

# Charles Herbert Flowers High School Entrepreneurship, Introductory Course

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**Room# 243**  
**EXT. 312**

*"Wasted Potential is the greatest scourge to man"*  
*-Charles Schultz-*

## **Introduction**

Welcome to the start of a new beginning. This is an introductory course in entrepreneurship designed to provide you with a fundamental understanding of those basic concepts and procedures required to start your own business. The information, analytical techniques, and problem-solving skills introduced in this course will prepare you to further study in college-level business courses as well as for a wide range of business career opportunities. Course outline material will be covered through a combination of classroom presentations, discussions, individual and group activities, and actual business case studies. Computer-based activities will also be an integral part of the coursework. You will also complete a formal business plan as a requirement for this class.

## **General Course Outline**

In accordance with the Achievement Standards for Entrepreneurship and Business Management as established by the National Standards for Business Education, units of study are organized along the following general framework:

- **Entering the Business Market.** Becoming an effective entrepreneur, recognizing opportunity, and locating your market.  
Researching and Planning Your Venture. Developing a business plan, analyzing your market, and identifying legal and business constraints.
- **Managing Your Market Strategies.** Developing marketing objectives and product strategies, and identifying the proper mix.
- **Managing Your Business Process.** Managing your operations, developing sound operating policies and practices, and addressing human resource requirements and employee motivation.
- **Managing your Business Finances.** Seeking start-up funding, expanding your resources, making financial decisions, establishing sound credit policies and practices, and understanding/preparing good financial reports.
- **Growing Your Business.** Assessing and managing various business risks, estimating potential market growth, seeking working capital, and creating a code of ethics.

## Required Curriculum Materials

The curriculum materials to be used in this course include the following:

- Glencoe Entrepreneurship, Second Edition Textbook  
Student Workbook
- Pencil, pen, ruler, composition book, 3 ring binder with 3 dividers( notes, classwork, handouts) and hand-held calculator

## Course Requirements

Students should have at least an average proficiency in business mathematics.

## Testing

Students will be tested at the end of each chapter and unit. Chapter tests consist of problems and matching vocabulary, true/false, and multiple-choice questions. The time required to complete a chapter test is usually 30–40 minutes. Unit tests are designed like chapter tests and are administered after completing four to five chapters. Unit tests usually require about 40–50 minutes to complete.

## Missed Assignments

If a student misses an assignment or test, it is the student's responsibility to make arrangements with the instructor to make up the work immediately upon return to school. A fair and reasonable amount of time will be made to accommodate students with lengthy absences. Students will only be able to make up any missed assignment, only if they have an excused note from the attendance office or approved by the teacher.

## Grading

Grading for quarters will be based on the following:

QUARTERS ONE THRU THREE	
30%	Tests
30%	Problems (Includes class work and homework)
10%	Daily Warm-Ups
10%	Reaction Papers
10%	Research Assignments
10%	Tardiness/Uniform Violations
FOURTH QUARTER	
25%	Course Project (Business Plan) PowerPoint Presentation
25%	Course Project (Business Plan) Written Plan (20 page minimum)
25%	Final Exam
25%	Warm-Ups/Class work