

# 7th Grade Entrepreneurship Syllabus 25/26

## Mr. Sweeden – Lake Dallas Middle School

### Semester 2, Spring 2026

Dear Parents and Guardians,

Welcome to 7th grade Entrepreneurship at Lake Dallas Middle School! This syllabus outlines the course plan for your child's class this semester, including key topics, expectations, and how you can support their success. As required by Texas law (Senate Bill 12), this document serves as the instructional plan and is available for your review. I look forward to working with you and your child!

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### Contact Information

- **Teacher:** John Sweeden
  - **Email:** jsweeden@ldisd.net
  - **Phone:** 940-497-4037
  - **Conference Time:** 3:20–4:05 PM, Monday–Friday
  - **Best Way to Reach Me:** Email or call the school office. I'll respond within 24 hours on school days.
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### Course Overview (Instructional Plan)

This semester, your child will study the following topics in Entrepreneurship, based on Texas state standards, Texas Essential Knowledge and Skills (TEKS):

#### 1. Unit 5: Marketing- Marketing and Selling

- Learning objectives: Describe the 4 P's of marketing. Understand selling strategies. Analyze factors that influence product, price, place and promotion.
- TEKS: ENTR.3(A), ENTR.3(B), ENTR.3(C), CCEE.3(D)

## 2. **Unit 6: Growing- Growth Strategies and Exit Strategies**

- Learning objectives: Distinguish between vertical and horizontal growth strategies. Explain the idea of an exit strategy.
- TEKS: EENTR.6(A), ENTR.6(B), ENTR.7(C)

## 3. **Unit 7: Final Project- Build and Present Your Business**

- Learning objectives: Create a complete, age-appropriate business plan. Present the plan to an audience. Reflect on personal learning and growth.
- TEKS: ENTR.1–7 integrated

## 4. **Additional Skills/Activities**

- Developing critical thinking, note-taking, and time management
- Activities: Market observation walk-around school, student survey on favorite products, and Classroom lemonade stand budget simulation
- Group projects

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Thank you for supporting your child's education! Feel free to contact me with questions.

Sincerely,  
John Sweeden