

# Entrepreneurship Syllabus

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## Instructor information

### Instructor

Mrs. Keck

### Email

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### Phone

610-562-2241 extension 2134

## General information

### Description

Entrepreneurship is the foundation on which our economy is built and grows upon. In this class, students will go on a step-by-step journey through the entire process of owning his/her own business. The student will select a product or service to sell, determine who their customers are, learn how to market his/her business, obtain financing, manage his/her employees, and will also learn how to put together a business plan and will have created a complete plan by the completion of the course. This course is extremely hands-on and students will work together in teams a lot to complete activities.

### Course Content:

1. Defining & analyzing entrepreneurship
2. Opportunity recognition
3. Inventions & product development
4. Business plan creation & process
  - a. Competitor & industry analysis
  - b. Market research
  - c. Marketing & promotion
  - d. Distribution & logistics
  - e. Management & leadership
  - f. Finance
5. Presentation & teamwork skills

### Expectations and goals

#### Beginning Class:

- Student is to arrive on time to class every day. When the bell rings, you must be inside the classroom, not standing outside in the doorway.
- Student should immediately go to his/her assigned seat and get prepared for class to begin.

#### During Class:

- NO students are allowed in the following areas of the room without permission: behind the teacher's desk, in the closet, in any cabinets, or at the teacher's workstation.
- ALL STUDENTS will respect each other, the teacher, and any substitute teacher that enters the classroom. Improper behavior, vulgar, or profane language will not be tolerated.
- DO NOT talk while the teacher, another student, or a guest is talking; this is discourteous behavior.
- If students are playing games on the computer or surfing the web during class time, they will receive detention.

- Students are not allowed to have their cell phones during the class period.
- All projects are on the Schoology calendar.
- Hand in all assignments by placing them in the specific class period bin.

#### **Leaving the room:**

- You will not be permitted to leave the room without an eHallpass.
- If you need to use the bathroom and feel you may be out of class for more than five minutes, you must go to the nurse's office and present an eHallpass for your return to my class.

#### **Make up work:**

- Handouts, Rubrics, and material given out in class will be available on Schoology if absent or lost.
- If student is absent the day something is collected, he/she must hand it to me at the BEGINNING of class on the day he/she returns, or it is late, and he/she will earn a zero.

#### **Grading:**

- Check your grades often on home access. If there is a problem, let me know immediately don't wait till the end of the quarter.
- It is important to keep all handouts. A binder or folder is required for this class.
- Participation is an important part of the learning process and is encouraged as long as it is done in a manner that is respectful of the classroom environment. While classroom participation is not considered a portion of the overall grade, points may be added for excessive participation at the discretion of the instructor.
- Cheating will not be tolerated. If a student is caught cheating (including copying homework or giving someone his/her material to copy from), student will receive a ZERO for the assignment and a DETENTION to a TWO DAY SUSPENSION.

#### **End of Class:**

- Lining up at the door is a fire hazard. Stay in seats until the bell rings.