

Entrepreneurship

Class Syllabus

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Welcome to *Entrepreneurship*. This full year course is a Freeman High School elective. The class is open to sophomores, juniors, and seniors that have an interest in business. This class has been designed to introduce the students to the business world, more specifically, the world of owning ones own business.

Entrepreneurs see the world as an opportunity and create products to meet it, solve its problems, or improve it. In the process, they generate new businesses, new jobs, or even new industries---and, therefore, strengthen the economy. As a result, entrepreneurs have a major impact on the future economic growth of the United States and the world.

Entrepreneurship education prepares students to carry out the entrepreneurial process and experience the entrepreneurial spirit. Developing an innovative idea, conducting a feasibility analysis, and writing a business plan are only the first steps of a successful business. The entrepreneurs of today and tomorrow’s competitive marketplace must understand the seven functions of marketing: Selling, financing, pricing, promotion, product and service management, distribution, and marketing research. They must also have an understanding of production, human resources, global competition, and social, environmental, and legal issues.

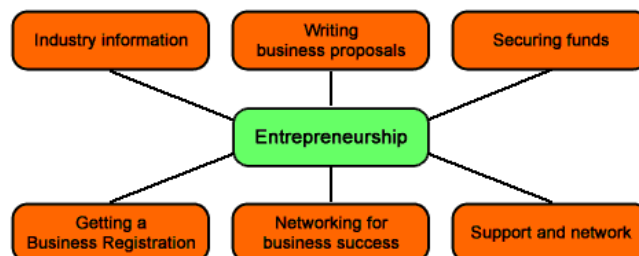
Consider these statistics

The estimated 23 million small businesses in the United States:

- Create about 75 percent of the net new jobs added to the economy each year
- Account for 38 percent of jobs in high technology sectors
- Employ 53 percent of the country’s private workforce
- Represent 96 percent of all U.S. exporters
- Represent more than 99 percent of all employers
- Provide 47 percent of all sales in the country
- Account for 35 percent of federal contract dollars

Course Objective

To develop a specific working business plan geared toward the interest of the individual students, employing all of the strategies covered throughout the course. These business plans will be presented to and judged by professionals within the business community.



Resources

The following resources may be utilized to achieve the course objectives:

- Glencoe Entrepreneurship textbooks and related materials
- Community and Government Resources
- SCORE – Service Corp Of Retired Executives
- Junior Achievement Program (Tentative)
- Guest Speakers
- Field Trips – Various Businesses, Spokane Valley Mall
- Post Secondary Institutions – Gonzaga and/or EWU

Tentative Course Timeline

Weeks*	Unit	Content
3	Introduction to Entrepreneurship	Management Team Plan Company Description Product and Service Plan
3	Research and Planning	Mission and Vision Statements Industry Overview Market Analysis
3	Managing Market Strategies	Competitive Analysis Marketing Plan
2	Managing Business Processes	Operational Plan Organizational Plan
4	Managing the Finances	Financial Plan Growth Plan
3	Business Growth	Contingency Plan Executive Summary Supporting Documents

*This timeline is an approximation.

GRADING SCALE:

Students will be evaluated and graded in the following four major areas (tentative):

- 10% - Leadership Component (see attachment)
- 10% - Daily Work Habits, Participation, and Attendance
- 30% - Final Business Plan
- 50% - Production (Daily Work, Projects, Tests, JA Projects)

** Please note – Student’s grades are based on a combination of these four areas.

(Freeman High School Grading Scale: A = 90 – 100; B = 80 – 89; C = 70 – 79; D = 60 - 69)