

Entrepreneurship 30

Course Outline 2022-23

Course Name:	Entrepreneurship 30	Credits:	1.0
Prerequisites:	None		
Teacher:	Mr. Neudorf		

Course Description:

Students will have the opportunity to learn about the various characteristics of entrepreneurs and will have the opportunity to create a working venture. Students will develop an appreciation for the spirit of entrepreneurship, and for the planning, marketing, and financing that go into a successful venture.

Course Overall Expectations:

Goals	Overall Expectations
Technological Skills	To develop skills in using technology to enhance work, and to recognize both the impact technology has on our society and the opportunities technology creates for small businesses.
Communication	To develop communication skills using appropriate vocabulary in context both in undertaking course work and in relating to customers, employers, and other parties.
Independent Learning	To promote a desire for lifelong learning and independent work practices.
Personal Management Skills	To develop a strong and positive personal identity and to enhance self-esteem through success with planning, beginning, and operating a venture.

Unit Overview	Assessments and Evaluation Methods
Unit 1: Entrepreneurship Basics <ul style="list-style-type: none"> • <i>Entrepreneurship and the Economy</i> • <i>Types of Business Ownership</i> 	<i>Written responses</i> <i>Group project – Create a business plan</i>

Unit 2: Turning Ideas Into a Business <ul style="list-style-type: none"> • <i>Market Research</i> • <i>Marketing and Selling a Product</i> 	<i>Shark Tank Activity</i> <i>Team building and brainstorming</i> <i>Create Powerpoint with a model of their proposed business</i> <i>Business Plan Creation</i>
Unit 3: Ethics and Social Responsibility	<i>Ethics worksheet</i> <i>Research Powerpoint</i> <i>Undercover Boss activity</i>
Unit 4: Marketing and Advertising	<i>Research and Create Infographic</i> <i>Create Marketing Plan</i> <i>Advertising All Around You Assignment</i> <i>Online Advertising Game</i> <i>Create an Advertisement</i> <i>Unit Test</i>

Assessment and Evaluation Categories and Weights:

Term	Descriptor	Level of Support	Lv.	% Score
Mastery	Evidence fully meets all the outcomes to their full depth and complexity.	Independent	4+	100
		Minimal Support	4	95
Proficient	Evidence demonstrates some but not all of the complex elements of the outcomes.	Independent	3+	90
		Minimal Support	3	80
		With Support	3-	
Approaching	Evidence demonstrates the simple elements of the outcomes.	Independent	2+	75
		Minimal Support	2	65
		With Support	2-	
Basic Knowledge	Evidence partially demonstrates the simple elements of the outcomes.	Independent	1+	60
		Minimal Support	1	50
		With Support	1-	
Insufficient	Even with support, the provided evidence does not mee the level of basic knowledge required to demonstrate the outcome.		IE	40-