

COURSE: ENTREPRENEURSHIP

OVERVIEW OF COURSE

Goal

This course is designed to allow students to explore entrepreneurship as a career option and to apply the skills gained in one of the Home Economics clusters.

Description

This course provides an opportunity for students to analyze themselves in relation to an entrepreneurial career, develop a business plan, and conduct an in-school business. As students learn business principles, the entrepreneurship project will be developed. Instructors have the option to infuse instructional modules into a business as it is developed or to operate a business following instruction. There is also an opportunity for an optional practicum, an internship. This course is designed to be extremely flexible to adapt to the needs of students in developing and successfully managing an entrepreneurial career as it relates to any of the Home Economics clusters.

Skills, Knowledge, and Behaviors to be Developed

The ability to:

1. Define entrepreneurship.
2. Assess personal characteristics in relation to those of successful entrepreneurs.
3. Describe the four types of business ownership.
4. Explain the advantages and disadvantages of each type of ownership.
5. Conduct a market survey.
6. Develop a marketing strategy.
7. Construct a sound business plan.
8. Identify the start-up costs for a business.
9. Evaluate sources of new venture financing.
10. Explain a profit and loss statement.
11. Construct a balance sheet.
12. Develop an accounting system for a business.
13. Plan the organizational structure for a business.
14. Establish long and short-term goals for a business.
15. Participate in the operation of an in-school business.