

Small Business Entrepreneurship

Course Overview and Syllabus

Grade level: 9–12

Prerequisite Courses: None

Credits: 1.0

Course Description

This full-year course, provided in two semesters, is designed to provide the skills needed to effectively organize, develop, create, manage and own a business, while exposing students to the challenges, problems, and issues faced by entrepreneurs. Throughout this course, students explore what kinds of opportunities exist for small business entrepreneurs and become aware of the necessary skills for running a business. Students become familiar with the traits and characteristics that are found in successful entrepreneurs, and see how research, planning, operations, and regulations can affect small businesses. Students also learn how to develop plans for having effective business management, financing and marketing strategies.

Course Objectives

Throughout the course, you will meet the following goals:

- Learn the basic aspects of entrepreneurship
- Discuss the legal challenges of a small business
- Describe basic economic principles, including scarcity and forecasting
- Explain the principles of financing and different kinds of costs
- Identify the sources of financing and types of financial records
- Analyze market research and competition and describe target markets and marketing mix
- Recognize the roles of management
- Construct a business plan

Student Expectations

This course requires the same level of commitment from you as a traditional classroom course. Throughout the course, you are expected to spend approximately 5–7 hours per week online on:

- Interactive lessons that include a mixture of videos, readings, and tasks
- Assignments in which you apply and extend learning in each lesson
- Assessments, including quizzes, tests, and cumulative exams

Communication

Your teacher will communicate with you regularly through discussions, email, chat, and system announcements. You will also communicate with classmates, either via online tools or face to face, as you collaborate on projects, ask and answer questions in your peer group, and develop your speaking and listening skills.

Grading Policy

You will be graded on the work you do online and the work you submit electronically to your teacher. The weighting for each category of graded activity is listed below.

Grading Category	Weight
Lesson Quizzes	20%
Unit Tests	20%
Cumulative Exams	20%
Assignments	10%
Projects	30%
Additional	0%

Scope and Sequence

When you log into Edgenuity, you can view the entire course map—an interactive scope and sequence of all topics you will study. The units of study are summarized below:

- Unit 1:** Overview of Small Business Entrepreneurship
- Unit 2:** Economics
- Unit 3:** Financing
- Unit 4:** Marketing
- Unit 5:** Management and Business Plans