

Practicum in Entrepreneurship I/II

Scope and Sequence

Endorsement: Business & Industry**Program of Study:** Accounting & Financial Services,**Meets advanced course requirement?** YES ▾

Business Management, Entrepreneurship, Marketing &

Cluster: Business, Marketing, & Finance

Sales

Meets foundation requirement for math, science, fine arts, English, LOTE? NO ▾**Course Description:**

Practicum in Entrepreneurship provides students the opportunity to apply classroom learning and experiences to real-world business problems and opportunities. Students will prepare for an entrepreneurial career in their area of interest in their career cluster and build on and apply the knowledge and skills gained from courses taken in an array of career areas. Practicum experiences occur in a variety of locations appropriate to the nature and level of the student's need for work-based learning experience. Students are required to work 10 hours per week at an approved training site and must be employed at that site within two (2) weeks after enrollment in the course.

**Note: Students, turning 18 by the summer after their graduation, may opt to pursue their real estate license for an additional cost if pursuing the Marketing & Sales Program of Study.*

TEKS link:

- 2 credits
- Grades 11-12
- Lab supplies or fee may be required
- Required prerequisites: At least one credit in Business, Marketing, and Finance
- Recommended prerequisites: N/A

Industry Certification/Credential: Real Estate Agent License (must be 18 to test)-This cert is only for CCMR in the Marketing and Sales Program of Study.

TEA recognized IBC (to count toward program of study completion)? YES ▾ Real Estate License only in the Marketing and Sales Program of Study.

Instructional Units	Grading Period
Unit 1: Organizational Structures Unit 2: Entrepreneurship 101 ○ 2.1 Entrepreneurship - BIT21 ○ 2.2 Defining Entrepreneurial Business Ownership ○ 2.3 Exploring the Entrepreneurial Environment Unit 3: Leadership Styles Unit 4: Social Responsibility Unit 5: Business & Management Concepts ○ 5.1 Business & Management Concepts ○ 5.2 Successful Business Operations Unit 6: Economic Process ○ 6.1 Economic Process ○ 6.2 Fundamentals of Business Practices: Economic Factors	N1 (fall)

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Unit 6: Economic Process (continued) ○ 6.3 Economic Systems ○ 6.4 Risk Management ○ 6.5 Competition & Free Enterprise Unit 7: Fundamentals of Marketing ○ 7.1 Fundamentals of Marketing ○ 7.2 Identifying Entrepreneurial Opportunities	N2 (fall)
Unit 8: Employability Skills Unit 9: Marketing ○ 9.1 Marketing Concepts ○ 9.2 Product Planning & Development ○ 9.3 Consumer Decision Making ○ 9.4 Marketing & Pricing Concepts ○ 9.5 Systems of Distributive Channels ○ 9.6 Branding Basics ○ 9.7 Promotional Processes in Marketing ○ 9.8 The Selling Process	N3 (spring)
Unit 9: Marketing (continued) ○ 9.9 Advertising for Business ○ 9.10 Customer Satisfaction Unit 10: Financial Aspects of Business ○ 10.1 The Cost of Doing business ○ 10.2 Expense Management ○ 10.3 Revenue Streams and Sales projections ○ 10.4 Financing the business ○ 10.5 Financial Analysis Unit 11: Real World Entrepreneurial Decision Making Unit 12: Marketing Plan- End of Year Project	N4 (spring)

Primary Instructional Materials: N/A

Supplementary Instructional Materials: iCEV Multimedia Ltd