Entrepreneurship Syllabus

Level One:
Introduction to Entrepreneurship of
Business Services Technology

Teacher  Ed Leszczynski  Voice  609-380-0200 ext. 131
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Course Description:
This course is designed to introduce students to entrepreneurship, and to provide them training and hands-on, real-world practice in applying both the technical and ‘soft’ skills that will assist them in achieving success in the future. This program prepares individuals to perform development, marketing and management functions associated with owning and operating a business.

Course Objective:
Level One students will be introduced to entrepreneurship in foundations for starting a business, and in regard to utilizing entrepreneurial thinking as an employee and in achieving personal goals. During this level, the primary focus is on introducing students to entrepreneurship, financial literacy, and work readiness, while providing a strong secondary emphasis on mathematics, reading and writing skills. Students learn fundamental business and economic concepts, explore career interests and opportunities, and develop work-readiness skills. The operation of the school store is introduced in which students analyze and apply development of entrepreneurial skills. While the students utilize the Microsoft Office Suite tools of Word, PowerPoint and Excel throughout all levels of this course, there is a specific focus on the business use of Word during this level. Students utilize it for business letter writing, business plan outlining, development and writing, creation of simple tables for product sales analysis, merging of mailing lists, and report writing.

Course Requirements:
Students are required to pass all quizzes and tests, complete all projects in accordance with stated specifications, and demonstrate a competency in using the business software for which they are trained during the course activities.

Criteria for Assessing Student Performance:

- Attendance – 5%
- Coursework – 10%
- Homework – 15%
- Quizzes – 15%
- Tests – 25%
- Projects – 30%

**Benchmark Mid-term and Final exam weighted separately.**

- New Jersey Student Learning Standards in English Language Arts and Mathematics
- **8.1 and 8.2 Technology Standards; 21st Century Life and Careers Standards that include:** Career Ready Practices; 9.1 Personal Financial Literacy; 9.2 Career Awareness, Exploration, and Preparation; 9.3.BM Career and Technical Education
Textbooks, Software:
- Glencoe/McGraw Hill’s textbook, *Introduction to Business*
- Glencoe/McGraw Hill’s textbook, *Entrepreneurship*
- GMetrix/CertiPort Microsoft Office Specialist online training and testing for Word, Excel and PowerPoint
- Junior Achievement Financial Park and ‘Be Entrepreneurial’ Programs
- H&R Block’s Budget Challenge
Entrepreneurship Syllabus

Level Two:

Marketing for Entrepreneurs of Business Services Technology

Teacher Ed Leszczynski
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Course Description:
This course is designed to introduce students to entrepreneurship, and to provide them training and hands-on, real-world practice in applying both the technical and ‘soft’ skills that will assist them in achieving success in the future. This program prepares individuals to perform development, marketing and management functions associated with owning and operating a business.

Course Objective:
Level Two students will expand on their foundations in entrepreneurship in regard to starting a business, and in regard to utilizing entrepreneurial skills in the application of marketing. During this level, the primary focus is on the application of the seven core concepts of marketing: manufacturing, distribution, market research, pricing, promotion, selling, and customer service. These activities continue to provide a strong secondary emphasis on mathematics, reading and writing skills in both cross-content and interdisciplinary learning. Students strengthen their understanding of fundamental business and economic concepts, further explore career interests and opportunities, and continue to develop work-readiness skills. The operation of the school store is an integrated Structured Learning Experience (SLE) associated with this course which continues to provide the daily opportunity for students to apply what they have learned. While the students utilize the Microsoft Office Suite tools of Word, PowerPoint and Excel throughout all levels of this course, there is a specific focus on the business use of PowerPoint during this level. Students utilize it for identifying strengths, weaknesses, opportunities and threats (SWOT) analysis, creating business plan presentations, proposals to school administration and business advisory council members for new business ventures and application through interdisciplinary projects.

Course Requirements:
Students are required to pass all quizzes and tests, complete all projects in accordance with stated specifications, and demonstrate a competency in using the business software for which they are trained during the course activities.

Criteria for Assessing Student Performance:
- Attendance – 5%
- Homework – 15%
- Tests – 25%
- Coursework – 10%
- Quizzes – 15%
- Projects – 30%

Benchmark Mid-term and Final exam weighted separately.

• New Jersey Student Learning Standards in English Language Arts and Mathematics
• 8.1 and 8.2 Technology Standards; 21st Century Life and Careers Standards that include: Career Ready Practices; 9.1 Personal Financial Literacy; 9.2 Career Awareness, Exploration, and Preparation; 9.3.BM Career and Technical Education
Textbooks, Software:

- Glencoe/McGraw Hill’s textbook, *Marketing Essentials*
- Glencoe/McGraw Hill’s textbook, *Entrepreneurship*
- GMetrix/CertiPort Microsoft Office Specialist online training and testing for Word, Excel and PowerPoint
- Junior Achievement Financial Park and ‘Be Entrepreneurial’ Programs
- H&R Block’s Budget Challenge
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Level Three:
Managing Entrepreneurial Ventures & Business Ownership

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Course Description:
This course is designed to introduce students to entrepreneurship, and to provide them training and hands-on, real-world practice in applying both the technical and ‘soft’ skills that will assist them in achieving success in the future. This program prepares individuals to perform development, marketing and management functions associated with owning and operating a business.

Course Objective:
Level Three students will be involved in culminating projects that assist them in bringing together all of the knowledge of entrepreneurship in regard to starting a business, and to applying entrepreneurial thinking with growth in management and ownership skills, knowledge and beliefs. Through project-based learning students will focus on identifying a problem, understanding the solution desired, and proposing a solution with a value-added proposition. Students will demonstrate the feasibility and sustainability of the solution offered as well as develop a revenue flow that validates the financial soundness of their approach. As a component of a senior project students will design and create an ePortfolio, based on their resumes, and which will provide the venue for demonstrating the ‘soft’ skills – creativity, critical thinking, communications, strategic planning, marketing demonstrating focused growth beyond a standard resume. The operations of the School Store continues to provide the daily opportunity for students to further apply their entrepreneurship-related knowledge, skills and abilities with growing responsibility in management. While the students utilize the Microsoft Office Suite tools of Word, PowerPoint and Excel throughout all levels of this course, there is a specific focus on the business applications of Excel during this level. Students utilize it for development of Gantt Charts (bar chart that illustrates a project schedule), Unit Cost Analysis, One-to-Five year Revenue/Expenses forecasting, and related business applications.

Course Requirements:
Students are required to pass all quizzes and tests, complete all projects in accordance with stated specifications, and demonstrate a competency in using the business software for which they are trained during the course activities.

Criteria for Assessing Student Performance:
- Attendance – 5%
- Homework – 15%
- Tests – 25%
- Coursework – 10%
- Quizzes – 15%
- Projects – 30%

Benchmark Mid-term and Final exam weighted separately.
- New Jersey Student Learning Standards in English Language Arts and Mathematics
- 8.1 and 8.2 Technology Standards; 21st Century Life and Careers Standards that include: Career Ready Practices; 9.1 Personal Financial Literacy; 9.2 Career Awareness, Exploration, and Preparation; 9.3.BM Career and Technical Education
- Program completers will attain MOS credential certification
Textbooks, Software:
- Glencoe/McGraw Hill’s textbook, *Entrepreneurship*, as well as online tools and other support tools
- Glencoe/McGraw Hill’s textbook, *Entrepreneurship*, as well as online tools and other support tools
- GMetrix/CertiPort Microsoft Office Specialist online training and testing for Word, Excel and PowerPoint
- Junior Achievement Financial Park and ‘Be Entrepreneurial’ Programs
  - H&R Block’s Budget Challenge
  - University of Delaware Diamond Challenge Business Concept Competition