

Name: _____

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 **OR** Ms. Esquivel.

Due: September 5th, 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: September 19th, 2018

___ 3) **Round Table Update:** Each group must provide a short presentation regarding the status of their business, including successes, accounting report, challenges and modifications which will be made for next business cycle.

Due: End of each class, beginning September 26th, 2018

___ 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. One of these days will be a “flea market” during lunch which is required attendance by all students.

___ a. Business Day #1- By Wednesday, October 3rd, 2018

___ b. Business Day #2- By Wednesday, October 24th, 2018

___ 5) **Final Business Report:** A 2 page, typed, detailed account describing business updates (1 turned in per group). You should refer to specific values from your business spreadsheets!

Due: October 24th, 2018

individual work

___ 6) **Entrepreneur Biography Book Report:** 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.

OR

Interview a Business Owner: Contact a local business owner and conduct an interview with them about their business. Interview questions must be appropriate and relevant. Remember: you are a representative of Silver Oak when you reach out to your community!

Due: October 17th, 2018

___ 7) **Supplemental Individual Work:** Relatively short exercises which accompany lessons.

___ a. All Scream for Ice Cream! Marketing Research Worksheet

___ b. General Journal Worksheet

___ c. Accounting Cycle Lesson Notes

___ d. Applying for a Loan Worksheet