

## General Course Information

<b>Course Name: Entrepreneurship I</b>	
Department: Business & Marketing	Grade Level(s): 10-12
Duration/Credits: 1 sem/.5 credit	Prerequisites: none
BOE Approval Date:	Course Code H5105
<b>Course Description:</b>	
<p>Entrepreneurship I introduces students to a wide array of basic entrepreneurial concepts and skills. The course introduces the student to the essentials of business activities, including managing and marketing. Students will have the opportunity to learn what it takes to create a new business. Students desiring to advance their business idea can do so in Entrepreneurship II. Students enrolled in Entrepreneurship I are eligible to join student business organizations (DECA &amp; FBLA).</p>	
<b>Course Rationale:</b>	
<p>Small business ownership accounts for approximately 90% of all businesses in the United States and remains a significant contributor to our economy. Based on this statistic, students will evaluate the risks and rewards of becoming a small business owner or working for a small business. Instruction in this area will help prepare the student for a career and post-secondary education.</p>	
<b>Course Objectives:</b>	
<p>The student will discuss and debate entrepreneurial discovery strategies to generate feasible ideas for business ventures. (A+ Speaking &amp; Listening)</p> <p>The student will read about and use business analysis tools to evaluate the feasibility of a business idea. (A+ Reading)</p> <p>The student will develop marketing strategies for a new business venture.</p> <p>The student will research and create target markets appropriate for a business to obtain the best return on investment. (A+ Research)</p> <p>The student will utilize planning tools to create a basic business plan. (A+ Writing)</p>	

<b>Standards Alignment:</b>
MBA Research Standards