

# **Entrepreneurship I (BME Operations)**

## **Syllabus**

### **Course Description/Goals:**

In this unique hands-on business startup experience, students will understand the components of a business plan, determine feasibility of an idea using research, and develop and present a business concept. Students gain the knowledge, develop the skills, and learn the key concepts necessary to begin and operate a business. Students continue their pursuit of Microsoft Office and additional industry recognized certifications.

### **Course TEKS/Objectives:**

In Entrepreneurship I, students will gain the knowledge and skills needed to become an entrepreneur in a free enterprise system. Students will learn the key concepts necessary to begin and operate a business. The primary focus of the course is to help students identify the types and selection criteria of business structures, understand the components of a business plan, determine feasibility of an idea using research, and develop and present a business concept. In addition, students will understand the basics of management, accounting, finance, marketing, risk, and product development.

### [Chapter 127.275 Entrepreneurship I TEKS](#)

### **Course Outline:**

| Semester 1   | Semester 2   |
|--|--|
| <ul style="list-style-type: none"><li>-E-Commerce</li><li>-E-Commerce Case Study</li><li>-Employment Law</li><li>-Microsoft Office Word Training and Certification</li><li>-Business Finance</li><li>-Virtual Business Development (website TBD)</li></ul> | <ul style="list-style-type: none"><li>-Intro to Marketing</li><li>-Social Media Marketing</li><li>-Entrepreneurship and Small Business training and Certification</li><li>-Business Development - Branding, Promotion, Budgeting</li></ul> |