

# Junior Entrepreneurship Syllabus

## Instructor Information:

Teacher: Mr. Ryan Moore, CTE-Business Teacher

Email: Ryan.moore2@slps.org

Class Duration: 2 periods, 90 minutes each

## Course Overview:

This course aims to introduce students to the world of entrepreneurship through a combination of classroom-based learning and focused preparation. Creating foundational knowledge during the first year, students will delve into advanced concepts, case studies, and practical applications to develop their entrepreneurial skills. The course is strategically designed to equip students with the necessary knowledge and strategies before they embark on their real-world internships during the second semester. The immersive learning experiences and in-depth study during this semester aim to prepare students for the challenges and opportunities they will encounter as they transition from the classroom to hands-on entrepreneurial endeavors.

## Course Structure

### First Semester:

In the first semester, the course will focus on marketing and communication theory and practice. Students will engage in case studies and real-world applications, providing them with an in-depth analysis of successful marketing campaigns. This hands-on approach will help students develop essential entrepreneurial skills. Assignments will include two book reports that will challenge students to connect theoretical concepts with real-world scenarios. Regular quizzes and homework assignments will ensure that students stay engaged and reinforce their learning. Additionally, students will prepare for the semester end exams, which will test their understanding and application of the course material.

- 100 points for participation in JagTown
- 100-point final exam
- 100-point book report
- 100-point simulation
- 25-50 points per assignment/quiz

### Second Semester:

In the second semester, the course will focus on entrepreneurship theory and practice. Students will engage in case studies and real-world applications, providing them with an in-depth analysis of successful marketing campaigns. This hands-on approach will help students develop essential entrepreneurial skills. Assignments in the second semester will mimic those of the first, including one book report, quizzes, and homework assignments, ensuring continuity in learning. Students will also prepare for a semester end exam, and a final paper providing a comprehensive assessment of their internship experience and overall course learning.

- 100 points for participation in JagTown
- 100-point final exam

Published: June 1, 2024

- 100-point book report
- 100 point simulation
- 25-50 points per assignment/quiz

**Online Learning Platform:**

Students will utilize the STUKENT online learning platform for all assignments and learning modules. This platform will provide interactive and up-to-date resources to enhance the learning experience. All textbooks will be provided through STUKENT. Any information that is not provided within STUKENT, will be provided electronically through the Microsoft Teams classroom.

**Academic Contract:**

To ensure commitment and responsibility, students will be required to sign an academic "employment" contract. This contract must also be signed by their parent(s), the teacher, and the principal. It outlines the expectations and responsibilities of the students throughout the course. Students will be required to complete the contract by the 2<sup>nd</sup> week of school. A copy of the contract can be found on the teacher's website below:

<https://www.slps.org/site/Default.aspx?PageID=77646>.

**Grading Policy:**

The course will follow the standard grading scale of A, B, C, D, and F. Students who fall below a D in the class may be removed from the program, emphasizing the importance of maintaining high academic standards.

90-100% A

80-89% B

70-79% C

60-69% D

59% and lower F

**Attendance Policy:**

Attendance is crucial for success in this course. Students are required to maintain at least 90% attendance each semester. If a student is going to miss a class, it is their responsibility to inform the teacher ahead of time, similar to a workplace setting. This policy helps instill a sense of responsibility and professionalism. ***Students are responsible for making up any missed lessons and work from the day they were absent.***

**Important Dates:**

Students can check our class Teams page and parents can check the teacher website for dates of exams, important assignments, and other due dates.

**Course Schedule:**

The course schedule is listed below. It may be adjusted based on relevant topics, the availability of specific speakers, or to accommodate unforeseen circumstances. Any changes to the schedule will be communicated ahead of time. Each unit is considered one week of learning.

Published: June 1, 2024

**1st Semester**

**MARKETING**

Week 1:

Chapter 1 – Introduction to Marketing

Week 2:

Chapter 2 - Ethics

Week 3:

Chapter 3 - Research

Week 4:

Chapter 4 – Targeting/Segmentation

Week 5:

Chapter 5 – Consumer Behavior

Week 6:

Chapter 6 – Positioning

Week 7:

Chapter 7 - Branding

Week 8:

Chapter 8 - Product

Week 9:

Chapter 9 - Promotion

Week 10:

Chapter 10 - Place

Week 11:

Chapter 11 - Price

Week 12:

Chapter 12 – Digital Marketing

Week 13:

Chapter 13 – Social Media

Week 14:

Chapter 14 – Marketing Plan

Published: June 1, 2024

Week 15:

Chapter 15 – Personal Branding

## **2<sup>nd</sup> Semester**

### **Unit 1: Introduction to Entrepreneurship**

Lessons

- 1.1: Entrepreneurial Traits and Characteristics
- 1.2: Education and Skills for Entrepreneurship
- 1.3: Entrepreneurial Ethics

### **Unit 2: Ideation Processes**

Lessons

- 2.1: Determining Demand
- 2.2: Recognizing Opportunities
- 2.3: Market Research

### ***Suggested Simternship Introduction and Round # 1***

### **Unit 3: Financial Literacy**

Lessons

- 3.1: Economic Concepts
- 3.2: Financial Statements
- 3.3: Managing Risk

### **Unit 4: Target Markets**

Lessons

- 4.1: Types of Markets and Segmentation
- 4.2: Target Markets & Persona
- 4.3: Value Propositions

### ***Suggested Simternship Round # 2***

### **Unit 5: Marketing Strategies**

Lessons

- 5.1: Marketing Elements
- 5.2: Marketing Plans
- 5.3: Emerging Technologies

### **Unit 6: Product Planning**

Lessons

- 6.1: Acquiring Resources
- 6.2: Managing Inventory

Published: June 1, 2024

6.3: Prototypes and Product Testing

***Suggested Simternship Rounds # 3 and 4***

**Unit 7: Entrepreneurial Trends**

Lessons

- 7.1: Types of Business Entities
- 7.2: Global Impacts of Entrepreneurship
- 7.3: Domestic Impacts of Entrepreneurship

**Unit 8: Funding**

Lessons

- 8.1: Sources of Funding
- 8.2: Debt and Equity Financing
- 8.3: Business Valuation

**Unit 9: Business Operations**

Lessons

- 9.1: Role of Profits
- 9.2: Forecasting Sales
- 9.3: Determining Price

***Suggested Simternship Rounds # 5, 6, and 7***

**Unit 10: Government & Legal**

Lessons

- 10.1: Taxes
- 10.2: Regulations and Policies
- 10.3: Legal Issues

**Unit 11: Human Resources**

Lessons

- 11.1: Vision and Culture
- 11.2: Hiring Talent
- 11.3: Motivating and Developing Talent

***Suggested Simternship Round # 8***

**Unit 12: Professional Development**

Lessons

- 12.1: Collaboration
- 12.2: Training
- 12.3: Digital Communities

Published: June 1, 2024

## **Unit 13: Business Skills & Decisions**

### Lessons

- 13.1: Negotiating
- 13.2: Pitching
- 13.3: Record Keeping

### ***Suggested Simternship Round # 9***

## **Unit 14: Company Growth**

### Lessons

- 14.1: Minimizing Loss
- 14.2: Customer Relations
- 14.3: Selling and Sales

## **Unit 15: Business Plans**

### Lessons

- 15.1: Elements of a Business Plan
- 15.2: Research and Data
- 15.3: Developing a Business Plan

### ***Suggested Simternship Round # 10***

#### **Integrity:**

Academic integrity is fundamental to the mission of higher education and provides a foundation for responsible student conduct that transcends graduation. Promoting academic integrity is at the heart of the mission statements of institutions of higher education. As such, we have established policies and procedures that require students to exhibit ethical and honest behavior as well as provides guidelines to faculty members who are required to report incidences when they occur.

Students at SLPS are expected to adhere to the Student Code of Conduct. Academic Dishonesty is any form of cheating, plagiarism or sabotage which results in students giving or receiving unauthorized assistance or receiving credit for work which is not their own. There is a wealth of information available online that can assist in discovering and preventing academic dishonesty.

#### **Communication and Office Hours:**

For any questions or concerns, students and parents can reach me via email at [Ryan.moore2@slps.org](mailto:Ryan.moore2@slps.org). Office hours will be 4<sup>th</sup> or 8<sup>th</sup> period by appointment or after school by appointment. During this time, I will be providing additional opportunities for one-on-one assistance and support.

#### **Course Materials:**

Published: June 1, 2024

All necessary textbooks and resources will be provided. Students will also have access to the STUKENT platform, which will be integral to their learning experience.

**Additional Information:**

Further details on assignments, schedules, and additional resources will be provided during the first week of class. Once provided a copy will also be made available on the teacher's website on Gateway STEM's webpage.

This comprehensive syllabus aims to outline the expectations and structure of the course, ensuring that students are well-prepared for a successful year of learning and practical experience. This syllabus is subject to change and the most up to date copy will be available to students and parents as the changes become available.

I look forward to an engaging and productive year with all of you!

Mr. Ryan Moore  
CTE-Business Teacher