



School District of Marshfield Course Syllabus

Course Name: Innovation and Entrepreneurship

Length of Course: Semester

Credit: 1/2 Credit

Program Goal:

Empower learners to be college and career ready through standards-based experiences in the classroom and career-based learning experiences with business and industry partners. Design and implement educational experiences for creating a skilled, knowledgeable, and productive workforce. Learners will engage in competencies that enable them to stay up-to-date with evolving skills as they pursue careers directly out of high school, as technical school degree earners, or as university graduates. Our goal is to develop critical thinkers and collaborative problem solvers, providing connections to the issues and challenges facing our local, regional, and global economies.

Course Description:

Would you like to have your ideas heard and put into action? Then this course is for you. You will be creating new and intuitive ways to solve problems in the home, community, or workplace. You will develop your personal leadership skills and creative thinking abilities by participating in activities that will teach you how to be a successful innovative thinker and manager while learning about the functions and principles of businesses and entrepreneurship. There are no textbooks for life, and there are no textbooks here. More and more people are

creating their own jobs every day by taking an idea they have and running with it. Not only learn, but practice putting your idea into action with this course. Students will have various opportunities of presenting their ideas in front of local “sharks” and earn start-up money or compete in National innovative contests creating solutions to real-world problem.

Wisconsin Standards for Business & Information Technology (BIT)	
Entrepreneurship (EN)	
EN1: Students will recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics.	
Explore the characteristics of an entrepreneur. EN1.a	1.a.4.h: Analyze the degree to which one possesses the characteristics of an entrepreneur. 1.a.5.h: Analyze the personal advantages and risks of owning a business. 1.a.7.h: Discuss entrepreneurship as a choice for non-traditional groups.
EN2: Students will analyze the concepts and processes associated with successful entrepreneurial performance.	
Evaluate the entrepreneurial discover process. EN2.a	2.a.9.h: Generate and determine feasibility of venture ideas. 2.a.10.h: Evaluate market viability of a local community for a new venture business (i.e., population demographics, levels of employment, saturation of market, etc.).
Formulate a place to delve into an entrepreneurial venture now or in the future. EN2.b	2.b.10.h: Describe an entrepreneurial opportunity and formulate the steps in establishing a business oriented toward that opportunity. 2.b.11.h: Explain the feasibility of starting a home-based or web-based business. 2.b.12.h: Compare and contrast the advantages and risks of buying an existing business, starting an entirely new business or purchasing a franchise. 2.b.13.h: Develop a business plan for a perspective entrepreneurial venture. 2.b.14.h: Explain the need for continuation planning for an entrepreneurial venture.
Integrate the management of the many facets of business into an entrepreneurial venture (i.e., finance, human resources, operations, marketing, etc.). EN2.c	2.c.3.h: Distinguish between debt and equity financing for venture creation. 2.c.4.h: Describe processes used to acquire adequate financial resources for venture creation and startup. 2.c.5.h: Explain factors to consider in determining a venture’s human resources needs. 2.c.6.h: Use external resources to supplement an entrepreneur’s expertise.

Management (MG)	
MG1: Students will describe business management functions and examine their implementation in business.	
Evaluate the development of management’s role of leadership and organization in a business. MG1.a	1.a.11.h: Explain several traits of effective leadership and the skills required.
Marketing (MK)	
MK1: Students will analyze the elements of the marketing mix, the interrelationships and how they affect sales and business processes.	
Analyze the process used to obtain, develop, maintain and/or improve a product or service in response to market wants and needs. MK1.a	1.a.10.h: Identify methods/techniques to generate product or service ideas. 1.a.13.h: Describe factors used by business to position products/services. 1.a.14.h: Explain the nature of product/service branding and bundling.
Apply strategies used to determine and adjust product/service prices to maximize return and meet value perceptions. MK1.b	1.b.6.h: Identify pricing strategies (i.e., line, loss leader, psychological, penetration and skimming) and situations in which each is applicable.
Identify, select, monitor, and evaluate sales channels and distribution methods. MK1.c	1.c.7.h: Describe evolving technologies (i.e., the internet) as a channel of distribution.
Implement appropriate strategies to communicate information about products and services to achieve a desired outcome. MK1.d	1.d.8.h: Evaluate factors used to determine media selection. 1.d.9.h: Identify methods for evaluating the effectiveness of various forms of advertising. 1.d.11.h: Identify types of public relations activities.
Perform marketing research and develop a marketing plan that meets the needs of a diverse stakeholder group. MK1.f	1.f.2.h: Identify the reasons for conducting marketing research. 1.f.3.h: Identify and collect primary and secondary data for a new product/service proposal. 1.f.4.h: Estimate the product life cycle of a product/service in an international market. 1.f.5.h: Develop a comprehensive marketing plan for either a domestic or international product/service.

Key Vocabulary:

MVP	Prototype	Financial Statements	BMC
Marketing	Valuation	Risk	Entrepreneurship
Ethics	Leadership	Management	Human Resources
Elevator Pitch	Failure	Innovation	Modeling

Topics/Content Outline- Units and Themes:**Quarter 1:**

- Opportunity Recognition
- Market Survey, Demand, and Risk Taking
- Problem Validation
- Creative Design & Thinking

Quarter 2:

- Finances
- MVP & Prototypes
- Running Experiments
- Pitching
- Selling