



**Strategic Entrepreneurship Syllabus
CHS/PRCTC Department**

Contact Information: Parents may contact me by phone, email, or visiting the school.

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CCSD Vision Statement: The Chillicothe City School District will provide tomorrow's leaders with a high quality education by developing high expectations and positive personal relationships among students, staff, and community members.

CCSD Mission Statement: The Chillicothe City School District empowers students to learn, to lead, and to serve.

**Course Description and Prerequisite(s) from Course Handbook:
Strategic Entrepreneurship - 402 (Every Year)**

Subject Code: 141030

Prerequisite: None

Grade: 9-12

Graded Conventionally

Credit: 1

Course Description:

Students will use innovation skills to generate ideas for new products and services, evaluate the feasibility of ideas, and develop a strategy for commercialization. They will use technology to select target markets, profile target customers, define the venture's mission, and create business plans. Students will take initial steps to establish a business. Students will calculate and forecast costs, break-even, and sales. Establishing brand, setting prices, promoting products, and managing customer relationships will be emphasized.

Required: 120-150 hours per course

Course Fee: Students will have the opportunity to be a part of a Career Tech Student Organization (BPA) as part of this course. Students who choose to be a part of the program's respective Career Tech Student Organization will have opportunities to be student officers, attend leadership activities, and participate in various

leadership and skill competitions. Students who wish to be a part of the program's respective Career Tech Student Organization will be required to pay the dues associated with the organization prior to participation in activities outside the normal classroom. **\$40 for BPA Membership**

Learning Targets: Defined below for clarity are the Unit Titles, Big Ideas of every Unit taught during this course and the Essential Questions to be answered to better understand the Big Ideas. A student's ability to grasp and answer the Essential Questions will define whether or not he or she adequately learns and can apply the skills found in Big Ideas. This will ultimately define whether or not a student scores well on assessments administered for this course.

- **1st Quarter**

- **Unit I Title: Business Activities**

- **Big Idea #1:** I can relate business functions to business models, business strategies and organizational goals.

- *Essential Question #1: How can I describe the types of business activities or functions (e.g., accounting, finance, human resources management, information management, marketing operations, sales and strategic management); the interactions among business functions or activities; and the differences in implementation that occur in big vs. small business?*
 - *Essential Question #2: How can I explain the forces that are driving business changes (e.g., globalization, consumer demand, government policies, political climate, diversity, spending trends, industry structure changes) and how organizations are adapting to today's business environment (e.g., proactive management, competitive aggression, innovative management, agile management, organizational learning, market orientations, slack resources)?*
 - *Essential Question #3: How can I describe the need for and role of account and finance (e.g., understanding accounting treatment, verifying information, analyzing variances, guiding decision-making) and explain how they interact*

with and impact other business activities or functions?

- **Big Idea #2:** I can explain the role and functions of Human Resource Management, Information Management and how to ethically motivate customers to buy your products and services.
 - *Essential Question #1: How can I explain the role and function of human resources and describe its interactions and contributions to ethically represent your company for customers to make purchases?*
 - *Essential Question #2: How can I explain the nature and scope of information management and its contributions to business operations?*
 - *Essential Question #3: How can I explain factors that motivate customers, clients and businesses to buy and actions employees can take to achieve the company's desired result?*
- **Big Idea #3:** I can differentiate between business operations and supply chain.
 - *Essential Question #1: How can I differentiate between business operations and supply chain and describe their components or activities and contributions to business.*
 - *Essential Question #2: What is the nature of management and levels of management (e.g., front line, middle management, executive)?*
 - *Essential Question #3: How can I identify ways that technology impacts business activities?*
- **Unit II Title: Marketing Fundamentals**
 - **Big Idea #1:** I can describe principles of marketing, marketing functions and the factors influencing their effectiveness.
 - *Essential Question #1: How can I explain factors affecting pricing decisions (e.g., customer value perception, brand, negotiating owner, corporate policies, competitive strategy, stages of the customer life cycle)?*
 - *Essential Question #2: How can I describe foundational concepts associated with product and service management to understand its nature and scope (e.g., product life cycles)?*

- *Essential Question #3: How can I describe the drivers of brand and the impact, benefits and drawbacks of branding?*
 - *Essential Question #4: How can I describe the promotion's nature, scope and role in meeting business objectives (e.g., types of promotion, promotional mix, and promotional channels)?*
- **Big Idea #2:** I can utilize principles and tools to select an audience and to identify and select marketing strategies to reach targeted audiences for market planning.
 - *Essential Question #1: How can I describe sales processes and techniques that can be used to facilitate selling?*
 - *Essential Question #2: How can I describe the concept of market and market identification?*
 - *Essential Question #3: How can I describe and identify market segments and select target market(s)?*
- **Big Idea #3:** I can profile target customers to determine market needs and customer demand for products and services.
 - *Essential Question #1: How will I explain the role of situation analysis in the marketing planning process, conduct a market analysis (market size, area, potential, etc.) and conduct a competitive analysis?*
 - *Essential Question #2: How can I forecast sales and establish sales goals?*
 - *Essential Question #3: How can I set marketing goals, objectives and budget to achieve corporate goals and objectives?*
- **2nd Quarter**
 - **Unit III Title: Business Ethics and Law**
 - **Big Idea #1:** I can analyze how professional, ethical and legal behavior contributes to continuous improvement in organization performance and regulatory compliance.
 - *Essential Question #1: How can I analyze how regulator compliance affects business operations and organizational performance?*
 - *Essential Question #2: How can I use ethical character traits consistent with workplace*

standards (e.g., honesty, personal integrity, compassion, justice and etc.)?

- *Essential Question #3: How can I identify how federal and state consumer protection laws affect products and services?*
 - *Essential Question #4: How can I identify deceptive practices (e.g., bait and switch, identity theft, unlawful door-to-door sales, deceptive service estimates, and fraudulent misrepresentations) and their overall impact on organizational performance?*
- **Big Idea #2:** I can identify the labor and practice laws that affect employment and the consequences of noncompliance for both employee and employer (e.g., harassment, labor, employment, employment interview, testing minor labor laws, Americans with Disabilities Act, Fair Labor Standards Acts, Equal Employment Opportunity Commission –EEOC, human trafficking) and interpret personal safety rights according to the employee Right – to – Know Plan.
 - *Essential Question #1: How can I verify compliance with computer and intellectual property laws and regulations?*
 - *Essential Question #2: How can I identify business opportunities?*
 - *Essential Question #3: How can I assess the reality of becoming an entrepreneur, including advantages and disadvantages (e.g., risk vs. reward, reasons for success and failure)?*
 - **Big Idea #3:** I can develop foundational skills and knowledge in entrepreneurship, financial literacy and business operations.
 - *Essential Question #1: How can I explain the importance of planning your business, identify types of businesses, ownership and entities (e.g., individual proprietorships, partnerships, corporations, cooperative, public, private, profit and non-profit)?*
 - *Essential Question #2: How can I explain how the performance of an employee, a department and an organization is assessed?*

- *Essential Question #3: How can I describe classifications of employee benefits, rights, deductions and compensations?*
- **Unit IV Title: Financial Management**
 - **Big Idea #1:** I can use financial tools, strategies and systems to develop monitor and control the use of financial resources to ensure personal and business financial well-being.
 - *Essential Question #1: How can I create, analyze and interpret financial documents (e.g., budgets, income statements)?*
 - *Essential Question #2: How can I review and summarize savings, investments strategies and purchasing options (e.g., cash, lease, finance stocks and bonds)?*
 - *Essential Question #3: How can I identify credit types and their uses in order to establish credit and to find ways to avoid or correct debt problems (e.g., collection agency payments and post-collection agency payments)?*
 - **Big Idea #2:** I can use credit ratings and the criteria lenders use to evaluate repayment capacity affect access to loans.
 - *Essential Question #1: How can I review and summarize categories (types) of insurance and identify how insurances can reduce financial risk?*
 - *Essential Question #2: How can I identify income sources and expenditures?*
 - *Essential Question #3: How can I compare and contrast different banking services available through financial institutions?*
 - **Big Idea #3:** I can relate principles and concepts of applied economics to business models, business activities and organizational goal achievement for economic principles.
 - *Essential Question #1: How can I identify the impact of small business and entrepreneurship on market economies?*
 - *Essential Question #2: How can I determine the relationship between government and businesses identify government agencies that facilitate trade and describe the impact of government regulations on business activities?*

- *Essential Question #3: How can I plan, maintain and monitor property and equipment to facilitate ongoing business activities, while evaluating options for securing facilities and office space to support growth and new ventures?*
- **MID-TERM EXAM**
- **3rd Quarter**
 - **Unit V Title: Leadership and Communications**
 - **Big Idea #1:** I can process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.
 - *Essential Question #1: How can I deliver a formal and an informal presentation?*
 - *Essential Question #2: How can I identify and use verbal, nonverbal and active listening skills to communicate effectively?*
 - *Essential Question #3: How can I use negotiation and conflict-resolution skills to reach solutions?*
 - **Big Idea #2:** I can communicate information (e.g., directions ideas, vision, and workplace expectations) for an intended audience and purpose.
 - *Essential Question #1: How can I use problem-solving and consensus-building techniques to draw conclusions and determine next steps?*
 - *Essential Question #2: How can I use interpersonal skills to provide group leadership, promote collaboration, and work in a team?*
 - *Essential Question #3: How can I use technical writing skills to complete forms and create reports?*
 - **Big Idea #3:** I can apply techniques, strategies and tools to develop, maintain and grow positive internal and external customer or client relationships.
 - *Essential Question #1: How can I explain the nature of positive customer, or client, relations and their role in keeping customers; and describe the importance of meeting and exceeding customer expectations?*
 - *Essential Question #2: How can I build, maintain and improve relationships with customers or clients; and promote brand and solicit new ideas and solutions using social media?*

- *Essential Question #3: How can I identify opportunities to use crowdsourcing to engage customers or clients, improve customer or client relationships, promote brand and solicit new ideas and solutions?*
- **Unit VI Title: Entrepreneurship/Entrepreneurs**
 - **Big Idea #1:** I can analyze the environment in which a business operates and the economic factors and opportunities associated with self-employment.
 - *Essential Question #1: How can I explain the factors that contribute to the success and failure and the role of profit as the incentive to entrepreneurs in a market economy and of an entrepreneurial ventures?*
 - *Essential Question #2: What are the life cycles stages of an entrepreneurial business and an entrepreneur?*
 - *Essential Question #3: How can I create a list of personal strengths, weaknesses, skills and abilities needed to be a successful entrepreneur?*
 - **Big Idea #2:** I can explain the pathways used to become an entrepreneur.
 - *Essential Question #1: How can I conduct a self-assessment to determine entrepreneurial potential?*
 - *Essential Question #2: How can I describe techniques for obtaining experience (e.g., apprenticeship, co-operative-co-op educations, work placement, internship and job shadowing) related to an entrepreneurial objective?*
 - *Essential Question #3: How can I protect intellectual property and knowledge (e.g., copyright, patent, trademark, trade secrets, and processes)?*
 - **Big Idea #3:** I can explain the importance of Corporate Social Responsibility – CSR.
 - *Essential Question #1: How can I interpret, apply and communicate an organization’s ethics and social responsibility policies and code of conduct in routine and ambiguous situations?*
 - *Essential Question #2: How can I compare and contrast ethical standards and challenges in domestic and international markets and across*

countries or areas (e.g., Brazil, China, and Latin America)?

- *Essential Question #3: How can I compare and contrast ethical challenges across industry sectors (e.g., healthcare, financial services, consumer products, manufacturing and retail) as well as functional areas (e.g., marketing, human resources, financial reporting), while developing ethics and CSR policies and reporting processes?*

- **4th Quarter**

- **Unit VII Title: Product Development**

- **Big Idea #1:** I can generate, screen and develop ideas into new products and services that can be commercialized.
 - *Essential Question #1: How can I generate ideas for new products and services using innovation skills, creative thinking techniques and crowdsourcing?*
 - *Essential Question #2: How can I develop decision-making criteria and define the decision-making process that will be used to screen ideas for feasibility?*
 - *Essential Question #3: How can I research potential costs, revenues and profits and marketing strategy of a new products or service, while considering legal restrictions and requirements impacting the sale of new products and services (e.g., non-disclosure agreements, non-compete agreements, statement of work, master service agreements)?*
- **Big Idea #2:** I can determine resources available to advance ideas into the commercialization stage in either an intrapreneurship or entrepreneurship capacity (e.g., grants, business-development agencies and incubators, partnerships and joint ventures)?
 - *Essential Question #1: How can I create a business plan?*
 - *Essential Question #2: How can I implement the initial steps to establish a business (e.g., select business structure, complete legal and regulatory filings, establish financial and tax accounts)?*
 - *Essential Question #3: How can I identify the purposes and the components of a business plan?*

- **Big Idea #3:** I can identify legal foundations for a successful business operation.
 - *Essential Question #1: How can I identify the legal principles that undergird business operations and apply regulatory provisions to business situations and institute and evaluate information management tools, policies, procedures and strategies to achieve business and organizational goals?*
 - *Essential Question #2: How can I identify requirements needed for an enforceable contract and differentiate among types of contracts (e.g., oral, written, implied, transferable and nontransferable)?*
 - *Essential Question #3: How can I determine tactics businesses can take to avoid litigation and alternative methods and processes they can use to resolve disputes, while monitoring and auditing internal records?*
- **Unit VIII Title: Financial Principles**
 - **Big Idea #1:** I can apply tools, strategies and systems to plan and monitor the use of financial resources.
 - *Essential Question #1: How can I compare and contrast types of business, types of business ownership and the role of profit and taxes in influencing business structure?*
 - *Essential Question #2: How can I determine risks to short-term and long-term business strategy using critical information on financial documents (e.g., pay register, bank statements, income tax forms and financial statements)?*
 - *Essential Question #3: How can I explain how accounting and accounting standards impact business financial performance and distinguish between cash and accrual methods of accounting?*
 - **Big Idea #2:** I can distinguish among profit, cash flows and return on investment (ROI) measures; and identify factors that could cause different outcomes within these three measures of business performance.
 - *Essential Question #1: How can I calculate sales and financial ratios while comparing and contrasting financing options for domestic and international markets?*

- *Essential Question #2: How can I calculate break-even; and analyze cost, volume and profit variances (c-v-p)?*
- *Essential Question #3: How can I set break-even and c-v-p targets?*
- **Big Idea #3:** I can track, report and analyze a company's financial information to enable decision-making by internal parties.
 - *Essential Question #1: How can I track and allocate costs to projects and cost centers (e.g., job order costs sheets, standard cost applications, overhead calculation)?*
 - *Essential Question #2: How can I apply cost account techniques to challenge prices and to calculate cost of goods sold (e.g., job and process costing and activity-based costing)?*
 - *Essential Question #3: How can I apply costs and revenue data for short-term and long-term decision-making strategic planning and forecasting, while projecting future revenues and expenses for budgeting and forecasting purposes?*
- **END OF COURSE EXAM**

Course Materials:

- Google Chromebook

Course Expectations:

- Students are expected to complete class assignments by their due date.
- Students should put forth their best effort every day and on all assignments and assessments.
- Students are expected to behave in a mature and respectful manner.

Grading:

Unit Exams	50%
Assessments (Including: Quizzes, Essays, Labs, and Projects)	30%
Class work/Homework	20%

- Each nine week's grade comprises 20% of a student's final grade.
- The Mid-Term Exam and End of Course Exam each comprise 10% of a student's final grade.

Grading Scale:

The grading scale for Chillicothe High School can be found in the student handbook or online at <http://www.chillicothe.k12.oh.us/1/Content2/studenthandbook>.

Late Work: Late work will be subject to the Board-adopted policy on assignments that are submitted late (to be reviewed in class).

- Regardless of the absence type (excused or unexcused), students will be expected to make up work and be held accountable for learning all material they missed.
- Any student who is absent from school (excused or unexcused) will have one (1) additional day for every day they missed, to make up his/her work for full credit (100%).
- Any student who exceeds the allotted time to turn in an assignment for full credit may still turn in late work for partial credit.
 - Any student who turns in work up to 1 week late must at least be given the opportunity to earn 75% on that assignment.
 - Any student who turns in work between 1 and 2 weeks late must at least be given the opportunity to earn 60% on that assignment.
- The end of the 9 weeks is the cut off point for teachers to accept late work from students for full or partial credit, unless the teacher decides to give the student an incomplete for the 9 weeks due to extenuating circumstances.

Performance Based Section: Writing Assignments/Exams/Presentations/Technology

One or more of the End of Unit Exams may be Performance Based. According to the Ohio Department of Education, "Performance Based Assessments (PBA) provides authentic ways for students to demonstrate and apply their understanding of the content and skills within the standards. The performance based assessments will provide formative and summative information to inform instructional decision-making and help students move forward on their trajectory of learning." Some examples of Performance Based Assessments include but are not limited to portfolios, experiments, group projects, demonstrations, essays, and presentations.

CHS Strategic Entrepreneurship Course Syllabus

After you have reviewed the preceding packet of information with your parent(s) or guardian(s), please sign this sheet and return it to me so that I can verify you understand what I expect out of each and every one of my students.

Student Name (please print):

Student Signature:

Parent/Guardian Name (please print):

Parent/Guardian Signature:

Date:
