**Entrepreneurship**

LaRue County High School – 2022-2023



## SYLLABUS

**Instructor:** Mr. Daniel Rock

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**Suggested Prerequisite:** Marketing Principles or Business & Marketing Essentials

**Course Description:** Principles of Entrepreneurship (Standard) introduces 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 become acquainted with channel management, pricing, product/service management, and promotion. Students conduct thorough market planning for their ventures: selecting target markets; conducting market, SWOT, 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’ startup businesses. Throughout the course, students are presented ethical dilemmas and problem solving situations for which they must apply academic and critical-thinking skills. Leadership development will be provided through FBLA

**Course Requirements:** Attendance, reading, asking questions, and taking notes in the classroom is crucial to the success of the student in this class. In addition to projects in class, reading outside of class is encouraged to build understanding of assignments completed. Methods of assessment such as daily projects, culminating projects, multiple-choice questions, open-response items with rubrics, simulation games, projects, tests/quizzes and a writing project piece will be used.

**Criteria included for evaluation and Determination of Grade:** Daily real-world projects, quizzes, writing assignments, culminating projects, cooperative-learning projects, and tests.

**Academic Expectations:**

***Students will:***

1Apply knowledge of business ownership to establish and continue business operations.

2. Acquire foundational knowledge of channel management to understand its role in marketing.

3. Manage channel activities to minimize costs and to determine distribution strategies.

4. Understand the nature of business to show its contributions to society.

5. Understand economic systems to be able to recognize the environments in which businesses function.

6. Acquire knowledge of the impact of government on business activities to make informed economic decisions.

7. Understand fundamental factors about entrepreneurship to recognize its role and importance in the economy.

8. Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures.

9. Develop concept for new business venture to evaluate its success potential.

10. Develop marketing strategies to guide marketing tactics.

11. Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

12. Employ marketing-information to plan marketing activities.

13. Acquire information to guide business decision-making.

14. Participate in career planning to enhance job-success potential.

15. Develop a foundational knowledge of pricing to understand its role.

16. Employ pricing strategies to determine optimal pricing.

17. Acquire a foundational knowledge of product/service management to understand its nature and scope.

18. Employ product-mix strategies to meet customer expectations.

19. Position products/services to acquire desired business image.

20. Acquire a foundational knowledge of promotion to understand its nature and scope.

21. Understand promotional channels used to communicate with targeted audiences.

22. Plan marketing communications to maximize effectiveness and to minimize costs.

23. Utilize planning tools to guide organization's/department's activities.

**Connections:** End of Program Assessment (EOP)

**Performance Objectives:** On a daily basis students will be asked to use various types of reasoning (inductive, deductive, etc.) as appropriate to the situation, analyze how parts of a whole interact with each other to produce overall outcomes in complex systems, make judgments and decisions, effectively analyze and evaluate evidence, arguments, claims and beliefs, analyze and evaluate major alternative points of view, synthesize and make connections between information and arguments, interpret information and draw conclusions based on the best analysis, reflect critically on learning experiences and processes, solve different kinds of non-familiar problems in both conventional and innovative ways, identify and ask significant questions that clarify various points of view and lead to better solutions, communicate clearly, articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts, listen effectively to decipher meaning, including knowledge, values, attitudes and intentions, use communication for a range of purposes (e.g. to inform, instruct, motivate and persuade), utilize multiple media and technologies, and know how to judge their effectivenessas well as assess their impact, collaborate with others and demonstrate ability to work effectively and respectfully.

**Required Text(s):** *Dave Ramsey - Foundations in Entrepreneurship*

*Knowledge Matters – Business Simulations*

**Materials:**

Chromebook

Excel/Google Sheets/Word/Docs

Email/internet access

Loose Leaf Paper

Pen/Pencil

Folder

**Teaching Methods:**

1. Reading: Students will have assigned readings to complete real-world assignments.
2. Assignments: Students will complete real-world questions throughout the unit of study either in class or as homework assignments. Students will design various Accounting projects individually and in business groups.
3. Class Discussions: Students will participate in class discussions of concepts covered in individual chapters of the curriculum guide.
4. Quizzes/Exams: Will be given periodically over content standards.
5. Final Exam: Students will demonstrate their knowledge of the course with a Mid-Term and Final exam, as well as take a number of other assessments.

**Grading: Assignments Points Possible**

BellRingers & Exit Slips 1-5

Notes/Problem Solving 10-50

Business Projects 20-50

Business Presentations 20-50

Quizzes 25-50

Tests 40-50

**Course Policies:**

Missed Classes: You are responsible for obtaining material, which may have been distributed on class days when you were absent. This can be done through contacting a classmate who was present or by contacting the instructor during school hours or by email. Students missing exams due to a pre-arranged, excused absence will be allowed to make up exams after school. **Only official excuses will be accepted**. There will be assignments EVERYDAY in this class. If you miss a class, you will automatically fall behind the rest of the class and will have to make up the missed work/covered material during your own time after school. Any missed class activities must be completed no longer than 2 days after the date they were missed.

Assignments: All assignments will be completed within the class period. Any homework assignments, research assignments, etc. must be turned in at the beginning of class on the due date, NO EXCEPTIONS!

Academic Dishonesty: Plagiarism and cheating are serious offenses and may be punished by failure on exam, paper or project; failure in course; and or expulsion from the class. For more information, refer to the "Academic Dishonesty" policy in the LaRue County High School handbook.

Posting of Grades: You will receive progress reports on a regular basis. If you are absent, and need to know what assignments you are missing, please ask the day you come back to school.

**Classroom Rules**

***NA01595_[1]Rule #1***

* **Show RESPECT at all times!!!**
  + The instructor will work to show you respect; you should return that same amount of respect.
  + Be respectful in everything you do, inside and outside, of class!!!
  + If the instructor is talking, do not create an interruption, simple wait until they are ready for you.
  + **Simply think about something before you do it; if it seems disrespectful it more than likely is. Henceforth, DO NOT do it!!!**

**Rule #2**

* **Treat every workstation as if it were your own.**
  + The workstations you will access are yours to keep clean and organized.
  + **Please also report any problems with workstations.**

**NA01595_[1]**

**Rule #3**

* **No food or drinks allowed and/or tolerated. Bottled-water is acceptable.**
  + You will be allowed to eat hard candy, but if there are any candy wrappers found at your workstation after the designated class period, you will receive a warning, and possibly a detention.

**Rule #4**

* **No Cell Phone during class**
  + - No-one should EVER be using their cell phone. See STUDENT HANDBOOK for further clarification. If you have questions, go back and read Rule #4.
* **No Computer Games**
  + No-one should EVER be playing any computer games EVER!!!
* **No Inappropriate use of the Internet**
  + No-one should EVER be on the Internet at any time unless the instructor gives specific permission to research business projects.
* *Inappropriate web sites are forbidden; punishment for viewing inappropriate material will follow LCHS student handbook policy.*

**Rule #5**

* **End of Class Operations**
  + Be prepared for lesson closure activity, class discussion, and exit slip.
  + **Prior to leaving** class, save and turn in all work**. Be sure to clean your area.**

A student who breaks one of the classroom rules listed above will be reported to a member of the administrative team and punishment will be assigned according to the disciplinary code.

\*It is the right of the teacher to set forth appropriate punishment for breaking of classroom rules. The teacher also reserves the right to modify, omit, or add to this syllabus at any time during the semester as seen fit.

**Parental/Guardian Notification – Entrepreneurship**

I have read the information contained with this syllabus (located at www.mrrocksclassroom.weebly.com) and understand what is expected of my child.

**Feel free to contact me anytime with any questions at** [daniel.rock@larue.kyschools.us](mailto:daniel.rock@larue.kyschools.us) **or at 270-358-2210.**

Signatures below indicate my understanding of the expectations of this class.

**Parent/Guardian Signature** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***Student Signature*** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_