

e2020 Curriculum Briefing Entrepreneurship I (EL5724)

Course Description

In this yearlong introductory business course sequence, students will learn what it takes to be an entrepreneur while mastering the basics of planning and launching a successful business. Whether students are interested in starting a money-making business or creating a nonprofit to help others, this course will help them develop core skills needed to be successful. Some of these core skills include learning how to come up with new business ideas, how to attract investors, how to market a business, and how to manage expenses. Students will be inspired by stories from teen entrepreneurs who have turned their ideas into reality, and students will have the opportunity to plan and execute their own business ideas. This course covers the role of entrepreneurship in society and how to pursue entrepreneurship as a career, an introduction to economic principles related to business and industry, and an exploration of the process of starting, organizing, and promoting a new business.

This course is aligned with the Washington State CTE Entrepreneurship framework and the Texas State TEKS Entrepreneurship framework, and it is partially aligned to the Florida State Principles of Entrepreneurship framework.

Topics of Study

- The role of the entrepreneur
- Entrepreneurship as a career
- Economic principles
- Production and delivery
- Small-business basics
- Business ideas and opportunities
- Defining your business
- Business organization
- Marketing basics
- Promoting your company

e2020 Curriculum Briefing (continued)

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Course Features

- The course uses research-and-reflect assignments to encourage students to use the Internet to research and then reflect in writing on the concepts and ideas introduced throughout the course.
- Practice pages throughout the course help to reinforce conceptual content as students progress through the course. Feedback ensures that students know if they've answered the questions correctly.
- The course's minimal computer hardware and software requirements let students with access to a computer and an Internet connection take the course, regardless of computer hardware or operating system.
- The course covers macroeconomic topics, but it grounds them in the context of how they would apply to a person starting a new business.

Grading

Just as with our other e2020 courses, you always have the flexibility to tailor the grade weights for the course according to your own district, school, and student needs.

The default grades for this course are as follows:

- Assignments 20%
- Essays 0%
- Quizzes 20%
- Tests 10%
- Exams 0%
- Projects 50%
- Additional 0%