

**Subject: Entrepreneurship & Small Business Mgmt.**  
**Teacher: Mr. Driscoll**

**Semester: Fall**

### **Grading Policy**

**Tests** - All tests are graded on a 100-point basis, unless otherwise stated. Tests could be multiple choice, matching column, true-false, essays or a combination of any of these. Students will be given notice of all tests.

**Quizzes** - Quizzes are graded on a 50 point basis unless specified otherwise, can be either announced or unannounced and can be given in class or as homework.

**Projects/Papers** - All projects, papers, presentations are graded on a 100-point basis, unless specified otherwise. Students will be given advanced notice as to when a project/paper is due. Projects/Papers will lose ten points for every day they are late.

**Homework** - Homework will be assigned regularly. It could range from reading about an upcoming topic to written work. All homework is due the day after it is assigned unless you are told otherwise. All homework assignments must be totally complete in order to receive credit.

### **Course Description**

Examine the development and management of an entrepreneurial venture, from evaluating the new idea and developing the business plan to finding alternative methods of financing and managing for results. Consider pricing strategies, management control, resource utilization, and financial management.

#### **I. Required Text**

Kathleen Allen & Earl Meyer. Entrepreneurship: Building a Business. Columbus, Ohio: Glencoe.

#### **II. Attendance Policy:**

Class attendance and punctuality will be recorded for the entire semester. You are expected to attend all classes regularly. Students must seek authorization if they must be absent from class. Frequent unexcused absences may cause the student to lose credit for the course.

#### **III. Grades**

Letter grades will be based on the following standards.

Course grade will be determined as follows. 60% - unit tests/exams, 20% - Business Plan Project, 20% - homework assignments, essays and class participation.

## **Entrepreneurship and Small Business Management**

### **Unit I – Chapters 1-4**

In this unit students will learn...

- the entrepreneur plays an increasingly important role in society.
- technology plays an extremely important role as it relates to small business
- there may be different motives for starting your own business.
- the impact that the entrepreneur has on the global business world is a positive one.

### **First Examination**

### **Unit II – Chapters 5-9**

In this unit students will learn...

- there are different types of businesses (ex. - sole proprietorship, partnership and corporation) that an entrepreneur can choose from.
- the entrepreneur must develop a business plan in order to be successful in his/her venture
- there are options the entrepreneur has as when looking for financing for a business.

### **Second Examination**

### **Unit III – Chapters 10-13**

In this unit students will learn...

- there are fundamental marketing concepts used by small businesses
- the four elements of the marketing mix (product, price, promotion and place) are essential to the overall success of marketing the product.
- knowing one's target market is essential to the success of the marketing campaign.

### **Cumulative Mid Term Examination**

### **Unit IV – Chapters 14-18**

In this unit students will learn...

- an entrepreneur must manage many different parts of the business – operations, information, production, inventory and people - while still considering the growth of the business.
- the motivational techniques used by a business should be assessed and reviewed frequently.
- a good manager needs to have specific qualities.
- personnel (or HR) policies need to be established in writing.
- inventory procedures are a major key to the success of the business

### **Business Plan due after Unit IV**

## **Unit V – Chapters 19-21**

In this unit students will learn...

- an entrepreneur needs to manage the financial aspects of business in order to make the best use of resources and maximize profits.
- the costs associated with operating a small business must be analyzed before starting your own business.
- the importance of using the correct financial statements.
- using credit can be a plus for your business if used properly.

### **Fourth Examination**

## **Unit VI – Chapters 22-24**

In this unit students will learn...

- Ethical business behavior in regard to employees, customers and the community will enhance a venture's reputation.
- What kind of risk does a new business face and what are ways to reduce the risk?
- What social responsibility does a company have?
- What are some common ethical problems that a business will face and why does a business need a written code of ethics?

### **Final Examination**