Cathedral Catholic High School
Course Catalog

Course Title: Introduction to Entrepreneurship

Course #: 1447-1448

Course Description: Introduction to Entrepreneurship is a year long course designed as a project-based college prep course where students develop their own business idea based on the current real world market. Students will generate a complete business plan that will be improved throughout the course as they put into practice their newly acquired knowledge regarding: business ownership structure, financial forecasting, importance of social responsibility, competitive advantage and market research. Throughout the course students will complete case studies to understand business theory and then put this into practice with their own individual business plan. The course will culminate with students pitching their business plans to their peers, CCHS faculty/staff, and possibly industry professionals.

UC/CSU Approval: “g” approved

Grade Level: 11-12

Estimated Homework Per Week: 2-4 Hours per Week

Prerequisite: Completion of English 10/English 10 H and Geometry B/Geometry/Geometry H

Recommended Prerequisite Skills:
- Capable of writing an extensive research paper

Course Grade Scale:
- Chapter / Unit Assessments: 33%
- Assignments: 33%
- Business Plan (Fall Semester): 33%
- Business & Marketing Plan (Spring Semester): 33%

Major Assessments/Units/Topics:

1st Semester
Unit 1: Developing an Entrepreneurial Mindset (Weeks 1-5)
After an introduction to entrepreneurship, students will examine the characteristics of an entrepreneur and research real-world entrepreneurs to identify common characteristics among successful entrepreneurs. Students will integrate a variety of processes and self-assessments in order to see possible entrepreneurial characteristics in themselves and
giving students the opportunity to recognize patterns of past and present entrepreneurs as well as identify personal characteristics that might hinder someone from becoming an entrepreneur. Students will then be introduced to the role entrepreneurship plays in the economy and briefly study the history of small business within American society.

Unit 2: Opportunity and Market Analysis (Weeks 6-10)
Students will learn about different creative thinking techniques (including, but not limited to challenging the usual, drawing idea maps, thinking backwards) to generate business ideas. After generating ideas students will learn about the difference between ideas and opportunities in order to analyze the ideas that were generated through creative thinking. Students will learn about primary and secondary market research in order to evaluate the actual opportunities of their ideas. Students will comprehend SWOT (strengths, weaknesses, opportunities, threats) analysis and utilize this to determine the feasibility of their own business opportunities.

Unit 3: Creating a Business Plan (Weeks 11-15)
Students will learn about the components of a business plan and its importance in the success of a new small business. Students will learn about an entrepreneurial journey through a series of case studies that will exemplify putting theory into practice. Students will utilize the academic knowledge regarding business plans, the first two units and their own research to generate a business plan of their own for an opportunity they generated in the previous unit.

2nd Semester
Unit 4: Competition and Delivering Value to Customers (Weeks 1-3)
Students will examine direct and indirect competitors in different industries as well as pertaining to their business plan from Unit 3. Students will examine how competition impacts pricing and strategies for differentiating from competitors to create a competitive advantage. In addition, students will learn about supply and demand principles in order to understand equilibrium and how it will impact the availability of their product or service created in their own business plan. Students will build on the concept of competitive advantage by examining how this creates value for customers and its impact on a customer base. Ultimately, students will revise their business plan with a supply and demand estimate and summary of the value being delivered to their target market.

Unit 5: Financial and Expense Management (Weeks 4-6)
In this unit students will examine the different types of expenses required to begin their business as well as variable costs. Students will create appropriate forecasts based on market research to estimate sales. After completing this students will use a break-even analysis to help maximize the profitability of the business. Students will develop appropriate pitches and offers for potential investors including an appropriate analysis of the potential return on investment.

Unit 6: Business Model (Weeks 7-9)
In this unit students will compare and contrast the different types of business models while analyzing the benefits and drawbacks, focusing on the legal structure. Students will then
examine the legal process of creating different types of businesses including understanding insurance policies and their necessity to protect different aspects of the business. While understanding the legal structure and model of their business students will also determine internal resources needed to run an efficient business. Students will practice planning and managing inventory including distribution considerations for delivering products and services to customers.

Unit 7: Operating the Business (Weeks 10-12)  
Students will collaborate with their peers to differentiate the four main management functions and create a video showing examples of what these functions would look like for their business ideas. Students will explore different methods of planning, organizing, directing and controlling a business to understand business management. Students will investigate the role government plays in business to understand the necessity for a clean record keeping for both tax and regulation purposes. In addition, students will work with different types of accounting systems and determine which ones are appropriate for different types of business as well as the size of the business.

Unit 8: Growing your Business/ Business Pitch (Weeks 13-15)  
In this unit students will investigate different business growth strategies which will assist them in finalizing their business plan presentations. This unit will allow students to study the practice challenges of growing a business. Specifically, students will learn about site selection and layout planning while examining the tasks and tools of production management to prepare for future growth. When the business grows the number of employees will grow, therefore students will describe the process of recruiting employees and compare various methods of employee training and development. Students will also explain various methods of motivating, evaluating, promoting and dismissing employees. Students will examine different strategies for valuing a business and then implement this into their business plan and pitch to potential investors.