**Somerset Berkley Regional High School**

***Business Technology Department***

**Entrepreneurship Syllabus**

**Mrs. Darmody: Room #118, E-mail:** [**darmodyg@sbregional.org**](mailto:darmodyg@sbregional.org)

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**(Office Hours: By appointment)**

**Course Objectives:**

Do you want to be your own boss? In this course students will identify the fundamentals of business creation, the personal attributes needed to be a successful entrepreneur, and will research various business opportunities. Topics covered include the characteristics of an entrepreneur, discovering entrepreneurial opportunities, and researching and analyzing domestic, global and market trends. The course culminates with the student developing a hypothetical business plan and project to implement their unique venture that conforms to all applicable governmental laws and regulations. This course aligns with National Business Education Standards (NBEA), National Educational Technology Standards (ISTE) and Massachusetts Technology Literacy Standards and Expectations.

**Instructional Resources, Standards & Assessment**

* The National Standards for Business Education – Entrepreneurship Standard located at: <https://www.nbea.org/newsite/curriculum/standards/entrepreneurship.html>
* International Society for Technology Education Standards at:

<http://www.iste.org/docs/pdfs/20-14_ISTE_Standards-S_PDF.pdf>

* Massachusetts Technology Literacy Standards and Expectations (see pages 13-17) at:

<http://www.doe.mass.edu/odl/standards/itstand.pdf>

* Online instructional resources available at: <http://gaildarmody.org>
* Entrepreneurship – Owning your own future, by Steve Mariotti with Tony Towle. Publisher Prentice Hall (Pearson). Cost: Textbook - $68.00, Workbook - $17.00
* School-wide Writing, Presentation, & Technology Literacy Rubrics are used to assess student work

**Materials needed for class each day. This is part of your class participation grade.**

**(if you have any questions or concerns regarding required materials, please speak to Mrs. Darmody asap!)**

* Notebook, pocket folder and writing utensil (pencil or pen)
* School agenda book
* Access to a computer with Internet access outside of the school day
* School issued: Google account and network login

**Evaluation:**

* Projects, Class assignments, Quizzes, Tests and other assessments
* Class participation and homework

**Assignments, Projects & Assessments:**

All assignments/projects including homework, class work, papers, projects, etc. must be completed and turned in by the due date. Electronic assignments must be submitted & shared via Google Classroom, and/or Weebly as directed by the teacher, by the due date. ***Work handed in late, without prior approval, will be subject to a full letter grade reduction for each day late, at the discretion of the teacher***. If you are absent, make up assignments/tests must be taken of in accordance with school policy, unless alternative arrangements have been approved by the teacher, or you will receive a zero on the test.

**Class Rules & Expectations:**

1. Be respectful, attentive, courteous and cooperative with your peers and your teacher.
2. Be punctual to class and prepared to work with all necessary materials.
3. Avoid excessive absenteeism from class, and excessive requests for restroom visits.
4. No food or drinks are allowed in class (except covered water bottles) per school policy.
5. Personal electronic devices may only be used by students in the classroom with teacher permission.

**Course Topics:**

1. Introduction to Entrepreneurship & Preparing for Business
   1. Introduction to Entrepreneurship & the Economy
   2. Types of Business & Business Ownership
   3. Business Communication
   4. Ethics & Social Responsibility
2. Opportunity Recognition & Market Analysis
   1. Opportunity Recognition
   2. Market Research
   3. Writing a Business Plan (Students will begin creating their business plans in this unit & will continue developing their plans for the remainder of the course)
3. Marketing Plan & Sales
   1. Marketing Your Product/Service
   2. Selling Your Product/Service
4. Finances & Starting Your Business
   1. Financial Statements & Financing Your Business
   2. Record Keeping & Accounting
   3. Staffing Your Business
   4. Protecting Your Business, Taxes & Government
5. Managing Your Business
   1. Managing Production, Distribution & Operations
   2. Managing Purchasing & Inventory
6. Growing Your Business
   1. Making Your Business Grow

**Typical Components of a Business Plan**

* + - 1. **Cover Page**: The cover page usually includes the company name and address information, the author of the business plan, and the date the business plan was prepared.
      2. **Executive Summary**: A section that summarizes all of the sections of the business plan. The Executive Summary is always the first section in the business plan and must immediately capture the attention of the reader and entice him/her to inquire further and read the remainder of the plan.
      3. **Company Description**: A section that includes details about the business including its age, history, legal form of ownership (sole proprietorship, partnership, or corporation), industry classification (retail, wholesale, manufacturing, services), structure, location, the number of employees, and its primary function(s).
      4. **Description of Products and Services:** A section that provides detailed information about the products and/or services offered to customers.
      5. **Market Analysis:** A section that provides detailed information and analysis of the conditions and trends in an industry including the target market of the business, demographics of the target market, and a detailed analysis of the competition.
      6. **Marketing Plan:** A section that includes plans for maintaining and building the customer base, the benefits to the customer of choosing this business over competitors’, pricing information, and promotion and advertising plans.
      7. **Operating Plan:** A section that details the operations of the business from acquiring materials and supplies to the distribution of the products and/or services to customers.
      8. **Funds Required and Expected Uses:** A section that is necessary when seeking investors or bank financing and shows detailed plans for the use of any funds and plans for repayment if a loan is necessary. (e.g. Schedule of Startup Funds Required)
      9. **Financial Statements:** A section that includes a Statement of Profit/Loss, a Balance Sheet, a Statement of Cash Flow for the past three years (if an existing business), and three-year projections (existing business and startup business). (e.g. Projected Income Statement for Year 1)
      10. **Owner’s Credentials (Resumé):** While not always included, some business plans include a resumé of the owner. This provides readers with the professional background and work experience of the owner of the business.
      11. **Supplemental Attachments:** In addition to the standard components discussed above, some business plans include additional documents and marketing materials to provide the reader with a better vision of the business. Examples may include the following:
          1. **Logo & Slogan**
          2. **Business Card**
          3. **Company Letterhead**
          4. **Customer Prospect Database**
          5. **Promotional Letter**
          6. **Brochure**
          7. **Advertisement**
          8. **Slide Show Presentation**
          9. **Company Web Site Homepage**