

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

- ___ 1) **Business Proposal:** In their business groups, students complete the Business Proposal Form and have it approved by Mr. Niemann.
Due: January 24th, 2018
- ___ 2) **Advertising/Pitch:** 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
___ create a pitch to present to the class.
- Presentations/Due Date:** February 21st, 2018
- ___ 3) **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.
Due: Each week beginning February 21st
- ___ 4) **Running Your Business:** Each business will be required to set up shop twice this quarter by the below dates. Records will be kept by completed and signed fundraiser sheets. Once approved, you must place the date on the class calendar. Fundraiser sheets must be submitted and approved at least **one** week prior to the date of selling.
___ a. Business Day #1- **Due:** Friday, March 2nd
___ b. Business Day #2- **Due:** Friday, March 21st
- ___ 5) **Final Business Report:** A 2 page, typed, detailed account describing business updates (1 turned in per group).
Due: March 28th, 2018

individual work

- ___ 6) **Entrepreneur Biography Book Report:** Each student must read a biography, memoir or autobiography of a business entrepreneur and write a book report 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.
Due: March 28th, 2018
- ___ 7) **Supplemental Individual Work:** Relatively short exercises which accompany lessons.
___ a. All Scream for Ice Cream! Marketing Research Worksheet (**Due: 1/31**)
___ b. General Journal Worksheet (**Due: 2/7**)
___ c. Accounting Cycle Lesson Notes (**Due: 2/7**)