

# Entrepreneurship

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## Description

This is the third course in the Small Business Development Career Pathway. Entrepreneurship focuses on recognizing a business opportunity, starting a business, operating and maintaining a business. Students will be exposed to the development of critical thinking, problem solving, and innovation in this course as they will either be the business owner or individuals working in a competitive job market in the future. Integration of accounting, finance, marketing, business management, legal and economic environments will be developed throughout projects in this course. Working to develop a business plan that includes structuring the organization, financing the organization, and managing information, operations, marketing, and human resources will be a focus in the course. Engaging students in the creation and management of a business and the challenges of being a small business owner will be fulfilled in this course.

Various forms of technologies will be used to expose students to resources and application of business principles for starting, operating and maintaining a business. Professional communication skills and practices, problem-solving, ethical and legal issues, and the impact of effective presentation skills are enhanced in this course to prepare students to be college and career ready. Employability skills are integrated into activities, tasks, and projects throughout the course standards to demonstrate the skills required by business and industry. Competencies in the co-curricular student organization, Future Business Leaders of America (FBLA), are integral components of the employability skills standard for this course.

## Books and Sources Used

Greene, C. Entrepreneurship: Ideas in Action 5th Edition. Thomson South-Western Publishing, 2012.

## Class Work

All assignments are posted on the Ringgold High School website.

Each student is required to complete daily assignments. If the student is absent, the work must be made up in the computer lab before or after school. The student should make arrangements on the day of return to make up class work. Students will read a variety of current events, magazine articles, internet research and technical textbooks to fulfill Ringgold High School's literacy goals.

If the student is working at the school based enterprise when an assignment is given, the student must make up the assignment when he/she returns to class. All make-up work is the responsibility of the student.

## Career Opportunities

- |                                   |                        |
|-----------------------------------|------------------------|
| • Chief Executive Officer         | • Owner                |
| • Customer Service Representative | • Partner              |
| • Entrepreneur                    | • President            |
| • Franchisee Manager              | • Proprietor           |
| • Independent Distributor         | • Small Business Owner |

## FBLA

Students are encouraged to join FBLA (Future Business Leaders of America). FBLA is a co-curricular student organization that is an excellent source of information for students planning career in business.

Students in FBLA are given the opportunity to develop strong leadership qualities and civic responsibilities through participation in competitive events and projects. Members of FBLA may apply for the many scholarships that are available. FBLA conferences allow members to meet some of the more than 250,000 members nationally

## Grading

Class Work	60%
Snack Shack	40%

Assessments: Presentations, Projects, Labs, Journals, Portfolios, Small Learning Groups

## Course Standards

### **BMA-ENT-1**

Demonstrate employability skills required by business and industry.

### **BMA-ENT-2**

Relate concepts and processes associated with entrepreneurial success and the personal traits and behaviors associated with successful entrepreneurial performance.

### **BMA-ENT-3**

Use and model concepts, strategies, and systems needed to interact and present effectively to others.

### **BMA-ENT-4**

Apply fundamental business concepts that affect business decision making.

### **BMA-ENT-5**

Explain and detail legal form of business ownership and the impact of government's role on business.

### **BMA-ENT-6**

Understand and apply the basic economic principles and concepts fundamental to entrepreneurship.

### **BMA-ENT-7**

Develop a marketing plan to identify, reach, and retain customers in a specific target market.

### **BMA-ENT-8**

Analyze financial issues relating to successful business ownership.

### **BMA-ENT-9**

Manage and operate a business (or simulate the management and operation) through daily tasks and activities of a small business.

### **BMA-ENT-10**

Research, develop, and present a business plan.

### **BMA-ENT-11**

Understand the concepts, systems, and strategies needed to acquire, motivate, develop, and terminate employees.

### **BMA-ENT-12**

Explore how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, entrepreneurship development, and competitive events.

## Other Information

### **Expectations for Academic Success**

- 1) Complete daily classwork assignments
- 2) Participate in discussions and ask questions
- 3) Participate constructively as a team member
- 4) Problem solve and accept challenges
- 5) Challenge yourself to continuously improve

**Business Department Cheating Policy: No credit will be given for any assignment where cheating has occurred.**  
The syllabus may be updated as needed throughout the semester.