

## Entrepreneurship Course Syllabus

**Course Title:** Entrepreneurship: How to Start and Operate a Small Business

**Instructor:** Mrs. Tracy Cook

**Course Description:** Students will learn how to start and maintain their own small business.

**Length of Course:** 1 semester, 90 minutes per day

**Prerequisites:** none

**Instructional Philosophy:** Students will be expected to attend classes; participate in classroom discussions; read required materials; turn in assignments on time; take all tests; complete a class project; refrain from interfering with the learning of others. Students will receive information through lecture, guest speakers, demonstration, and notes projected onto the overhead screen. They will work quietly at all times either independently, with a partner, or in small groups. We will be working with local businesses, entrepreneurs, technical schools, and an advisory committee to assure that students receive a positive learning experience.

**Course Goals:** Students will learn how to:

1. analyze the economics of one unit and calculate gross profit per unit.
2. calculate return on investment (ROI).
3. recognize and evaluate business opportunities.
4. determine costs of operating a business.
5. create a marketing plan for a business.
6. create financial statements from accounting records.
7. prepare a monthly income statement.
8. handle a negotiation.
9. start and maintain a business.

**Major Course Projects:** Students will be expected to:

Develop a realistic business plan that they could begin today with the money they have and any ideas/means they have for making more money.

**Grading Procedure:**

Tests	30%
Employability	20%
Homework/Class Work	25%
Projects/Presentations	25%