

Business Entrepreneurship Syllabus

School: El Segundo High School

Instructor: Marcos Bolanos (K209)

Grade Level: 10-12

Graduation: No, 1 year

Required Texts & Website:

- Mariotti, Steven. *Entrepreneurship: Owning Your Future*. (Prentice Hall, 2010).
- Mr. Bolanos' class site: www.mrbolanos.weebly.com (go to Entrepreneurship)

Course Description

- Entrepreneurship recognizes the importance of a business opportunity. From the initial idea to the operating and maintaining a business, this course explores every aspect of business ownership. Entrepreneurship is necessary not only for students who will become entrepreneurs, but also for individuals working in the increasingly competitive corporate world. In United States small businesses makes up close to 90% of all businesses. Entrepreneurship integrates the functional areas of business—accounting, finance, marketing, and management – and the legal and economic environments in which any new venture operates.

Course Objectives

Upon successful completion of this course, students will be able to:

- Develop an entrepreneurial way of thinking
- Understand different business types and organizations
- Understand the nature of business.
- Identify the benefits and limitations of owning your own business
- Explain marketing plans, sales and market research
- Learn how to analyze finances, financial statements, and accounting techniques.
- Demonstrate knowledge regarding capital resources.
- Develop a working knowledge of management strategies

Instructional Methods

- Direct Instruction
- Demonstration and Modeling
- Lecture/Note-taking
- Audio/Visual materials
- Group/Individual assignments
- Group Discussion
- Reading assignments
- Guest Speakers/Trips

Grading Policy

The final grade in this class will be based on the total points awarded to the student as expressed as a percentage of the total points possible from assignments, projects, tests, and class participation. Late work is not accepted, unless prior permission is given by the instructor. Extra Credit will be given throughout the semester, and you are strongly encouraged to take advantage of this. Work assigned on days not in class will be graded for content and participation points. This will also serve as a means of attendance.

Grading Scale:

- 90% and above A
- 80% to 89% B
- 70% to 79% C
- 60% to 69% D
- 59 % and below F

Course Outline:

Unit 1	What is an Entrepreneur
Unit 2	Preparing for Business
Unit 3	Opportunity Recognition & Market Analysis
Unit 4	Marketing Plan & Sales
Unit 5	Analyzing Finances
Unit 6	Starting Your Business
Unit 7	Managing Your Business
Unit 8	Growing Your Business

- Each unit will take approximately 3-4 weeks to complete.

Class Rules and Expectations

- Check class site daily for content and assignments
- Be prepared and on time
- Follow directions and ask questions
- Respect others and their space
- Participate in class discussion and activities
- Cell phone and technology to be used **ONLY** when given permission
- Food and Drinks are allowed: this is a privilege not a right!
- Give your best effort each and every day, and come willing to learn and work

Required Supplies

- Ipad everyday with access to internet and notability. Make sure your Ipad is charged!!!!
- Pens/pencils
- Textbook – online version is available on our course home page
- Calculator (simple type, nothing special) to do minor math problems. Iphone will be allowed as calculator in class, not on tests.

Instructor Contact

Email: mbolanos@esud.k12.ca.us

Website: www.mrbolanos.weebly.com

Phone: 310-615-2662

Miscellaneous Info

- 1) This semester you will all be involved in a stock market competition. It will be an individual competition where the top winner will be awarded a prize in each class. The top earner in all classes will be awarded a grand prize.
- 2) Major Assignments (Projects) may be assigned at the discretion of the instructor
- 3) Students will be held accountable for all rules and expectations set forth in the ESHS student handbook. Such as the Academic Integrity Policy, **Attendance Policy**, and Discipline Policy. Students are encouraged to read each section of the student handbook to become familiar with the rules and expectations they must abide by.

Student Parent Contact Sheet:

In an effort to increase communication between myself and both student and parent, I ask that you please take a moment to complete this contact information sheet. I will send out periodic emails to update you on the class, including some of the projects and test dates that may be coming up. Also, please sign on the signature line, indicating your acknowledgement and receipt of the syllabus and understanding of the rules and expectations for my class. Should you have any questions or concerns, please feel free to contact me at your convenience.

Student Name: _____

Student Signature: _____

Student email: _____

Student contact # : _____

Parent(s) Name: _____

Parent Signature: _____

Parent email: _____

Parent contact #: _____