

MONTE VISTA CHRISTIAN SCHOOL
SOSC 4424 Entrepreneurship
Course Syllabus

Course Description:

The goal of this course is to introduce students to a wide array of entrepreneurial concepts and skills, including the role of entrepreneurship in our economy, entrepreneurial discovery processes, ideation, and preliminary start-up venture planning. Students also develop an appreciation for marketing's pivotal role in the development and success of a new business. They will become acquainted with channel management, pricing, product/service management, and promotion. Students conduct thorough market planning for their ventures: selecting target markets; conducting market, and competitive analyses; forecasting sales; setting marketing goals and objectives; selecting marketing metrics; and setting a marketing budget. The capstone activity in the course is the development of detailed marketing plans for students' start-up businesses. The continuing project for the course will be operating a Student based enterprise starting November 1 and then for the duration of the school year (May 15). It will culminate with a final project presentation as part of their semester final.

Students will also be assisting ASB with the managing of the MVC Student store, which will be site based and online. Students will be automatically enrolled in DECA and could compete on a national and /or state level. For more info on DECA please visit www.deca.org.

School Objectives:

This course helps students gain competencies relating to Critical & strategic thinking, Communication, Marketing, Hospitality, Finance, and Management Administration.

Course Objectives & Curricular Mapping:

Upon the successful completion of this course the student will be able to

- Conduct self-assessment to determine entrepreneurial potential
- Describe entrepreneurial planning considerations and legal issues affecting businesses
- Identify the impact of small business/entrepreneurship on market economies
- Examining the role of technology in the marketplace.
- Using technology to further business production with hands-on practical application
- Assess risks of personal decisions, responsibility for decisions/actions, nature of overhead/operating costs
- Assess global trends and opportunities for business ventures/products
- Determine and Assess opportunities for venture/product creation,
- Generate venture/product ideas, Determine feasibility of venture/product ideas

- Explain tools used by entrepreneurs for venture planning (Assess start-up requirements, and risks)
- Explain career opportunities in entrepreneurship and identify sources of business start-up
- Explain the role of promotion as a marketing function, marketing strategies, and identify market segments
- Explain types of advertising media, and develop promotional plan for a business
- Explain the nature and scope of the product/service management function
- Determine services and cost of products (breakeven, ROI, markup) to provide customers
- Examine Basic Management strategies, including employee business relationships
- Explain the nature and scope of channel management
- Update and polish a resume, presentation and interview skills (Shark Tank style)
- Perform a entrepreneurship job shadow or mentoring assignment
- Examine personal strengths and skills in the completion of an interview portfolio
- Create a culmination Business Plan that reflects information, strategies and skills learned that will be presented.

Course Outline

Below is a survey of the major units of which the course will consist:

Fall Term

- I. What is an Entrepreneurship (Includes basic Economic Principles)
- II. Preparing for Business (Includes basic Economic Principles)
- III. Communication - Speaking, Listening, Presentation Skills (Interviews, Role Play, and Shark Tank)
- IV. Opportunity Recognition and Market Analysis

Spring Term

- V. Market Plan and Sales (Includes basic Economic Principles)
- VI. Analyzing Finances (Includes basic Economic Principles)
- VII. Starting and Managing your Business
- VIII. Growing Your Business
- IX. Charity, outreach, empowerment

Requirements:

The content of this course is determined by structured layout of the class outline, as well as the events and activities of DECA.org. DECA is an organization that specializes in student-business relations, encourages students venture into the business world on a competitive level and is a college prep program with university and business partners. Students will need to turn in all their work, and participate in DECA to pass the class. Students will also need to be an active participant in working in the Student Store and/or school marketing endeavors. There could be

fees attached to conferences and competitions that the students attend as a way to increase their grade and enhance their experiences for their resume and career portfolio.

Text:

Course material will be provided by your instructor and available in the classroom.

Grading:

<u>Grade Book Categories</u>		<u>Semester Weighted Grade Configuration</u>	
Homework	20%	Quarter	40%
Projects	40%	Quarter	40%
Tests & Quizzes	30%	Final Exam	20%
Participation	10%		

High School Standard Grading Policy:

Please refer to the policy and procedures posted online in our Parent-Student Handbook.

Class Policies:

- If you are absent, you are expected to make up the missed assignments! It is your responsibility to schedule make - up work and or cover at events that you have committed to.
- You will be expected and required to check email, google classroom and focus daily and before school starts in the morning.
- A student is tardy when he or she is not in class and ready to work when the bell rings
- Inappropriate behavior and tardiness are disruptive to class.

School Policies and Expected Student Learning Results (ESLRs):

Students are subject to all academic policies of the school as found in the Parent-Student Handbook. Furthermore, it is each student’s responsibility to read and follow all academic policies of Monte Vista Christian School. In addition to addressing each ESLR every year, we target a specific ESLR each academic year for particular focus.