MHS Course Proposal Form

Part 1: General Information

Title of New Course: Digital Entrepreneurship
Proposed by: Jeremy Joseph
Department: Career Technical Education: Business and Information Services
Class Length (trimesters): 1 ˅

What grade level(s) is the course intended to target? 10-12

Does it replace an existing course? Yes ˅
    If yes, what course? Marketing

Does it change department/graduation requirements? No ˅
    If yes, explain:

Are there any prerequisites? Yes ˅
    If yes, what? Intro to Business

How will students be graded? Unweighted (standard) ˅ '

Will students receive dual-credit?

Part II - Budget: Estimated Costs

Please estimate any projected costs related to this course. In addition, please indicate if this is a one-time start-up expense or an annual expense (textbook adoption is considered a startup expense) by placing an "X" in the appropriate column.

Area/Item	Brief Description	Startup Expense	Annual Expense	Total Cost
FTE addition	0	0	0	0
Curriculum Development	Progression Map, syllabi	20 hours at curriculum rate		$799.40
Staff Development	PLTW Cybersecurity Training 80 hrs	$2,400 (Perkins, HSS, grant)		$2,400
Textbooks	N/A	N/A	N/A	N/A
Other Instructional Materials / Supplies	N/A	N/A	N/A	N/A
Technology Needs	Business CPU lab exists	N/A	N/A	N/A
Additional Expenses	N/A	N/A	N/A	N/A
Proposed Student Fees	0	0	0	0

Part III - Course Details

Course Description (to be used in the Curriculum Guide, please limit to 100 words):

This course uses project-based learning to teach students the fundamentals of digital market development and e-commerce. You will learn to design, code, and deploy functional business sites, mastering essential programming languages and network data management.

Key focus areas include user experience (UX) design, connecting to web services (APIs), and implementing the core features of a secure E-Commerce platform. You will finish with a portfolio of projects demonstrating full-stack development and entrepreneurial skills.

Rationale for proposing the course (What data/information do you have to support the request?): Student interest in entrepreneurship and digital media has grown in the recent years which has followed trends around the country. The goal for bringing this class in and replacing our current Marketing offering would be to modernize our curriculum to more closely match the interests of the current generation and current job markets. This course would integrate computer science, business strategy, and digital marketing which would more align our program with real world application of skills.

Student Learning Outcomes:
- Design code and deploy functional web applications
- Create and manage an e-commerce platform
- Develop and execute digital marketing strategies
- Collaborate effectively in project-based learning
- Set-Up business work stations and networking hardware

Any additional information and/or comments:
This course replaces the existing Marketing class to provide students with a more relevant and future-focused learning experience. It builds on foundational business and computer skills taught in earlier CTE courses and prepares students for advanced study or entry-level opportunities in app development, web design, digital marketing, or entrepreneurship. The course supports the CTE Program of Study's goals of innovation, problem-solving, and applied learning through hands-on, project-based instruction.