ENTREPRENEURSHIP
Course Syllabus

Course Number: SBE-0075  
OCAS Code: 8616  
Course Length: 120 Hours
This course is given credit for the Carnegie Unit. This course is taught 175 days at 50 minutes per class period at the lowest common denominator in the high schools and 55 minutes per day in the Technology Center. (120 is based on a Carnegie Unit, which accounts for 175 forty-five (45) minute class periods per school year.)

Career Cluster: Marketing Sales & Service, Arts 
A/V Technology & Communications
Career Pathway: Management & Entrepreneurship, Printing Technology
Career Major(s): Business Management Entrepreneurship, Vinyl and Graphics Installation Specialist

Pre-requisite(s): Basic Computer Literacy

Course Description: This course is designed for the study of all aspects of starting a business. The course includes the basic fundamentals of marketing and business operations. Through self-assessment activities, students will identify their potential for creating a business or a marketable product/idea. Students will apply what they learn by developing their own business plan. Self-employment is presented as a viable career option. Students will develop leadership traits and identify their leadership potential through participation in the DECA (an association of marketing students) student organization.

Textbooks:
Marketing Essentials; Lois Schneider Farese, Grady Kimbrell, Carl Woloszyk, Glencoe (2009) 
OKCIS (Oklahoma Career Information System) 
DECA 
61 Cooperative Learning Activities, Kenneth Kaser, Walch Publisher (1998) 
Go Venture Simulation

Course Objectives:
A. Explore Concepts and Processes Associated with Successful Entrepreneurial Performance.¹
1. Explain the need for entrepreneurial discovery.¹ 
2. Discuss the entrepreneurial discovery processes.¹ 
3. Assess global trends and opportunities.¹ 
4. Determine opportunities for venture creation.¹ 
5. Assess opportunities for venture creation.¹
6. Describe idea-generation methods.
7. Generate venture ideas.
8. Determine feasibility of ideas.
9. Describe entrepreneurial planning considerations.
10. Explain tools used by entrepreneurs for venture planning.
11. Assess start-up requirements.
13. Describe external resources useful to entrepreneurs during concept development.
14. Assess the need to use external resources for concept development.
15. Describe strategies to protect intellectual property.
16. Use components of a business plan to define venture ideas.

B. Explore the Personal Traits/Behaviors Associated with Successful Entrepreneurial Performance.
1. Describe desirable entrepreneurial personality traits.
2. Determine personal biases and stereotypes.
3. Determine interests.
4. Evaluate personal capabilities.
5. Conduct self-assessment to determine entrepreneurial potential.
6. Demonstrate problem-solving skills.
7. Assess risks.
8. Assume personal responsibility for decisions.
9. Use time-management principles.
10. Develop tolerance for ambiguity.
11. Use feedback for personal growth.
12. Demonstrate creativity.
13. Set personal goals.

1. Describe crucial elements of a quality culture/continuous quality improvement.
2. Describe the role of management in the achievement of quality.
3. Explain the nature of managerial ethics.
4. Describe the need for and impact of ethical business practices.
5. Explain marketing management and its importance in a global economy.
6. Explain the nature and scope of operations management.
7. Explain the concept of management.
8. Explain the concept of financial management.

1. Make oral presentations.
2. Apply effective listening skills.
3. Use proper grammar and vocabulary.
4. Reinforce service orientation through communication.
5. Respect the privacy of others.
6. Explain ethical considerations in providing information.
7. Demonstrate self control.
8. Show empathy for others.
9. Use appropriate assertiveness.
10. Demonstrate negotiation skills.
11. Handle difficult customers/clients.
12. Interpret business policies to customers/clients.
13. Handle customer/client complaints.¹

E. Explore Concepts and Procedures Needed for Basic Computer Operations.¹
   1. Demonstrate basic search skills on the web.¹
   2. Evaluate credibility of Internet resources.¹
   3. Demonstrate file management skills.¹
   4. Communicate by computer.¹
   5. Solve routine hardware and software problems.¹
   6. Operate computer-related hardware peripherals.¹
   7. Explain the nature of e-commerce.¹
   8. Describe the impact of the Internet on a business.¹
   9. Develop a basic website.¹

F. Explore the Economic Principles and Concepts Fundamental to Entrepreneurship/Small-Business Ownership.¹
   1. Distinguish between economic goods and services.¹
   2. Explain the factors of production.¹
   3. Explain the concept of scarcity.¹
   4. Explain the concept of opportunity costs.¹
   5. Describe the nature of economics and economic activities.¹
   6. Determine forms of economic utility created by business activities.¹
   7. Explain the principles of supply and demand.¹
   8. Describe the concept of price.¹
   9. Explain measures used to analyze economic conditions.¹
   10. Explain the nature of the Consumer Price Index.¹
   11. Explain the concept of Gross Domestic Product.¹
   12. Determine the impact of business cycles on business activities.¹
   13. Determine factors affecting business risk.¹
   14. Describe types of market structures.¹
   15. Determine the impact of small business/entrepreneurship on market economies.¹

G. Explore Personal Money-Management Concepts, Procedures, and Strategies.¹
   1. Describe the sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.).¹
   2. Read and interpret a pay stub.¹
   3. Explain the time value of money.¹
   4. Recognize types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.).¹
   5. Explain legal responsibilities associated with use of money.¹
   6. Describe costs associated with credit.¹
   7. Set financial goals.¹
   8. Complete financial instruments.¹
   9. Maintain financial records.¹
   10. Read and reconcile financial statements.¹
   11. Develop personal budget.¹

H. Explore the Financial Concepts and Tools Used in Making Business Decisions.¹
   1. Prepare estimated/projected income statement.¹
   2. Estimate cash-flow needs.¹
   3. Prepare estimated/projected balance sheet.¹
   4. Explain the purposes and importance of obtaining business credit.¹

I. Explore the Value of Participating in Student Organization to Develop Leadership
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and Teamwork Skills.\textsuperscript{1}
1. Participate as a team member.\textsuperscript{1}
2. Make positive contributions to accomplish team goals.\textsuperscript{1}
3. Lead others using positive statements.\textsuperscript{1}
4. Develop team spirit.\textsuperscript{1}
5. Enlist others in working toward a shared vision.\textsuperscript{1}
6. Share authority, when appropriate.\textsuperscript{1}
7. Value diversity.\textsuperscript{1}
8. Recognize others’ efforts.\textsuperscript{1}
9. Demonstrate leadership skills.\textsuperscript{1}
10. Identify purposes and goals of a student organization.\textsuperscript{1}
11. Identify opportunities for leadership training and development through student organizations.\textsuperscript{1}

\textsuperscript{1}ODCTE objectives

Teaching Methods: The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

Grading Procedures: 1. Students are graded on theory and shop practice and performance.
2. Each course must be passed with seventy (70\%) percent or better.
3. Grading scale: A=90-100\%, B=80-89\%, C=70-79\%, D=60-69\%, F=50-59\%.

Description of Classroom, Laboratories, and Equipment: Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

Available Certifications/College Credit The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.

College Credit Eligibility: The student must maintain a grade point average of 2.0 or better.