

COURSE TITLE: Entrepreneurship
CODE: BCM501
PREPARATION: Business Management

GRADE LEVEL: 11-12
COURSE LENGTH: 18-36 weeks

Major Concepts/Content: Entrepreneurship/E-Commerce focuses on recognizing a business opportunity, starting a business based on the recognized opportunity, and operating and maintaining that business. This course includes planning and strategy concepts, financial and organizational considerations, accounting and financial controls, and other components of business operation. Students will have the opportunity to gain skills in emerging technologies that become the standard for conducting global business (E-Commerce). The course will include workplace skills such as time management, money management, materials management, human resources management, facilities management, teamwork, decision-making, problem solving, negotiations, work ethics, and creative thinking.

Major Instructional Activities: Instructional activities will be provided in a lab utilizing individualized instruction or electronic learning services. Textbook, workbook problems, business simulation projects, appropriate software, and electronic resources may be used. On-site visitations to area business enterprises and guest speakers may be included.

Major Evaluative Techniques: Students will be required to demonstrate an understanding of entrepreneurship/e-commerce by passing objective/problem-solving test, successful completing class activities and research projects. The final project should include the development of a complete business plan for a sole proprietorship.

Essential Objectives: Upon completion of the course, students should be able to

- Identify possible business opportunities.
- Understand the financing necessary to start a business.
- Understand that cultural difference, export/import opportunities, and the current trends in a global marketplace can affect an entrepreneurial venture.
- Understand the characteristics and components of a business organization.
- Write a plan for the start-up of a small business that includes a marketing strategy and a management plan.
- Identify unique characteristics of a career as an entrepreneur and evaluate the degree to which one possesses those characteristics.
- Apply economic concepts when making decisions for an entrepreneurial venture.
- Identify, establish, and maintain appropriate legal and financial records to make business decisions.
- Describe how ethics, government, and different forms of business ownership affect the entrepreneurial venture.

Analyze and evaluate the business plan.