

## **Entrepreneurship**

BUSH037056

Credits: 0.5 units / 5 hours

### **Course Description**

This course introduces students to the idea of starting their own businesses. Students learn about basic economic concepts as they study different types of businesses and learn about what is involved in starting and managing each of them. Main topics include business communication, ethics, marketing, financing, record keeping, legal protections, staff management, business growth, and exit strategies. Activities ask students to create and evaluate original ideas for new businesses and products.

**Assessments:** 5 Unit Evaluations; 2 Projects; 3 Progress Tests

### **Course Objectives**

When you have completed this course, you should be able to:

1. Describe the rewards, risks, and responsibilities of being an entrepreneur.
2. Understand different types of economic systems.
3. Summarize how a market economy functions.
4. Explain different types of business ownership.
5. Analyze yourself to see if you would like to become an entrepreneur.
6. Find careers that may interest you in the Career Technical Education Consortium's Sixteen Career Clusters.
7. Discuss the social and ethical responsibilities of an entrepreneur.
8. Communicate in a business setting.
9. Recognize business opportunities.
10. Prepare a business plan.
11. Conduct marketing research.
12. Develop strategies for marketing a product or service.
13. Evaluate different methods of obtaining financing to start a business.
14. Comprehend the managerial responsibilities of an entrepreneur, including recordkeeping, accounting, and making staffing decisions.
15. Remember the legal rights, protections, and obligations of a business owner, including patents, trademarks, copyrights, liabilities, and insurance.
16. Determine whether a business should try to expand.

### **Course Outline**

#### **Unit 1: What is an Entrepreneur?**

Lesson 1: Introduction to Entrepreneurship

Lesson 2: Entrepreneurship and the Economy

Lesson 3: Types of Businesses and Business Ownership

**Unit 2: Preparing for Business**

Lesson 4: Communication and Careers  
Lesson 5: Ethics and Responsibility  
Lesson 6: Plans and Opportunities

**Unit 3: Marketing and Sales**

Lesson 7: Market Research  
Lesson 8: Competitive Advantage and Target Markets  
Lesson 9: Marketing Your Product

**Unit 4: Starting Your Business**

Lesson 10: Financing Your Business  
Lesson 11: Recordkeeping and Accounting  
Lesson 12: Staffing Your Business

**Unit 5: Protecting, Managing and Growing Your Business**

Lesson 13: Protecting Your Business  
Lesson 14: A What Is Management?  
Lesson 15: Making Your Business Grow

**Required Textbook**

(available through Follett virtual bookstore at <http://highschool.nebraska.bkstr.com>)

Textbook: *Entrepreneurship: Owning Your Future, 12<sup>th</sup> Edition*. Pearson. (ISBN: 9780134324821)