



Southern Lehigh School District

High School Syllabus

Entrepreneurship 2013-2014

Course Description:

In Entrepreneurship, students will be introduced to basic principles of business including entrepreneurship, sales, management and marketing. Students will design a business plan including marketing, finance, inventory control, and accounting systems. Students will be involved in all aspects of running a business known as Spartan Enterprise. They will get first-hand experience in the operation and management of a retail establishment. Guest speakers from the business community will be invited to make presentations to supplement the class text. A wide variety of duties are addressed and individual projects are performed. This course is appropriate for all students who are planning to pursue a career in business/business administration.

Course Content:

- Conducting Business in a Global Economy
Fundamentals of Business and Economics
- Starting and Expanding a Small Business
Small Business, Entrepreneurship, and Franchises
Forms of Business Ownership and Business Combinations
- Managing a Business
- Managing Employees
- Developing Marketing Strategies to Satisfy Customers
- Managing Accounting and Financial Resources
- Focus on Special Topics in Business
- Developing a Business Plan

Required Textbooks and/or Other Reading/Research Materials

"Excellence in Business". Prentice Hall.

"Entrepreneurship Ideas in Action Text". South-Western.

"Entrepreneurship Ideas in Action Workbook". South-Western.

ABC's - Shark Tank

Virtual Business Simulation - Knowledge Matters.

Course Requirements:

Each student is required to complete all projects, tests and assignments. Each student must maintain a notebook with all class notes, worksheets, and handouts. All students must complete a Business Plan. Failure to do so will affect student's overall grade.

Grade Components/Assessments:

Tests and Quizzes:	30% - 40%
In-Class Activities and Notebook:	20%
Homework:	10% - 20%
Projects:	20% - 40%

Each marking period is worth 20% of a student's overall grade. The midterm and final exam are each worth 10% of a student's overall average:

Quarter 1	20%
Quarter 2	20%
Midterm	10%
Quarter 3	20%
Quarter 4	20%
Final	10%

Required Summer Reading/Assignments:

There are no summer reading assignments.