

**MISSION VALLEY ROP  
2024-2025 ACADEMIC YEAR**

**ENTREPRENEURSHIP  
SYLLABUS  
Classroom**

<b>Course Title:</b>	Entrepreneurship
<b>Instructor Name:</b>	Mr. Tep
<b>Office Hours:</b>	Arranged as needed
<b>Contact Info:</b>	<a href="mailto:ptep@mvrop.org">ptep@mvrop.org</a> or ptep@fusdk12.net
<b>Class Location:</b>	Irvington High School, Room 84, Period 1 and 2 American High School, Room 319, Period 4, 5, and 6
<b>Articulation:</b>	Mission College, Bus 054, 3 credits, <b>B</b> or Better, Completed Application and Instructor Recommendation.
<b>Academic Credit:</b>	UC a-g "g"

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**Course Description:**

This course provides an introduction and overview of the fundamentals of entrepreneurship. Students will gain insight into who are entrepreneurs and understand the steps of developing a new business including creating a business plan, marketing, finance, and management development. Students will understand their role in the economy as well as how the global and regional economic ecosystem interacts and impacts small businesses and individuals. The curriculum is designed to help the student explore entrepreneurship as a career pathway and provide them with a realistic framework for starting a new business. Students will develop and present a comprehensive business plan in this year-long course.

**Course Objectives:**

Students will gain the knowledge and skills necessary to begin and operate a business and become an entrepreneur. The class focuses on understanding the process of analyzing a business opportunity, preparing a business plan, determining the viability of an idea using research, and developing a plan to organize and promote the business, its products, and/or services. In addition, students will understand the capital required, the return on investment desired, and the potential for profit.

**At the end of the course, students will be able to demonstrate:**

***MVROP Student Learning Outcomes (SLO's)***

**Workplace Basic Skills and Behaviors**

- Apply skills learned in class
- Analyze information and make decisions
- Communicate verbally and in writing
- Work independently and as a team member in a diverse workplace
- Work reliably, responsibly, and ethically

**Career Technical Skills**

- Demonstrate occupational competencies
- Use appropriate technology
- Understand and practice occupational safety standards
- Demonstrate an awareness of how a business or industry functions

### Job Employment Skills

- Develop a plan to achieve career goals
- Use effective job search strategies
- Demonstrate an awareness of the importance of lifelong learning

### Communication & Interpersonal Skills

- A. Demonstrate positive verbal communication skills using appropriate vocabulary, demeanor, and vocal tone in the classroom and/or worksite
- B. Read and interpret written information and directions
- C. Practice various forms of written communication appropriate to the occupation
- D. Practice positive body language skills
- E. Practice professional verbal skills for resolving a conflict
- F. Demonstrate active listening skills including techniques for checking for understanding, and for obtaining clarification of directions
- G. Demonstrate positive teamwork skills by contributing to a group effort
- H. Practice the importance of diversity awareness and sensitivity in the workplace
- I. Define sexual harassment in the workplace and identify the employee's role and responsibility
- J. Practice participation skills
- K. Identify different personality types and strategies for working effectively with each type
- L. Practice business and social etiquette skills appropriate to the occupation
- M. Discuss the role of business and personal ethics in the decision-making process
- N. Evaluate various job-related scenarios and justify decisions based on ethics
- O. Demonstrate flexibility and adaptability in working with others
- P. Demonstrate the use of time management skills

### Leadership

- A. Define leadership and identify the responsibilities, competencies, and behaviors of successful leaders
- B. Work with peers to promote divergent and creative perspectives
- C. Demonstrate how to organize and structure work, work will be completed individually and in teams, for effective performance and the attainment of goals
- D. Explain multiple approaches to conflict resolution and their appropriateness for a variety of situations in the workplace
- E. Employ ethical behaviors and actions that positively influence others
- F. Explain how to positively impact the direction and actions of a team or organization

### Should You Become an Entrepreneur?

- A. Evaluate personal interests, attitudes, and talents to assess overall readiness to begin a new business
- B. Defining and understanding entrepreneurship
- C. Identifying characteristics of entrepreneurs
- D. Recognize and define opportunities for entrepreneurs
- E. Problem-solving for entrepreneurs

### Entrepreneurs in a Market Economy

- A. Explain the importance of entrepreneurship to the U.S. and global economies
- B. Discuss "intrapreneurship", or innovation within a larger company
- C. Explain how entrepreneurs satisfy needs and wants within a market
- D. Investigate how economic decisions are made
- E. Understand what affects price

### The Business Plan

- A. Explain the importance of a business plan
- B. Define what a business plan
- C. Explain how each section is developed and its importance
- D. Investigate how to create an effective business plan

#### Identifying Market Needs

- A. Identify your market
- B. Conduct market research
- C. Identify competition and threats
- D. Identify and screen new business ideas;
- E. Conduct secondary market research to determine market size

#### Market Your Business

- A. Articulate the importance of a solid business plan and the key components of that plan
- B. Develop a marketing plan
- C. Discuss how to develop a marketing strategy
- D. Identify, develop, and understand your product
- E. Identify and calculate your market price

#### Distribution, Promotion, and Selling

- A. Understanding distribution strategies
- B. Identify forms of advertising and the advantages and disadvantages of each
- C. Define publicity and describe publicity as a promotion tool
- D. Explain the role of selling in a business
- E. Determine how to meet customers' wants and needs
- F. Evaluate the effectiveness of promotional campaigns

#### Business Ownership

- A. Analyze the advantages and disadvantages of buying an existing business or franchise vs. creating a new business
- B. Identify and understand each legal form of businesses
- C. Explain the advantages and disadvantages of a sole proprietorship, partnership, and corporation.
- D. Understand the regulations, laws, and legal issues that impact businesses

#### Business Location and Set Up

- A. Identify options for locating a business
- B. Identify the advantages and disadvantages of having a business online
- C. Compare purchase and lease options
- D. Describe layout considerations based on business type
- E. Explain how to find and choose vendors
- F. List factors that determine the needed inventory

#### Financial Planning

- A. Estimate startup costs and net worth
- B. Identify sources of equity and debt capital
- C. Prepare a pro forma cash flow, income statement, and balance sheet
- D. Differentiate between alternative methods of accounting
- E. Describe the use of journals and ledgers in recordkeeping
- F. Explain the importance of keeping accurate bank, payroll, and tax records

#### Operations Management

- A. Define the five functions of management
- B. Describe five essential operation policies

- C. Prepare a purchasing plan for inventory
- D. Describe the periodic and perpetual inventory methods
- E. Determine how much inventory to keep
- F. Describe strategies for managing cash flow
- G. Evaluate a business's performance through financial statement analysis

#### Human Resource Management

- A. Explain how to determine staffing needs
- B. Describe recruiting options
- C. Identify alternatives to permanent employees
- D. List and describe the hiring process
- E. Describe compensation packages
- F. Identify laws protecting employee rights
- G. Explain the implementation of staffing plans
- H. Discuss how to motivate employees
- I. Describe the management control function of human resources

#### Risk Management

- A. Explain how to identify and minimize risks
- B. Discuss types of theft and security precautions to protect your business
- C. Explain why some risks are uninsurable
- D. Determine the different types of insurance a business needs
- E. Explain the insurance purchasing process
- F. Identify the risks associated with credit
- G. Explain how to manage risk
- H. Describe strategies to reduce the risk of international business

#### Management for the Future

- A. Discuss factors to consider when expanding
- B. List and describe product life cycle stages and the steps in product development
- C. Define ethics
- D. Explain the need for ethical practices in business
- E. Discuss an entrepreneur's social responsibilities
- F. Research ways to meet environmental responsibilities
- G. Discuss the reasons and methods for participating in a global market
- H. Determine if an international business is right for your business
- I. Identify trade regulations that affect international business

#### **Career Technical Skills developed:**

- A. Evaluate personal interests, attitudes, and talents to assess overall readiness to begin a new business
- B. Explain the importance of entrepreneurship to the U.S. and global economies
- C. Discuss "intrapreneurship", or innovation within a larger company
- D. Analyze the advantages and disadvantages of buying an existing business or franchise vs. creating a new business
- E. Identify and screen new business ideas
- F. Conduct secondary market research to determine market size
- G. Prepare a basic 3-year pro-forma income statement
- H. Be able to "pitch" a new business idea to prospective investors
- I. Identify key legal issues involved in new business start-up
- J. Explore sources of funding and business advice for new ventures

- K. Articulate the importance of a solid business plan and the key components of that plan Demonstrate key entrepreneurial leadership qualities
- L. Explain key strategies for the growth of a new business

### **Required Text, Materials:**

Provided Text: [Greene, Cynthia L., \*Entrepreneurship: Ideas in Action\*. Boston, Cengage Learning, 2019.](#)

### **Assignments:**

Assignments, point values and project due dates will be posted in Google Classroom.

### **Grading Policy:**

Your final grade in the course will be based on the following:

- 40%** Classroom – attendance, participation & engagement, and classwork
- 20%** Exercises (formative) - homework, assignments, and quizzes
- 40%** Assessments (summative) - presentations, projects, and exams

Every student is eligible to earn an “A”, if they complete all the assignments, have regular attendance, participate and adhere to the classroom rules, modeling a good Work Ethic.

After your numerical grade has been determined, your letter grade will be calculated as follows:

- A** - 90-100% of the total percentage points
- B** - 80-89% of the total percentage points
- C** - 70-79% of the total percentage points
- D** - 60-69% of the total percentage points
- F** - 59% or below – no credit

**Students must make an effort to meet the assignment due dates. If there are difficulties in meeting the due dates, please bring it to my attention so I can provide assistance. I do reserve the right to reduce the assignment grade as follows:**

- 1 Day Late:                      10% reduction in grade**
- 2 – 7 Days Late:                25% reduction in grade**

**Late Work** may be accepted after 1 week. Make-up assignments will be given for excused absences only.

**Extra Credit:** I occasionally offer opportunities for Extra Credit. Do not rely on these to raise your grade.

### **Classroom Expectations**

- Be PROMPT: in your seat and ready to work
- Be PREPARED: Have your pencils & pens, with you every day
- Be RESPECTFUL: Treat others how you would like others to treat you
- Be ALERT: Participate and share your ideas, your thoughts, your questions

### **Classroom Rules:**

Cell phones and other devices with internet access will be used only for class assignments, and only with my permission.

NO talking when someone else is talking during class discussions. No swearing, vulgar gestures or offensive material.

NO food or drink allowed in the classroom. (Except water)

## Attendance Policy

Mission Valley ROP's mission is to prepare students for employment, and career preparation via postsecondary educational opportunities. Just as in business and industry, where employees are expected to show up on time every day, Mission Valley ROP students are expected to be on time for class every day. Make-up assignments will be given for excused absences only, which include medical, legal or bereavement circumstances.

Failure to complete make-up assignments will adversely affect your grade. If you are tardy or miss a Mission Valley ROP class multiple times, you will lose units of credit and your grade will be adversely affected.

Make-up work is permitted for excused absences **only** and will be graded for full credit. Assignments will be extended by as many days as the student is excused; for example, if a student is excused for 2 days the due date will be extended by 2 days once the student returns. The absence **must** be excused by the school site office. It is the **student's responsibility** to request work missed and to turn it in within the above guidelines. Missed tests must be made up either **during lunch office hours** or **after** school and by appointment only.

## Honor Code:

Students are expected to do their OWN work in class unless a group assignment is scheduled. Students are also expected to do their OWN classwork and not copy from someone else. Cheating and plagiarism will receive a penalty and a parent/ will be notified of the cheating. Any partner or group work must be submitted with all student names listed. Do not assume it is known you are in a partner situation.

## Educational Movies/Videos

I will show movies and videos. Students will also view limited excerpts of commercially available commercials, movies, documentaries, business, and education videos, as appropriate, and in accordance with district policy.

Sign below, have a parent or legal guardian sign, and return to Google Classroom by September 1, 2024.

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**I have read the Entrepreneurship syllabus, as well as the Educational Movies/Videos policy, and understand and agree to the terms, class rules and course guidelines.**

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Print students name

\_\_\_\_\_ Date \_\_\_\_\_

Student signature

\_\_\_\_\_ Date \_\_\_\_\_

Print parent or legal guardian name

\_\_\_\_\_ Date \_\_\_\_\_

Parent or legal guardian signature

Parent or legal guardians contact information:

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

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**2024-2025**

