# ENTREPRENEURSHIP ACTIVITY COURSE CODE: 5400

COURSE DESCRIPTION: This course is designed to provide students with the knowledge and skills needed to develop an effective business plan for small business ownership. An important part of the course will be the incorporation of economics, ethics, legal aspects, logistics, research, staffing, strategies for financing, and technology.

OBJECTIVE: Given the necessary equipment, supplies, and facilities, the student will be able to successfully complete all of the following core standards for a course that grants one unit of credit.

RECOMMENDED GRADE LEVELS: 10 - 12

COURSE CREDIT: 1 unit

PREREQUI SI TE: None

courses.

- 3. Explain the benefits and responsibilities of being a member of a CTSO.
- 4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.
- 5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

### C. TECHNOLOGY KNOWLEDGE

Effective professionals know the academic subject matter, including the ethical use of technology as needed in their role. The following accountability criteria are considered essential for students in any program of study.

- 1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
- 2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
- 3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
- 4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).
- 5. Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other elements for personal use.
- 6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
- 7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

## D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS

Effective professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.

- 1. Demonstrate punctuality.
- 2. Demonstrate self-representation.
- 3. Demonstrate work ethic.
- 4. Demonstrate respect.
- 5. Demonstrate time management.
- 6. Demonstrate integrity.
- 7. Demonstrate leadership.

#### G. FORMS OF BUSINESS OWNERSHIP

Effective business professionals demonstrate knowledge of the different forms of business and use which is most suitable for success. They will use this knowledge as needed in their business. The following accountability criteria are considered essential for students in the Business program of study.

- 1. Compare and contrast legal forms of business ownership (sole proprietorship, partnership, corporation, S-corporation, LLC).
- Distinguish between four ways in which a business may be acquired and/or operated (purchase an existing business, enter the family business, purchase a franchise, or start a new business).
- 3. Identify trends of traditional and non-traditional business ventures for entrepreneurs (e.g., e-commerce, online auctions, bartering, social media, green entrepreneurship, social entrepreneurship, and crowdsourcing).

### H. FINANCING A BUSINESS

Effective business professionals understand the financial operations of their business. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Business program of study.

- 1. Define seed money, profit, fixed assets, variable assets, short and long term assets, short and long term liabilities, depreciation, cost vs. revenue, and proforma.
- 2. the impact this might have on obtaining a business loan.
- 3. Ler

## K. LEGAL REGULATIONS AND HUMAN RESOURCES

Effective business professionals demonstrate knowledge and usage of legal regulations and human resource processes. They will use this knowledge as needed in their business. The following accountability criteria are considered essential for students in the Business program of study.

- 1. Explain federal, state, and local regulations that affect small business ownership, i.e. permissible zoning, copyright, intellectual property, licenses, patents, and trademarks.
- 2.

- 5. Identify security issues for traditional and non-traditional businesses (e.g., viruses, hacking, phishing, client information, theft, fraud, shoplifting, etc.).
- 6. Illustrate the process of placing a secure order and payment using online services from a customer and company perspective.

### M. CUSTOMER SATISFACTION

Effective business professionals demonstrate knowledge of methods used to promote a positive business image and increase customer satisfaction. They will use this knowledge as needed in their business

- 12. Explain the economics of one unit in order to calculate cost of goods/service sold (COGS/COSS) and break-even point.
- 13. Prepare a pro forma budget.
- 14. Complete a pro forma income statement and balance sheet.
- 15. Estimate start-up costs and projected business expenses for one year and the funding needed to begin the business using the pro forma income statement.
- 16. Interpret financial statements (balance sheet, income statement, cash flow projections, and projected summary of sales).
- 17. Prepare professional hard copy business plan and develop materials for distribution (e.g. business cards, product samples, flyers, as appropriate).
- 18. Prepare visual aids for presentation.
- 19. Practice and present the business plan in a professional manner.

Course Materials and Resources

Course Academic Standards and Indicators