

Course Syllabus: **Entrepreneurship**

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Course Description

This course is designed to introduce students to the concept of entrepreneurship. Students will acquire the knowledge of the nature and scope of entrepreneurship, and understand the impact of entrepreneurship on market economies. Students will examine and develop the personal traits and behaviors fundamental to becoming a successful entrepreneur, and will be exposed to the first steps of the entrepreneurial process including the development of business plans. In addition, students will develop an understanding of economic concepts and the marketing functions.

Course Materials

*2-inch binder with dividers and paper

*Always bring a writing utensil

Expected Student Results:

At the end of the course, the student will be expected to:

1. Acquire a foundational understanding of entrepreneurship to understand its nature and scope.
2. Develop personal traits/behaviors to foster successful entrepreneurial performance.
3. Acquire knowledge of business ownership to establish and continue business operations.
4. Demonstrate a customer-service mindset.
5. Reinforce service orientation through communication.
6. Identify the impact of small business/entrepreneurship on market economies.
7. Analyze cost/profit relationships to guide business decision making.
8. Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures.
9. Understand marketing's role and function in entrepreneurial undertakings.
10. Acquire a foundational knowledge of promotion to understand its nature and scope.

Evaluations/Grading

You will be able to earn points based on the items listed below:

* Assignments

* Projects:

Midterm: Apprentice Project

Final: Business Project

Your grade will be based on total points earned. It is your responsibility to keep track of your own points. You can find your current grade on Skyward. Please report any problems right away. Percentages of grades are based on school policy and are published in school handbook.

Classroom Expectations

1. No gum, food, or drink. Any food/drink brought in must be left on black file cabinet by door.
2. No iPods out during lecture and quizzes/tests.
3. Practice good cell phone etiquette! I will confiscate if I see them or hear them at the wrong times!
Absolutely no phones in site during quizzes/tests.
4. Be on time to class (you are considered tardy if you are not in your seat when the bell rings). A warning will be given after the second tardy with the third and every tardy thereafter resulting in a detention and parent contact.
5. Be courteous and respectful to instructor, ALL students and property within the classroom.
6. Bring ALL materials with you into the classroom.
7. Always be positive! Negative attitudes tend to multiply quickly.
8. Be attentive in class. ORAL directions are just as important as WRITTEN directions.
9. If you miss class, it is your responsibility to make up work on your own time.
10. Respect the space and things of those around you. Do not touch other computers while people are working on them—this includes the teacher workstation. Mrs. Peetz's computer, workspace, cabinets, etc. are all off-limits.
11. This class relies heavily on participation both individually and in groups. You are expected to be actively involved in the learning process!
12. There will be no bathroom passes within the last 10 minutes of the end of class. Please take a break before class starts and ALWAYS let me know if you will be late due to a bathroom break (see me before you take your break). Take a pass and ALWAYS sign in/out when leaving the classroom.

Late Work/Make-Up Work

* Work turned in late will result in a lowered grade. The highest grade you will receive on late work will be a "B." However, if there is an excused absence, students may make up late work for full credit.

* Work turned in that earns a grade of "C" or lower may be made up within 1 week. The highest grade you will receive on late work will be a "B."

Course Outline

Unit 1: Opportunity Recognition

Unit 2: Market Survey, Demand, and Risk Taking

Unit 3: Target Market and Promotional Strategies

Unit 4: Social Entrepreneurship

Unit 5: Customer Service

Unit 6: Expenses and Sources of Capital

Unit 7: Pricing, Productivity, Comparative Advantage, and Break Even Analysis

Unit 8: Keeping Records and Cash Flow

Unit 9: Business Project