



# Entrepreneurship Venture Arrowhead High School Course Syllabus



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## Course Description

Designed for students and other entrepreneurs interested in exploring the world of entrepreneurship, learn the step-by-step process for starting a small business venture. Develop a solid understanding of important start-up concepts including business evaluation, planning, financing, organizing, licensing, franchising, sales, marketing and other important topics; special emphasis is placed on avoiding the many pitfalls that real-world entrepreneurs face. Gain personal insight into what it really takes to succeed today as an entrepreneur, through classroom discussions, guest speakers, video clips and other practical, hands-on activities. Access to Starting My Own Business online text provided.

## Course Competencies:

By the end of this course, you will be able to:

- Evaluate a business opportunity.
- Understand the risks and rewards of starting your own business.
- Understand the requirements to start a business.
- Understand the necessary subjects and requirements of a business plan.
- Understand business challenges and how to overcome them.
- Understand basic hiring and management principles.
- Understand how to attract and retain customers.
- Understand why you need a board of advisors.
- Understand how to use business intelligence (information) to make decisions
- Understand what is necessary to grow the business once established
- Understand resources available to help small business owners.

## Course Resources:

Website: <http://www.myownbusiness.org/>

Text, Modules, Power Point Slides, Videos, Quizzes, Top 10 Do's & Don'ts  
Shark Tank Episodes (YouTube and ABC)

SCORE: <http://www.score.org/resources/tab-a>

## Course Sessions:

Each week is devoted to one of the course subjects. These subjects build upon each other to build the business plan throughout the semester. Each subject should be covered within 3-4 periods of classroom time. Additional time may be required for the student outside of the classroom hours to complete the class successfully.

## PART ONE: EVALUATING THE BUSINESS

### Week #1

#### **Deciding on a Business**

**Pre-work:** Complete Session 1 & quiz on-line (if possible otherwise make up in week 2)

**In Class:** Chapter Slides, Chapter Videos, **Review:** “For” and “Against” evaluation of current personal Business Opportunities

**Assignment 1:** Investigate a local Entrepreneur and be able to present why that person started their company and present in week 3 - *Shark Tank Assessment Worksheet*

**Business Plan:** Review [www.myownbusiness.org](http://www.myownbusiness.org), create login/passwords, tour website

**Targeted Outcome:** Students should be able to discover the risks and benefits of going into business for themselves, which business opportunity makes sense for them, how the website works.

### Week #2

#### **The Business Plan**

**Pre-work:** Complete the session & quiz on-line

**In Class:** Chapter Slides, Chapter Videos, **Review:** Sample Business Plans

**Simon Sinek Video:** “Start with Why” <http://youtu.be/qp0HIF3Sf14>

**Assignment 2:** Understand your “why” and present to the class *Shark Tank Assessment*

**Business Plan Check:** Business Idea and Concept - Name of Business

**Targeted Outcome:** Students should be able to understand the need for a business plan and the necessary components of a successful business plan.

### Week #3

#### **Home Based Businesses**

**Pre-work:** Complete the session & quiz on-line

**In Class:** Chapter Slides, Chapter Videos, **Review:** Communication Technologies, Zoning Requirements, Licenses & Permits. Create a list of Pros/Cons for a Home Based Business

**Assignments:** Present the results of your entrepreneur interview *Shark Tank Assessment*

**Business Plan Check:** Self Analysis Section - Logo - Slogan

**Targeted Outcome:** Students should be able to understand the risks, benefits, and necessary skills for starting a home based business.

## PART TWO: BEFORE YOU START

### Week #16

#### **Financing the Business**

**Pre-work:** Complete the session & quiz on-line

**Class:** Chapter Slides, Chapter Videos, **Review:** Types of Organizations. Create a list of at least 5 funding sources

**Assignment:** *Shark Tank/Dragons Den Assessment*

**Business Plan Check:**

**Targeted Outcome:** Students should be able to understand the basics of financing needs, alternatives to banks, and funding necessary to start their business.

### Week #4

#### **Business Organization**

**Pre-work:** Complete the session & quiz on-line

**In Class:** Chapter Slides, Chapter Videos, **Review:** Organization Types, Tax Structures. Decide on a Business Organization type

**Assignment:** *Shark Tank/Dragons Den Assessment*

**Business Plan C C C:**

**Targeted Outcome:** Students should be able to understand the differences in Organization types and the tax advantages/disadvantages of each for choosing what is best for them.

**Week #6**

**Licenses & Permits**

**Pre-work:** Complete the session & quiz on-line

**In Class:** Chapter Slides, Chapter Videos, **Review:** SBA, Establishing a Home Based Business. Make a list of necessary permits/licenses; Gather applications for them.

**Assignment:** *Shark Tank/Dragons Den Assessment*

**Business Plan C:**

**Targeted Outcome:** Students should be able to understand what permits/licenses they will need for establishing their business

**Week #8**

**Business Insurance**

**Pre-work:** Complete the session & quiz on-line

**In Class:** Chapter Slides, Chapter Videos, **Review:** Types of Insurance. Make a list of Necessary Insurance Policies.

**Assignment:** *Shark Tank/Dragons Den Assessment*

**Targeted Outcome:** Students should be able to understand the different types of insurance and which policies make sense for their business

**Business Plan Check:**

**Week #9**

**Communication Tools**

**Pre-work:** Complete the session & quiz on-line

**In Class:** Chapter Slides, Chapter Videos, **Review:** Technology Available. Make a list of necessary communication equipment.

**Assignment:** *Under Cover Boss Analysis*

**Business Plan Check:**

**Targeted Outcome:** Students should be able to understand the different forms of communication and the equipment necessary for their business.

**Week #7**

**Buying a Business or Franchise**

**Pre-work:** Complete the session & quiz on-line

**In Class:** Chapter Slides, Chapter Videos, **Review:** Evaluating a Business. Discover what your business is worth (year 3)

**Assignment:** *Undercover Boss Analysis*

**Business Plan Check:**

**Targeted Outcome:** Students should be able to determine if a buying a business is a good fit and the pros/cons of buying a franchise or existing business

**PART THREE: OPERATING PITFALLS**

**Week #5**

**Location and Leasing**

**Pre-work:** Complete the session & quiz on-line

**In Class:** Chapter Slides, Chapter Videos, **Review:** Lease Agreements. Create a location/lease criteria list.

**Assignment:** *Undercover Boss Analysis*

**Business Plan:** **Trading Area Analysis, Analysis of Potential Location, Maps** (Appendix)

**Targeted Outcome:** Students should be able to define their criteria for a location, how to select the right location, and understand important aspects of lease agreements.

**Week #15****Accounting and Cash Flow**

**Pre-work:** Complete the session & quiz on-line

**In Class:** Chapter Slides, Chapter Videos, **Review:** Balance Sheets, Cash Flow Statements, P&L Statements, Break-Even, and Income Statement. Create a statement of cash flows for 12 months.

Online: <http://www.score.org/resources/tab-a>

**Business Plan:**

**Targeted Outcome:** Students should be able to understand the basic accounting reports necessary to run their business and how they are used.

**Week #11****E-Commerce**

**Pre-work:** Complete the session & quiz on-line

**In Class:** Chapter Slides, Chapter Videos, **Review:** E-Commerce Websites Statements, P&L Statements. Develop a basic website site map.

**Assignment; *Undercover Boss Analysis***

**Business Plan:**

**Targeted Outcome:** Students should be able to understand the basics of website development and E-Commerce strategies for use in their business

**Week #10****Opening and Marketing**

**Pre-work:** Complete the session & quiz on-line

**In Class:** Chapter Slides, Chapter Videos, **Review:** Opening Checklist, Target Market, Marketing Tools/Tactics. Develop a basic Marketing Plan.

**Assignment: *Shark Tank Assessment***

**Business Plan:**

**Targeted Outcome:** Students should be able to understand what is necessary to open their business and what they will need to do to market their business successfully.

**Week #12****Managing Employees**

**Pre-work:** Complete the session & quiz on-line

**In Class:** Chapter Slides, Chapter Videos, **Review:** Hiring Needs, Legalities, Training Plans. Develop an Organizational Chart.

**Assignment: *Undercover Boss Analysis***

**Business Plan:**

**Targeted Outcome:** Students should be able to understand the legalities of hiring other people, how many employees they will need, how to hire employees, how to motivate employees, and how to train employees

**Week #13****Expanding and Handling Problems**

**Pre-work:** Complete the session & quiz on-line **In Class:** Chapter Slides, Chapter Videos, **Review:** Problems in Growth, Motivating Key Employees

**Business Plan:**

**Targeted Outcome:** Students should be able to understand what problems that may face with future growth and how to navigate hurdles they may face with future expansion and employee needs. They should create a board of advisors to help guide them.

**Week #14 Individual Interviews/Meeting With Instructor**-Review Business Plans/Course Update  
**Assignments:** Business Plan Appendix  
**Review:** SWOT Analysis, Feasibility, Final Exam Expectations  
**Assignment:** *Undercover Boss Analysis*

**Week #17 Semester Exam Presentations**  
**Assignments:** *HAND IN CERTIFICATE Tue JUNE 1, 2021*  
**Quiz and Certificate Exam:** Complete the session quiz and final exam on-line  
**Business Plan: Hand In Business Plan TUESDAY JUNE 1, 2021**

**Week #18 Semester Exam Presentations**  
**Assignment:** Course Evaluation

### Required Assignments/Exams

Assignment 1: Interview with and Entrepreneur (Present to class)  
Assignment 2: Understanding your “Why” (Present to class)  
Shark Tank/Dragons Den/Undercover Boss Analysis  
Quizzes on slides/notes/guest speakers  
Completion of Certificate (complete 15 quizzes & final exam to achieve - which is required to pass course)  
Presentation: Shark Tank Model. Will the class invest in you???  
Printed hard-copy of business plan handed in  
Attendance/Participation

### Arrowhead Grading Scale

A 90-100%  
B 80-89  
C 70-79  
D 60-69  
F 59 or below 0.00

### Course Grade

85% = 18 Week Grade  
15% = Semester Exam

### The WCTC grading scale is as follows:

A 95-100  
A- 93-94  
B+ 91-92  
B 87-90  
B- 85-86  
C+ 83-84  
C 79-82  
C- 77-78  
D+ 75-76  
D 72-74  
D- 70-71  
F 69 or below 0.00

### Attendance:

Attendance will be taken at each class. Attendance with active engagement in the classroom at all scheduled class meetings is required. Each student is considered a learning resource who can contribute to the course in a variety of ways. When you miss class, your thoughts, ideas and questions are not available to the instructor or the rest of the class. You are responsible for any missed assignments, tests and projects. Homework for a missed class must still be turned in the day it is due.

As an instructor, I am under the premise that you are here to learn as much as you possibly can about this course.

With this as my premise, I will work very hard to give you many opportunities to apply what you are learning with a variety of activities and projects. However, this is not a one-way street – you are expected to do your part in the learning process. If you choose not to engage in the learning process, attend classes unprepared and/or fail to complete the assignments and activities, I will meet with you once to discuss your performance and ask you for an improvement plan.

### **Student Responsibilities:**

- Read chapters, handouts and articles as well as check school email and shared google documents
- Attend class, take notes and actively participate.
- Complete assigned learning activities and assessments.
- Participate in class discussions and group activities.
- Read, understand and follow the Student Code of Conduct as described in the Student Handbook.
- Be accountable and responsible for your own learning.
- All projects and reports are expected to be submitted with a professional appearance and free of grammatical and spelling errors.
- Understand that late assignments will be dropped by ½ of total points available and assignments later than 1 week for listed due date will not be accepted.

### **Behavior:**

All individuals and/or groups of the WCTC community are expected to speak and act with respect for the human dignity of others, both within the classroom and outside it, in social and recreational as well as academic activities. Please read the Student Code of Conduct in the Student Handbook. “The Arrowhead Way - Be Appropriate, Be Responsible, Be Respectful” are expected by all students in the class.

As a faculty member, it is my responsibility to facilitate learning. Violations of the Student Code of Conduct will not be allowed. I will not allow one person, or a small group of people, to disrupt the learning process. If you are asked to leave the classroom due to behavior issues, please do so immediately. You will then be asked to meet with our dean or assistant principal and/or myself to determine if your return to the classroom is appropriate.

### **Classroom Management:**

- E-mail and other correspondence between student and instructor shall be via Google Email and Docs. It is the students’ responsibility to check their email each A.M. and each P.M.
- Electronic files should be stored on an external drive for printing and revisions from the lab. Documents and projects stored on classroom or lab computers will be erased.
- Technology used during class must be approved by the instructor.
- Cell phones should be turned off during class. In case of emergencies and with prior approval from your instructor, your cell phone may be left on if the vibrate function is used.
- Texting will not be allowed during class sessions or exams and will result in the student being asked once to please put his/her phone away; the second time the student will be asked to pick up their phone in the assistant principal’s office at the end of the day.
- Off-task behavior will not be tolerated. As a faculty member, it is my responsibility to facilitate learning. I cannot allow one person, or a small group of people, to disrupt the learning process.
- Visual and audio recording of class must have prior approval of the instructor.
- “Mom” test and the “Golden Rule”

### **Academic Integrity and Honesty**

Academic Integrity means that any work you hand in as your own is truly your own and that it represents work developed by you.

