Entrepreneurship

2018-2019 Northern York High School

Instructor: Mr. Kluck

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**Course Description**

This course is designed for students to expand their knowledge of business/marketing principles related to ownership and management of a business, traits and characteristics of successful entrepreneurs, and strategies of business management and marketing. The development of a business plan related to the students’ area of entrepreneurial interest is the main objective of this course.

**Text and Resources**

Mariotti, S. (2017).*Entrepreneurship: Owning your future.* Boston: Pearson. (Textbook & Workbook)

**Units of Study:**

Unit 1: Developing an Entrepreneurial Mindset

Unit 2: Opportunity Recognition & Market Analysis

Unit 3: Competition

Unit 4: Delivering Value to Customers

Unit 5: Business Model

Unit 6: Financial and Expense Management

Unit 7: Operating the Business

Unit 8: Growing the Business

Unit 9: Business Plan Writing / Starting Your Own Business

**FINAL (Business Plan):** The ultimate goal of this course is for you to construct a professional business plan that could be used in starting your own business. Upon completing you business plan you will pitch your innovative ideas to a board of administrators, school board members, and/or professionals from the community.

**2018-2019 DECA Events:**

* Innovations & Entrepreneurship Conference in Baltimore, MD (November 16-18)
* The Ultimate DECA Power Trip in Baltimore, MD (November 16-18)
* Philadelphia University (TBA)
* Philadelphia 76ers (TBA)
* District Competion (TBA)
* State Competition @ The Hershey Lodges (End of February)
* Harrisburg Senators and/or Pittsburgh Pirates (Spring)
* National Competion in Orlando, FL (April 27-30)

**How will you be graded?**

Students will be assessed through **Chapter Quizzes, Unit Exams, Chapter Projects, Note Checks, and Other Content Related Projects / Assignments.**

**Make Up Work** --- Absent work will be due the day following your return to school. Any notes or assignments that you miss due to an absence are your responsibility, if you have any questions please let me know. If you need to schedule time before or after school to make up work please let me know. Work that you miss due to an absence can be found in the “Absent” bin located in the front of the room. If you miss a test due to an absence it must be made up upon your return to class (either during class, during a study hall, or after school).

**Late Work:**

* ALL work should be completed by its assigned due date, however, I understand that things happen (you forget to do it; you leave it at home, etc.). I will accept late work, with a 10% deduction for each day it is late, after ten days it will become a zero permanently.

**Classroom Behavior**

* Don’t allow cell phones to be a distraction! NOTE: If you are working on a project and using your phone to listen to music; I CAN tell the difference between texting and changing a song!
* Come to class ready to participate.
* No food or drink at the computers (follow school guidelines).
* Be on time to class every day. Skipping or chronically coming to class late will not be tolerated.

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**Keys to Success!**

* Complete ALL assignments in a timely manner!
* Participate
* Take Notes
* Ask for help if you don’t understand something.
* Be creative!
* Do your own work!

