



<u>Department's Vision:</u>	<ul style="list-style-type: none"> To be modern and an innovative Department that brings transformational opportunities to our students through diverse teaching strategies, effective collaboration and excellence in communication knowledge and nurturing skills.
<u>Department's Mission:</u>	<ul style="list-style-type: none"> Prepare students to be active and engaged citizens who are able to apply accounting, economics and business knowledge for the betterment of individuals and organizations.

Course Title:	Entrepreneurship
Subject Leader + e-mail:	Ms. Budoor Konialy Boudour.kb@greenwood.sch.ae
Teacher(s) + e-mail:	Mr. Muhammad Jawad Muhammad.jawad@greenwood.sch.ae
Cycle/Division:	High School
Grade Level(s):	Grade 11/12
Credit Unit:	0.5 Credit
Duration (Number of Periods/Week/Semester):	1 Semester
Course Prerequisites:	<ul style="list-style-type: none"> Has Logical analysis and average proficiency in mathematics Able to write thoughtfully and clearly Able to build an argument in the form of an essay Able to prepare and present PPT and other forms of presentations

COURSE DESCRIPTION/OVERVIEW:

- Starting your own business can be exciting, rewarding, and challenging. You can do what you enjoy and be your own boss. But where should you begin? Entrepreneurship introduces the basic concepts of starting your own business including the key role entrepreneurs play in the American economy. Students learn about their own business



skills and discover ways to develop them. Students evaluate business trends and recognize domestic and global economic opportunities for today’s entrepreneurs.

GENERAL COURSE LEARNING OBJECTIVES:

- Introduce basic concepts of entrepreneurship
- Identify the key roles of entrepreneurs in the American economy
- Describe key traits and characteristic of successful entrepreneurs
- Evaluate business trends
- Recognize economic trends and opportunities
- Discuss global challenges facing entrepreneurs today
- Research and plan a business venture
- Identify types of business ownership
- Develop a basic understanding of the three categories of laws related to starting a business
- Learn how to research and analyze a target market.

I.

STANDARDS/BENCHMARKS:

STRAND 1

Students will identify and recognize entrepreneurial traits, characteristics, and roles. Students will examine the role of innovation and entrepreneurship activity to society and the economy. Students will identify methods and processes of idea generation, problem solving, and innovating.

Standard 1: Students will be introduced to the role of the entrepreneur in the economy.

Explain the terms entrepreneur and entrepreneurship.

Describe the differences between being an employee, an intrapreneur, and an entrepreneur.

Assess the impact of entrepreneurship and innovation on your local, state, national, and international communities and economies.



Search, analyze, and interpret current entrepreneurship data and data trends.

Describe the role of the government and in promoting and supporting entrepreneurship.

Identify parts of the entrepreneurship infrastructure (SBDC, SBA, SCORE, GOED).

Describe entrepreneurship mentoring trends and entrepreneurship contests (e.g., boom start-up, incubators, business plan contests, pitch contests).

Standard 2: Students will understand the characteristics of an entrepreneur.

Identify the characteristics and traits of a successful entrepreneur. Compare and contrast the risks and benefits of choosing to become an entrepreneur, including ways to minimize or limit the risks.

Examine the role of entrepreneurship in a career and college pathway. Define ethics, and identify common ethical issues that entrepreneurs encounter.

Standard 3: Students will understand idea generation through innovation and problem solving.

Understand basic business model concepts.

Generate ideas for products and/or service to meet or create markets or needs, wants, and trends.

Compare and contrast the advantages and disadvantages of buying an existing business, starting a new business, or purchasing a franchise. Review basic business models.

Identify research tools used to gather information about markets, market trends, and business and consumer needs and wants.



Identify trends in entrepreneurship (e.g., emerging technologies, social entrepreneurship, green entrepreneurship, lean start-up, business model— canvas, crowdsourcing and crowd funding).

Understand the basic concepts of lean start-up, a minimally viable product, pivoting, and “failing fast.”

STRAND 2

Students will understand how economic concepts effect decision making in an entrepreneurial venture.

Standard 1: Students will define opportunity cost, scarcity, and equilibrium.

Explain the determinants of supply and demand.

Describe the interrelationship between cost and price.

Describe the difference between fixed costs and variable costs.

Calculate the number of products to be sold to make a profit using break-even analysis.

Analyze how a fluctuating global /international economy affects local businesses.

Explain the role of the entrepreneur’s contribution of time, money, and expertise as it relates to profit.

Describe the concepts of import and export.

STRAND 3

Students will understand how marketing affects an entrepreneurial venture.

Standard 1: Students will understand the importance of identifying the market.

Define the function of marketing in an entrepreneurial venture.

Discuss the concept of market and market share.

Identify target markets for potential new businesses.



Define and give examples of market segmentation methods.

Discuss the role of market research in identifying a market and making business decisions.

Standard 2: Students will explore how businesses reach, maintain, and increase the market.

Identify the elements of the marketing mix (i.e., the “4 P’s” of marketing). Identify the advantages and disadvantages of marketing a business on the Internet.

Analyze the advantages and disadvantages of possible locations for businesses (e.g., brick-and-mortar stores, virtual enterprises, and “click-and-mortar” stores).

Discuss appropriate advertising and publicity activities for a business.

Discuss the impact of competition on keeping/increasing market share.

STRAND 4

Students will understand financial concepts and tools used by entrepreneurs in making business and personal decisions.

Standard 2: Students will understand how entrepreneurs utilize business records.

Identify reasons for keeping business records.

Describe the impact of incomplete and/or inaccurate business records on a business (e.g., sales receipts, expense records, taxes, etc.).

Prepare and analyze basic financial statements such as income statements and balance sheets.

Understand the importance of sales and budget forecasting in business planning.



STRAND 5

Students will understand the role of management principles in an entrepreneurial venture.

Standard 1: Students will discuss short- and long-term goals for an entrepreneurial venture.

Create a mission statement for an entrepreneurial venture.

Create an organizational structure for an entrepreneurial venture.

Develop job descriptions for positions in an entrepreneurial venture.

Discuss the importance of technology in operating and managing a business.

Explain ways entrepreneurs can protect themselves from risks.

Identify types of business insurance.

Identify experts or resources that may assist small businesses (accounting, finance, legal, etc.).

STRAND 6

Students will analyze how forms of business ownership, government regulations, and legal regulations affect entrepreneurial ventures.

Standard 1: Students will identify types of business ownership (e.g., sole proprietorship, partnership, c-corp, s-corp, LLC, nonprofit, franchise).

Compare and contrast the advantages and disadvantages of the different types of business ownership.

Identify licenses that a small business must obtain (e.g., business license, EIN, name registry, sales tax I.D., occupational/professional license, food handlers).

Identify taxes businesses pay.

Identify ways of protecting ideas and inventions (intellectual and proprietary property and processes).



Identify the major components of a business plan.

Describe the uses and purposes of a business plan.

Understand a pitch deck and VC road show.

Performance Objectives: Create a business plan.

- ⌘ Executive Summary
- ⌘ Description of Business
- ⌘ Analysis of Business Situation
- ⌘ Management & Operations Plan
- ⌘ Marketing/Promotion Plan
- ⌘ Financial Plan Create and share an oral presentation of the business plan.

II.

RESOURCES:

McGrawHill Entrepreneurship Textbook

Chrome book

Notebook

Scientific Calculator

Module Handouts

Pencil, pen, ruler

III.

COURSE SCHEDULE/TIMELINE:

Semester 1:

<u>Chapter's #</u>	<u>Chapter</u>	<u>Lesson(s)</u>
1	The Entrepreneurial Mindset	<ul style="list-style-type: none"> • The Nature of Entrepreneurship



			<ul style="list-style-type: none"> - How Entrepreneurs Think ● THE INTENTION TO ACT ENTREPRENEURIALY ● ENTREPRENEUR BACKGROUND AND CHARACTERISTICS ● Sustainable Entrepreneurship
2	Corporate Entrepreneurship		<ul style="list-style-type: none"> ● CAUSES FOR INTEREST IN CORPORATE ENTREPRENEURSHIP ● MANAGERIAL VERSUS ENTREPRENEURIAL DECISION MAKING
3	GENERATING AND EXPLOITING NEW ENTRIES		<ul style="list-style-type: none"> ● NEW ENTRY ● GENERATION OF A NEW ENTRY OPPORTUNITY ● ASSESSING THE ATTRACTIVENESS OF A NEW ENTRY OPPORTUNITY ● ENTRY STRATEGY FOR NEW ENTRY EXPLOITATION ● RISK REDUCTION STRATEGIES FOR NEW ENTRY EXPLOITATION
7	The Business Plan: Creating and Starting the Venture		<ul style="list-style-type: none"> ● PLANNING AS PART OF THE BUSINESS OPERATION ● WHAT IS THE BUSINESS PLAN? ● WHO SHOULD WRITE THE PLAN? ● SCOPE AND VALUE OF THE BUSINESS PLAN – INFORMATION NEEDS ● WRITING THE BUSINESS PLAN ● WHO READS THE PLAN? ● HOW DO POTENTIAL LENDERS AND INVESTORS EVALUATE THE PLAN? ● PRESENTING THE PLAN ● USING AND IMPLEMENTING THE BUSINESS PLAN ● CONTINGENCY PLANNING ● WHY SOME BUSINESS PLANS FAIL
8	The Marketing Plan		<ul style="list-style-type: none"> ● INDUSTRY ANALYSIS ● MARKETING RESEARCH FOR THE NEW VENTURE



		<ul style="list-style-type: none"> ● DIFFERENCE BETWEEN A BUSINESS PLAN AND A MARKETING PLAN ● UNDERSTANDING THE MARKETING PLAN ● CHARACTERISTICS OF A MARKETING PLAN ● STEPS IN PREPARING THE MARKETING PLAN ● THE SOCIAL MEDIA PLAN ● Preparing a marketing plan
9	THE ORGANIZATIONAL PLAN	<ul style="list-style-type: none"> ● DEVELOPING THE MANAGEMENT TEAM ● LEGAL FORMS OF BUSINESS ● TAX RATES FOR VARIOUS FORMS OF BUSINESS ● THE LIMITED LIABILITY COMPANY VERSUS THE S CORPORATION ● S CORPORATION ● THE LIMITED LIABILITY COMPANY ● DESIGNING THE ORGANIZATION ● BUILDING THE MANAGEMENT TEAM AND A SUCCESSFUL ORGANIZATION CULTURE ● THE ROLE OF A BOARD OF DIRECTORS ● THE ORGANIZATION AND USE OF ADVISORS

Grade Distribution:

Bonus Policy:

Students are eligible to earn two bonus points in the following cases:

If the student did an extra project related to the course's topics.

If the student improved dramatically in his academic performance.

If the student is proactive and cooperate with the teacher and the students continuously to enhance the teaching and learning process.

The final decision to award bonus points is completely upon the discretion of the Subject Leader.



Grade Distribution Semester 1 (2022-2023)						
G9 - 12 Social Sciences Courses						
Category	Assessment	Announced/ Unannounced	Frequency	Platform	Weight	
Classroom Management	Active Participation	<i>N/A</i>	Daily	N/A	5%	5%
Ongoing Assessments	Exit Slip	<i>Unannounced</i>	5	Kahoot, Mentimeter, Padlet, Pear Deck, MS Teams	5%	35%
	Drop Quiz	<i>Unannounced</i>	2	Formative/ Paper-based	10%	
	Presentations	<i>Announced</i>	1	Varies	5%	
	Case study	<i>Announced</i>	1		10%	
	Research	<i>Announced</i>	1		5%	
Summative Assessments	Mid-semester Assessment	<i>Announced</i>	1	Formative	25%	60%
	End of Semester Assessment	<i>Announced</i>	1	Formative	25%	
	Integrated Project <i>(2 subjects at least)</i>	<i>Announced</i>	1	Varies	10%	
						100%