to win hearts and seal the deal!

Transfer Goals:

T3 - Compete in the marketplace through their training, experience, and certification (as appropriate).

T6 - Demonstrate professionalism through exhibiting attentiveness, growing from feedback, continuing to make a good impression, and adhering to industry standards.

Unit 6: Create a Business Plan
(15 days)



Focus:

Craft your very own winning business plan. Bring your business ideas to life on paper. From identifying your target market to outlining your financial projections, you'll develop the skills to turn your dreams into a viable business venture. Sharpen your pitching skills and get ready to impress the "sharks" with your innovative ideas!

Transfer Goals:

T2 - Work to achieve a level of precision by honing techniques, skills, methods, and processes to create and innovate.

Unit 7: Get Certified
(10 days)



Focus:

Entrepreneurship and Small Business is a certification from Certiport, sponsored by Intuit and the Network for Teaching Entrepreneurship, that ensures tomorrow's leaders are prepared with the toolkit they need to get ahead in today's competitive landscape. Whether you are starting a bakery or launching the next billion dollar startup, ESB validates a students' understanding of core business principles, including the essentials needed to launch and maintain a successful business.

Transfer Goals:

T3 - Compete in the marketplace through their training, experience, and certification (as appropriate).