



## Course Proposal for Board Approval

Department: **Business Ed**

The department intends to **add a class** for the upcoming school year.

Course title: **Entrepreneurship & Business Management**

The course will be a(n) **Elective** class that lasts a **Semester**.

Grade levels eligible for enrollment: **Grade 11, Grade 12**

Prerequisites if any: **Intro to Business OR Intro to Marketing**

Describe how the course aligns with the department's vision and mission: **Course Description: Have you ever thought about owning or managing a business? In this course, students are encouraged to use innovative thinking to explore new ideas related to products and services. Students will develop a business and marketing plan for their own business ideas and bring them to life using a simulated marketplace. Students will also practice problem-solving, critical thinking, and group collaboration skills as they work to create, market, and operate a school-based enterprise (school store), while also working to brainstorm real business and marketing solutions with partnered businesses.**

**Rationale: Will be used as our department capstone course for both business and marketing (which may be eventually separated to the business pathway with management and marketing pathway with entrepreneurship) to provide authentic practice of concepts from previous courses and newly learned higher level content that doesn't currently exist for our students.**

**The district's mission of ensuring each student is prepared for college or career or life is at the core of this capstone course where students are actively engaging in real life business and management situations and operations that could be applied towards a future related degree and/or starting a career post high school. Additionally, real life skills of problem solving, teamwork, collaboration and goal setting are essential skills practiced in this course.**

Identify the content standards: **MME.EXP.3.A.a.3: Differentiate between an entrepreneur and an employee or manager**

**MME.EXP.3.A.i.1: Describe the goals of entrepreneurship.**

**MME.EXP.3.A.a.1: Assess the impact of entrepreneurship on the economy**

**MME.EXP.3.A.a.2: Predict and describe the impact of current entrepreneurial success on the future.**

**MME.EXP.3.A.a.4: Evaluate the skills and characteristics that successful entrepreneurs have.**

**MME.EXP.3.A.a.6: Conduct a self-assessment to determine entrepreneurial potential.**

**MME.EXP.3.B.a.1: Research different companies, and evaluate the form of business ownership.**

**MME.EXP.4.A.i.1: Describe the business operation components of a local business.**

**MME.EXP.5.A.a.1: Reflect on the different management styles.**

**MME.EXP.5.A.a.2: Delegate work to others.**

**MME.ECON.4.B.a.3: Select an approach for setting a base price: cost, demand, competition.**



**MME.MKT.3.B.a.2:** Describe types of primary and secondary data collection methods, and evaluate their appropriateness for researching a problem or issue.

**MME.MKT.4.B.a.1:** Develop a new-product launch plan.

**MME.MKT.9.B.i.1:** Prospect for customers, and qualify customers/clients for a product or business.

**MME.ENT.2.E.a.1:** Design a plan for improvement of a school-based enterprise, or another venture, and determine its future.

Outline the major concepts included in the course: **Business Ownership**

**Business Management**

**Retail Merchandising/Business Operations**

**Entrepreneurship**

Describe the learning activities: **Comparing/Contrasting different business ownership models (escape room activity, supply/building activity)**

**Group activities to explore management styles and how to collaborate and work with teams with different skillsets**

**Working in teams with a business to produce potential solutions to a business problem (District C or local model)**

**Operating a school based enterprise (product, promotion, pricing)**

**Create a business and/or marketing plan for a new product or business idea and presenting it in a mock-marketplace setup**

Describe how the course aligns with the current scope and sequence. **This would be the capstone course for both our business and marketing pathways. Eventually, if numbers support growth, we can separate this class into specific business management (business capstone) and Entrepreneurship (marketing capstone) courses.**

The methods for evaluation include: **Exit Tickets, Observation, Some tests/quizzes but mainly project based learning using stated criteria and rubrics**

The criteria for intervention and/or enrichment include: **Intervention: Students falling behind with their teams (by teacher or team observation); lack of contribution, low scores, “basic” projects being developed**

**Enrichment: If students are finishing projects/content too early with proficiency**

Additional supplies and equipment with an estimate: **Estimated \$1000-\$2000. School store materials (Start up budget, promotional materials, POS System)**

**District C fees (if this is the model we use and if it’s not covered by the current grant)**

Required text for review: **N/A**

Additional information: **No - N/A**

Department Member’s Signatures of Support:

Date: