

DUKE ELLINGTON SCHOOL OF THE ARTS

ENTREPRENEURSHIP 2009-2010

Course Title: Entrepreneurship I – Full Year
Teacher: Ms. R. Robinson
Contact Information: regina_robinson@hotmail.com
Textbook: Entrepreneurship Owning Your Future: Steve Mariotti w/Tony Towle
11th Edition

I. Course Description

- Aim: In this course, in partnership with the Network For Teaching Entrepreneurship (NFTE), students learn how to start and maintain their own small business. Students will become economically productive members of society by improving their academic, business, technology, and life skills. In the process, they develop an important understanding about business, lifelong learning, and themselves.
- The curriculum covers a range of key topics such as return on investment, supply and demand, opportunity recognition, personal finance, cost/benefit analysis, sales and marketing, venture capital, business ethics, taxes, and more.

II. Instructional Philosophy

- Entrepreneurship connects youth to their school, community and the workplace.
- Entrepreneurship empowers youth to explore new opportunities and to build a vision for the future by creating a greater understanding of becoming a business owner.
- NFTE teaches young people to think like entrepreneurs—to take risks, to be open to learning, and to be empowered to take control of their lives.
- Students will be taught using a variety of teaching strategies including textbooks, trade publications, hands-on activities, interactive learning, the use of technology, field trips to businesses and activities such as the *Negotiation Game*, *Product Innovation*, and the *Trading Game*.
- Students will be required to work both independently and collaboratively in groups.
- Students will receive homework nightly
- Students will not be allowed to turn in late assignments unless they have an excused absent slip.
- Students who fail to show up to class during an Exam will receive a zero. Student will only be allowed to make-up the Exam if they have an excused absent slip from the main office.

III. Major Course Projects

- Field trips are central to the NFTE curriculum. They provide students with hands-on experience in negotiation, sales, business registration, and other practical applications of the business concept. Top students from each class will be selected to visit the wholesale district in New York City. There students will negotiate deals with wholesalers directly for their inventory selections. Preparation: Students are to pay for transportation and for the cost of goods purchased. Students who do not participate in the NY trip may participate by going to one of the local wholesale districts in Washington, D.C. or Baltimore, or participate in a *Wholesale Cyber Field Trip* with the assistance of the teacher or a parent/guardian.
- Adopt A Youth Entrepreneur Dinner (Gala): Vending opportunity for students
- Class/School-wide/Region-wide/National Business Plan Competition

IV. Assessment Plan/Grading Factors

The following factors will be included in determining student grades for this course:

Business Plan	35%
Current Events.....	05%
Test and Quizzes	35%
Homework and Class work	25%

V. Pacing Guide

Unit 1 What is an Entrepreneur?

- Introduction to Entrepreneurship
- Entrepreneurship & the Economy
- Types of Business & Business Ownership

Unit 2 Preparing for Business

- Business Communication
- Ethics & Social Responsibility

Unit 3 Opportunity Recognition & Market Analysis

- Opportunity Recognition
- Market Research

Unit 4 Marketing Plan & Sales

- Marketing Your Product
- Selling Your Product

Unit 5 Analyzing Finances

- Business Decisions & the Economics of One Unit
- Financial Statements
- Financial Ratios & Break-Even Analysis

Unit 6 Starting Your Business

- Financing Your Business
- Recordkeeping & Accounting
- Staffing Your Business
- Protecting Your Business
- Taxes & Government Regulations

Unit 7 Managing Your Business

- What is Management?
- Managing Production, Distribution, & Operations
- Managing Purchasing & Inventory

Unit 8 Growing Your Business

- Making Your Business Grow
- Franchising & Exit Strategies

VI. Attendance Policy

Attendance is an important aspect of your education at Duke Ellington School of the Arts. The attendance policy regulates that students with (3) unexcused tardies will receive (1) absence and (5) unexcused absences will result in failure for the quarter. When having an excused absence, a student has two (2) class periods to make-up the missed assignment. Students who fail to complete missed work in a timely fashion will receive a **zero** for the assignment.

Approved by:

Ms. Robinson
Entrepreneurship Teacher