

## General Course Information

<b>Course Name:</b>	
Department: Marketing	Grade Level(s): 10-12
Duration/Credits: 1 sem/.5 credit	Prerequisites: Entrepreneurship I
BOE Approval Date:	Course Code H5110
<b>Course Description:</b>	
<p>Entrepreneurship II continues students' study of the entrepreneurial concepts and skills learned in Entrepreneurship I. In this course students will fully explore their business idea and create a specific business plan. Students will investigate more in depth business concepts, including managing, marketing, finance and accounting. Students enrolled in Entrepreneurship II 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 research and develop a concept for a new business venture and evaluate its successful potential. (A+ Research)</p> <p>The student will determine needed resources and create a start-up business plan. (A+ Writing)</p> <p>The student will read about and compare and contrast branding strategies. (A+ Reading)</p> <p>The student will discuss and debate sources of investment for small businesses. (A+ Speaking &amp; Listening)</p> <p>The student will create proper financial statements to obtain investment or credit to implement their business plan.</p>	

<b>Standards Alignment:</b>
List standard set(s) to which course has been aligned\  MBA Research Standards