

Business Entrepreneurship

overview

The objective of this class is for students to experience the challenges and rewards firsthand of starting their own business. Students will participate in lessons to inform them about the many facets of business entrepreneurship including marketing, finance, advertising and accounting. Students will share their experiences in journal entries and presentations, as well as reflect on their business proposal, plans and execution. In addition, students will learn about famous entrepreneurs.



guiding question 1: What are the components of launching a successful business venture?

lessons

- Marketing
- Accounting
- Advertising

group work

Due: September 13th, 2017

Business Proposal: In their business groups, students complete the Business Proposal Form and have it approved by Mr. Niemann or Mr. Martinez.

Due: September 20th, 2017

___ make a commercial for your business (show to class first, then if approved by class, show to whole community) **or** make advertisements (i.e. posters with slogan) to be distributed around campus.

___ create a name, signage and a logo for your business

___ create a business card

Due: Weekly

Round Table Update: Each group must provide a short presentation regarding the status of their business, including successes, balance sheet report, challenges and what modification (if any) will be made for next business cycle.

individual work

Due: Sign up for presentations (Presentations are on **Wednesday, October 18th**)

Entrepreneur Biography Presentations: Each student must read a biography, memoir or autobiography of a business entrepreneur and create a dynamic presentation about his/her life. This includes their personal story, their educational background, experiences starting out in the business world, product details, expansion technique and other interesting facts.

___ Marketing lesson and activity (September 13, 2017)

___ Introduction to accounting worksheet. (September 20, 2017)

___ Creating an Income Statement activity and worksheet. (September 27, 2017)

___ Creating a Balance Sheet activity and worksheet. (October 4, 2017)

___ Financial Statement activity and worksheet. (October 11, 2017)

assessment

Due: Monthly

Business Log: A 2 page, typed, detailed account describing business updates (1 turned in per group).

Due: October 18, 2017

Final Business Report.

Readings (suggestions for entrepreneur biographies)

Steve Jobs by Walter Isaacson (Apple)

Losing my Virginity by Richard Branson (The Virgin Group, Virgin Airlines)

Built from Scratch by Arthur Blank and Bernie Marcus (Home Depot)

Delivering Happiness by Tony Hsieh (Zappos)

Start Something that Matters by Blake Mycoskie (Toms shoes)

The Martha Rules by Martha Stewart (Martha Stewart, lifestyle brand)

Miracles Happen by Mary Kay Ash (Mary Kay Inc., make up)