## Entrepreneurship

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CTE: Business Management and Administration Career Field

Course Description

Entrepreneurship is a course designed for students with a career interest in entrepreneurship. Emphasis is placed on the evaluation of the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. The role of entrepreneurial businesses in the United States and the impact on the national and global economy will be explored. Instructional strategies may include the development of a business plan, operation of a school-based business, or actual creation of a student-run business.

Student Performance Objectives

Upon completion of this course, the student will explore the characteristics of an entrepreneur, explain the forms of business ownership as related to entrepreneurship, recognize the management, financial, marketing, and legal skills necessary to successfully operate and grow an entrepreneurial venture, develop the elements, design, and rationale of a business plan, investigate the role of entrepreneurship in the global economy, and analyze opportunities in entrepreneurship.

Evaluation and Requirements

**Grade Scale**

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| Letter Grade | Percentage Grade |
| A+ | 99 – 100 |
| A | 95 – 98 |
| A- | 93 – 94 |
| B+ | 91 – 92 |
| B | 87 – 90 |
| B- | 85 – 86 |
| C+ | 83 – 84 |
| C | 79 – 82 |
| C- | 77 – 78 |
| D+ | 75 – 76 |
| D | 72 – 74 |
| D- | 70 – 71 |
| F | Below 70 |
| NC | No Credit |

**Gradable Content**

Grades are determined as a percentage of total points possible. Points will be earned by completing assignments, projects, quizzes/tests, and class participation.

Class participation points are earned by arriving to class on time, daily preparation of supplies, using class time effectively, and demonstrating respect for the teacher and other students. Points may be deducted if the student has not met these requirements.

Textbook

Course Expectations

**Be Respectful**

* All students have the right to learn in a safe environment.
* All students are expected to behave in a respectful manner.
* Anyone who disrespects, disrupts, or threatens anyone will be removed from the classroom.

**Be Responsible**

* Students are responsible for equipment assigned to them during class.
* Do not write or highlight in your assigned textbook. It must be returned in the same physical condition as when it was received. If you damage or lose the textbook, you will be responsible for purchasing a new one.

**Attendance**

* If you are absent from class, ask for missed assignments and notes.

**Daily Requirements**

* Textbook, notebook, calculator, pen or pencil

Course Content

Standards from Nebraska Department of Education <http://cestandards.education.ne.gov/>

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| Standard 1: Students will explore the characteristics of an entrepreneur. |
| Benchmark 1.1Analyze personal strengths, skills, and talents. |  |  |
| Benchmark 1.2Explain entrepreneurial profile |  |  |
| Benchmark 1.3Develop a personal entrepreneurial profile. |  |  |

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| Standard 2: Students will explain the forms of business ownership as related to entrepreneurship. |
| Benchmark 2.1Identify and provide examples of the basic forms of business ownership. |  |  |
| Benchmark 2.2 Evaluate the relationship between entrepreneurial ventures and forms of business ownership. |  |  |
| Benchmark 2.3Identify and evaluate the methods of entering an entrepreneurial venture. |  |  |

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| Standard 3. Students will recognize the management, financial, marketing, and legal skills necessary to successfully operate and grow an entrepreneurial venture. |
| Benchmark 3.1Describe the processes, strategies, and systems implemented to guide daily business operations. |  |  |
| Benchmark 3.2 Explain the financial resources used in making business decisions. |  |  |
| Benchmark 3.3 Recognize customer groups and develop a marketing plan to identify, reach, and retain customers in a specific target market. |  |  |
| Benchmark 3.4 Explain legal issues affecting entrepreneurial ventures. |  |  |

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| Standard 4. Students will develop the elements, design, and rationale of a business plan. |
| Benchmark 4.1Describe the components of a business plan. |  |  |
| Benchmark 4.2Define the venture idea utilizing the components of a business plan. |  |  |

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| Standard 5. Students will investigate the role of entrepreneurship in the global economy. |
| Benchmark 5.1Describe entrepreneurial venture opportunities in international trade. |  |  |
| Benchmark 5.2Determine the impact of cultural and social requirements on international trade. |  |  |

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| Standard 6. Students will analyze opportunities in entrepreneurship. |
| Benchmark 6.1Research career opportunities in entrepreneurship. |  |  |
| Benchmark 6.2Apply talents and strengths to explore new business opportunities within an existing organization. |  |  |

Career Exploration

Nebraska Entrepreneurship

<http://www.nebraskaentrepreneurship.com>

Nebraska Career Connections

<http://www.nebraskacareerconnections.org/>

Nebraska Career Tours

<http://www.nebraskacareerclusters.com/>

High Wage, High Demand, High Skill

<http://h3.ne.gov/H3/>

SkillsUSA

Students are encouraged to attend a competition. Events may be found at <http://www.skillsusa.org/compete/contests.shtml>.