
PETERS TOWNSHIP HIGH SCHOOL

COURSE SYLLABUS: ENTREPRENEURSHIP & BUSINESS MANAGEMENT

Course Overview and Essential Skills

Entrepreneurship & Business Management is an elective class offered to students in grades 10, 11 and 12. This semester class (18 Weeks) will meet every day for 41 minutes. Students will learn about entrepreneurship and business management from the perspective of the entrepreneur.

Course Textbook and Required Materials

- Daily Required Materials: 3 Ring Class Binder or Folder, Notebook Paper and Writing Utensil

Course Outline of Material Covered:

Unit or Topic	Concepts/Skills/Resources	Timeframe
Unit 1: Class Expectations & Community Building	<ul style="list-style-type: none"> - Provide overview of class - Review teacher & student expectations - Network with another student - Introduce a peer to the class 	< 1 Week
Unit 2: Introduction to Entrepreneurship & Intellectual Property	<ul style="list-style-type: none"> - The Importance of Entrepreneurship - Entrepreneurship as a Profession - Advantages and Disadvantages of Entrepreneurship - Intellectual Property: Patents, Trademarks, Copyright - Protecting Intellectual Property 	2-3 Weeks
Unit 3: Business Ownership, Launching the Business & Franchising	<ul style="list-style-type: none"> - Forms of Business Ownership - Compare/Contrasts Paths to Business Ownership - Business Franchises - Raising Capital for Business - Creating Business Plans 	4-5 Weeks
Unit 4: Assembling the Resources & Running the Business	<ul style="list-style-type: none"> - Acquiring & Retaining Human Resources - Describe Recruitment, Interviewing & Hiring Practices - Describe Motivational Methods Used By Employers - Identify and Describe Conflict Management Styles - Compare/Contrast Leadership Styles - Calculate the Costs of Human Resources 	4-5 Weeks
Unit 5: Marketing, Running the Business & Exit Strategies	<ul style="list-style-type: none"> - Describe Marketing Methods & Techniques for Businesses 	3-4 Weeks

	<ul style="list-style-type: none"> - Discuss Exit Strategies for Entrepreneurs - Describe Nature of Negotiation & Methods of Valuing Businesses 	
Unit 6: Final Project	<ul style="list-style-type: none"> - Final Project – Case Study Analysis 	1 Week

****Depending on the needs of the class or changes in the school year, the course outline is subject to change.***