

# Center for Educational Leadership

## Course Syllabus

Fall 2009

### Entrepreneurship Training And Financial Literacy

The course exposes students to learning and experiences that will motivate them to become the next generation of entrepreneurs and leaders in business and the workforce. The course meets national and state educational content standards, and builds skills that unlock student's entrepreneurial creativity.

The class teaches students basic business concepts in strategic business planning, marketing, financial management, marketing, business operations and customer service. Students will also learn how-to prepare a business plan for their own individual business ideas and/or community development projects.

#### Course objectives/Outcome: People Skills

<b>Workplace/Business Soft Skills</b>	
<b>Skill Sets</b>	<b>Course Skill Components</b>
<b>Motivation</b>	Excitement, Enthusiasm, Loyalty, New Challenges, New Skills
<b>Conscientiousness</b>	Doing What's Right, Honesty, Meticulous, Painstaking
<b>Innovation</b>	Change, Better, Improvement, New Ideas, New Methods
<b>Entrepreneurship</b>	Risks, Sacrifice, Due Diligence, Personal Rewards, Vision
<b>Forward Thinking</b>	Progressive, Proactive, Anticipation, To Know Beforehand

#### Course objectives/Outcome: Entrepreneurship Skills

<b>Small Business Entrepreneurship Skills</b>	
<b>Program Objective</b>	<b>Program Outcome</b>
<b>Education</b>	
Soft Skill Development	Motivated and enlightened student
Project Team Assignments	Cooperation, Compromise, and Consensus
Communication skill development	Listening, Receiving, and Writing Reports and Plans
Critical Thinking	Problem solving, Decision Making, Change Management
<b>Workplace Preparedness</b>	
Soft Skill Development	Motivated employee with leadership potential
Business Processes	Top down understanding of the business enterprise
Project Team Assignments	Cooperation, Compromise, and Consensus
Technology Training	Skills for the Modern Workplace
<b>Mini-Enterprise Development</b>	
Competitive Analysis	An understanding of the real-world competitiveness
Financial Planning	Knowing the role of accounting, taxes and legal issues
Business Plan Development	Having a total view of the enterprise
Strategic Planning	To be able to forecast and plan for the future
<b>Financial Planning and Life Skills</b>	
Personal Financial Planning	Preparing a financial map for the future
Life Skills, Job, Career, Family, Home	Personal financial management
Money, Credit, Savings, and Investments	Decision making regarding personal financial choices
Retirement Planning and Beyond	Understanding retirement plans and options

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Text: "How to Start and Operate a Small Business" text & Workbook *National Foundation for Teaching Entrepreneurship*

Text: "High School Financial Planning", National Endowment for Financial Education

Workbooks: Business Plan Workbook & Record Keeping Workboo

<b>Course Weekly Schedule</b>		
<b>Week</b>	<b>Content Objectives</b>	<b>Assignment</b>
Week 1	Business Definition, Competitive Strategy and Opportunity Workbook Assignment:	CH 17 and CH 4
Week 2	Business Structure: Corporation, Sole Proprietorship, Partnership Workbook Assignment:	CH 25 and CH 32
Week 3	Business Costs, Income Statements and Economic Unit Workbook Assignment:	Ch 2, 9 and 13
Week 4	<b>Milestone I: Review Basic Business Plan</b> Marketing, Advertising and Promotions Workbook Assignment:	Business Plan CH 10, 18, 19
Week 5	Inventions, Product Development and Distribution Workbook Assignment	CH 7,26,27
Week 6	Business Ops. Customer Service, Accounting and Technology Workbook Assignment:	CH 12,22,30
Week 7	<b>Milestone II: Review Intermediate Business Plan</b> Financing, Sources of Capital, Venture Funding and the SBA Workbook Assignment	Business Plan CH 14,31,36,& 39
Week 8	Credit, Investments, Taxes and Exit Strategy Workbook Assignment	CH 40,44,48,49,50
Week 9	<b>Milestone III: Review Advance Business Plan</b>	Business Plan
Week 10	<b>Final Business Plan Presentations</b>	Certificates Awards