

## **Entrepreneurship: Starting Your Business**

### **COURSE DESCRIPTION**

#### **Entrepreneurship: Starting Your Business**

Do you dream of owning your own business? This course can give you a head start in learning about what you'll need to own and operate a successful business. Students will explore creating a business plan, financing a business, and pricing products and services.

### **COURSE METHODOLOGY**

- This is an inquiry-based course. Students will generate knowledge through online readings, asynchronous discussions with students and their instructor, interactions with online tutorials, and online and hands-on simulations.
- The instructor will act as a guide, a facilitator, an events planner, and a resource advisor. He/she will always be available through course message.
- The student must actively construct and acquire knowledge by being intrinsically motivated to succeed. To succeed, students must participate and complete all readings and activities. This course requires the student's active participation.
- Both formal and informal assessment methods will be used in the course. Informal assessment will include an evaluation of the quality and timeliness of participation in class activities. Formal assessment may include multiple-choice quizzes, tests, discussion board participation, and written assignments. A final exam will be given at the end of the course.

### **COURSE PARTICIPATION OBJECTIVES**

This course for which you are registered is a college preparatory, academically rigorous course that covers an entire semester's worth of material. As such, it is important that you adhere to the following guidelines as you manage your time and commit to successfully completing all required coursework:

1. The requirements for this course are equivalent to completion of minimum of 90+ hours of class instruction at a traditional on-site high school
2. Assignments must be submitted for each unit as they are completed so that the teacher may review and assess your performance. Do not hold your work, you must submit each unit's homework as it is completed, demonstrating weekly assignment completions
3. You must log in regularly to your course to demonstrate continued participation, and completion of all course requirements, including assignments, assessments and discussion forums
4. You must complete your individual work and any incident of suspected cheating, plagiarism or collaboration on assignments violates the academic integrity expectations outlined at the time of your enrollment and can result in failure of the course or further action as deemed appropriate

### **Citizenship**

Students are expected to conduct themselves in a responsible manner that reflects sound ethics, honor, and good citizenship. It is the student's responsibility to maintain academic honesty and integrity and to manifest their commitment to the goals of NUVHS through their conduct and behavior. Students are expected to abide by all NUVHS policies and regulations. Any form of academic dishonesty, or inappropriate conduct by students or applicants may result in penalties ranging from warning to dismissal, as deemed appropriate by NUVHS.

### **Communication**

Throughout this course students will need to be in close contact with their instructor and fellow students. Students are expected to communicate via course message and electronic discussion boards. Therefore, students should plan on checking their course messages at least three times a week and participate in the discussion boards during the weeks they are live.

Instructors strongly encourage and welcome open communication. Clear, consistent, and proactive communication will ensure a successful experience in this course. It is the student's responsibility to notify the instructor immediately if and when a personal situation occurs that affects his/her performance in this class. Being proactive with communication will result in a quick solution to any problems that may occur.

**COURSE OUTLINE**

**Unit 1 – Part 1: Becoming an Entrepreneur**

This unit defines not only entrepreneurship, it also defines small business, its importance in the American economy, and some of the basic ways in which the economy is measured. Students will explore why people choose to start businesses and some of the common pathways to entrepreneurship. They will also begin to explore basic concepts in entrepreneurship, different types of business ownership, and risk management basics.

**Learning Objectives**

- Define and understand the role of small business in the economy.
- Compare different types of business ownership.
- Explain why someone would want to be an entrepreneur.
- Evaluate economic measures used to calculate the growth of entrepreneurship.
- Identify different companies and basic principles of risk management.

**Activities**

Unit 1 – Part 1 Text Questions	Homework	10 points
Unit 1 – Part 1 Online Lab Questions	Homework	10 points
Unit 1 – Part 1 Project	Project	20 points
Unit 1 – Part 1 Discussion 1	Discussion	5 points
Unit 1 – Part 1 Discussion 2	Discussion	5 points
Unit 1 – Part 1 Quiz	Quiz	15 points

### **Unit 1 – Part 2: Options Starting Out**

This unit explores the different ways in which entrepreneurs can start a business, including starting one’s own, buying an existing business, and purchasing a franchise. It will help students evaluate the advantages and disadvantages of these opportunities while familiarizing students with foundational elements of starting a business, including identifying and evaluating risks. Students will also learn how to identify global and local trends in business.

### **Learning Objectives**

- Explain what a franchise is and the process involved in acquiring one.
- Evaluate the different ways to acquire a business.
- Identify basic risks in business and how to reduce them.
- Define the elements of a business philosophy.
- Develop and recognize the importance of an exit strategy.

### **Activities**

Unit 1 – Part 2 Text Questions	Homework	10 points
Unit 1 – Part 2 Lab Questions	Homework	10 points
Unit 1 – Part 2 Project	Project	20 points
Unit 1 – Part 2 Discussion 1	Discussion	5 points
Unit 1 – Part 2 Discussion 2	Discussion	5 points
Unit 1 – Part 2 Quiz	Quiz	15 points

## Unit 2: Regulation and Global Concerns

This unit explores the different types of regulations that apply to business owners, including the many kinds of legal issues that relate to and regulate businesses. It will also familiarize students with some of the essential concepts in the business world, such as the types of business relationships and their responsibilities. Because global business presents a variety of opportunities, students will explore some of the factors that need to be considered when expanding internationally and working with people from diverse cultures.

### Learning Objectives

- Explain the different types of regulations that apply to businesses.
- Demonstrate an understanding of legal responsibilities of businesses.
- Identify key concepts and relationships in a business environment.
- Describe business considerations when entering the global market.
- Recognize and describe the value of cultural differences in local and global business.

### Activities

Unit 2 Text Questions	Homework	10 points
Unit 2 Online Lab Questions	Homework	10 points
Unit 2 Project	Project	20 points
Unit 2 Discussion 1	Discussion	5 points
Unit 2 Discussion 2	Discussion	5 points
Unit 2 Quiz	Quiz	15 points

### **Unit 3: Creating a Business Plan**

A business plan creates the foundation for a solid business. There are a lot of elements in a business plan, and they are identified in this unit. Students will understand why a business plan is important and be able to construct a basic business plan. This unit also explores essential elements of marketing and the importance of a marketing plan, as well as the purchasing cycle and how businesses can use resources to stay supplied most efficiently.

#### **Learning Objectives**

- Define the elements of a business plan.
- Create a basic business plan.
- Recognize and describe the role marketing plays in business.
- Explain a marketing plan.
- Explain the considerations in the purchasing cycle.

#### **Activities**

Unit 3 Text Questions	Homework	10 points
Unit 3 Online Lab Questions	Homework	10 points
Unit 3 Project	Project	20 points
Unit 3 Discussion 1	Discussion	5 points
Unit 3 Discussion 2	Discussion	5 points
Unit 3 Quiz	Quiz	15 points

#### **Unit 4: Accounting Basics**

Students will learn the basics of accounting in this unit, including key terms and concepts, how to measure whether or not a business is profitable, and how the financial status of a company helps predict its future. It also covers the different types of funding and assets for businesses and how to document them. Finally, the unit explores basic financial documents and reports and their importance for entrepreneurs.

#### **Learning Objectives**

- Define types of business funding and assets.
- Explain financial terms and forms.
- Evaluate a profit and loss statement.
- Understand and explain financial reports and projections.
- Project income and expenses.

#### **Activities**

Unit 4 Text Questions	Homework	10 points
Unit 4 Online Lab Questions	Homework	10 points
Unit 4 Project	Project	20 points
Unit 4 Discussion 1	Discussion	5 points
Unit 4 Discussion 2	Discussion	5 points
Unit 4 Quiz	Quiz	15 points

**Unit 4: Accounting Basics (Continued)**

**Midterm Exam Objectives**

- Review information acquired and mastered from this course up to this point.
- Take a course exam based on material from the first four units in this course (Note: You will be able to open this exam only one time.)

**Midterm Exam Activities**

Midterm Discussion	Discussion	5 points
Midterm Exam	Exam	50 points



### **Unit 5 – Part 1: Running a Responsible Business**

The unit explores the obligations that employers have to the environment and those that they employ. Building a business comes with a lot of responsibilities, and even companies with a handful of employees need to know how to keep their workers safe. Employers also need to make sure that the workplace has a professional tone and relationships among employees are appropriate. By creating a company that supports its employees and has excellent working conditions, a business can give itself a competitive advantage when hiring the best employees. The unit also details the role of human resources in finding and keeping top employees.

#### **Learning Objectives**

- Describe the importance of responsible environmental practices.
- Discuss the importance of ethical behavior in the workplace.
- Determine an employer’s obligation to create a safe workplace and the agencies that define the standards.
- Explain the many aspects of privacy businesses need to consider.
- Explain the role of human resources.

#### **Activities**

Unit 5 – Part 1 Text Questions	Homework	10 points
Unit 5 – Part 1 Online Lab Questions	Homework	10 points
Unit 5 – Part 1 Project	Project	20 points
Unit 5 – Part 1 Discussion 1	Discussion	5 points
Unit 5 – Part 1 Discussion 2	Discussion	5 points
Unit 5 – Part 1 Quiz	Quiz	15 points

### **Unit 5 – Part 2: Getting and Keeping Customers**

Business is all about the customer. This unit will explore how businesses can anticipate customers' needs and be prepared to meet them. It details the elements of an effective promotional plan and how this can draw customers to the business. In addition, knowing how customers make purchasing decisions enables businesses to create promotions that appeal to customers. The unit also details ways to attract customers, stay on their radar, and determine if promotional activities are getting the desired results. Having the right information going in is an essential part of this success, so market research basics are also detailed.

#### **Learning Objectives**

- Describe what customers want in a business.
- Construct a promotional plan.
- Demonstrate basic market-researching skills.
- Evaluate the success of a promotional plan.
- Explain the role of technology in promotions and customer relations management.

#### **Activities**

Unit 5 – Part 2 Text Questions	Homework	10 points
Unit 5 – Part 2 Online Lab Questions	Homework	10 points
Unit 5 – Part 2 Project	Project	20 points
Unit 5 – Part 2 Discussion 1	Discussion	5 points
Unit 5 – Part 2 Discussion 2	Discussion	5 points
Unit 5 – Part 2 Quiz	Quiz	15 points

### Unit 6: Pricing and Profits

The unit explores various elements that go into the pricing of goods and services. Students will explore the various pricing strategies and their implications for the business's brand. Price has a lot to do with drawing customers to the business, and the unit explores how to best manage the customer's expectations and the business's needs when setting prices. In addition, special considerations for small businesses are examined, along with how various types of payment meet consumer and business needs.

#### Learning Objectives

- Calculate prices, markup, and discounts.
- Analyze and formulate pricing strategies.
- Recognize and discuss pricing concerns specific to small businesses.
- Develop a credit policy for a business.
- Explain the costs and risks of customers' use of credit.

#### Activities

Unit 6 Text Questions	Homework	10 points
Unit 6 Online Lab Questions	Homework	10 points
Unit 6 Project	Project	20 points
Unit 6 Discussion 1	Discussion	5 points
Unit 6 Discussion 2	Discussion	5 points
Unit 6 Quiz	Quiz	15 points

### **Unit 7: Innovation and Growth**

The unit explores the importance of growth in business and the need to manage growth appropriately, including the implications of growth for management and factors to consider. It will also examine the creative process in business, the need for innovation, and the role of competition in promoting growth. While no business intends to create a poor strategy, many entrepreneurial missteps provide opportunities for building a stronger company in the long run.

### **Learning Objectives**

- Analyze the factors to consider when planning growth.
- Employ the creative process in formulating business strategies.
- Demonstrate how to meet the needs of a growing organization.
- Identify issues associated with transportation and distribution.
- Defend why failure is an opportunity to learn.

### **Activities**

Unit 7 Text Questions	Homework	10 points
Unit 7 Online Lab Questions	Homework	10 points
Unit 7 Project	Project	20 points
Unit 7 Discussion 1	Discussion	5 points
Unit 7 Discussion 2	Discussion	5 points
Unit 7 Quiz	Quiz	15 points

### **Unit 8: Business Leadership**

The unit explores the elements of a successful business, particularly the role of leadership and the successful leader. Communication, particularly among diverse employees, is another aspect of leadership. The unit also highlights the essential points of the product life cycle and the need for businesses to be continually monitoring their performance against business goals. Students will also learn about the roles of employees and the essential functions of management.

### **Learning Objectives**

- Describe the elements and process of product planning.
- Evaluate leadership styles and characteristics.
- Deconstruct the reasons for success of key entrepreneurs.
- Explain why the United States produces so many entrepreneurial leaders.
- Understand how products and services are conceived, planned, maintained, and improved.

### **Activities**

Unit 8 Text Questions	Homework	10 points
Unit 8 Online Lab Questions	Homework	10 points
Unit 8 Project	Project	20 points
Unit 8 Discussion 1	Discussion	5 points
Unit 8 Discussion 2	Discussion	5 points
Unit 8 Quiz	Quiz	15 points

**Unit 8: Business Leadership (Continued)**

**Final Exam Objectives**

- Review information acquired and mastered from this course up to this point.
- Take a course exam based on material from units five to eight in this course – the last four units.  
(Note: You will be able to open this exam only one time.)

**Final Exam Activities**

Class Reflection Discussion	Discussion	10 points
Final Exam	Exam	50 points

**HOW YOU WILL BE GRADED**

**For critical thinking questions**, there are no right or wrong answers. For example, a question on your thoughts on why you think people are shy is a pretty open-ended type of question. Grades will be based on the depth of personal insight you present. **Do not simply agree or disagree** with an insight question. We are looking for critical thinking and possibly a related personal experience with the question.

**It is important to provide detailed answers for insight/opinion questions.**

**For review questions**, you should produce a more academic answer. For example, "What two categories are norms divided into?" This type of direct question requires a specific answer. Please use full sentences and proper grammar.

**When submitting paragraphs**, use these guidelines.

1. The first, second or last sentence contains the main idea and key words from the question or assigned topic.
2. Paragraph contains one to three explanatory sentences.
3. Paragraph contains two to four sentences about specific details related to question.
4. Details are colorful, interesting and appropriate.
5. Paragraph ends with a good closing sentence that refers to the main idea without repeating it.
6. Free of spelling and grammatical errors.

**GRADE SCALE**

The following grading scale will be used to determine your final letter grade.

Letter Grade	Percentage Earned
A	95%+
A-	90% - 94.9%
B+	87% - 89.9%
B	84% - 86.9%
B-	80% - 83.9%
C+	77% - 79.9%
C	74% - 76.9%
C-	70% - 73.9%
D+	67% - 69.9%
D	64% - 66.9%
D -	60% - 63.9%
F	59% and lower

## **SUPPORT**

At NUVHS you will have access to multiple support teams. Who you contact will depend on the questions you have. Always start by contacting your teacher through the Message Center in the course. Your teacher should be able to answer your question, but if they can't, then they will direct you to another support team. If you have questions about any of the course content, your grades, or course policies, you should contact your instructor.

For questions about your enrollment, transcripts, or general school-wide policies, you can contact **NUVHS Student Services** at [info@nuvhs.org](mailto:info@nuvhs.org) or by phone at 866.366.8847. For example, if you would like to withdraw from your course, you should contact Student Services. Please note that a refund for your course can only be obtained if you drop within the first seven days of enrolling in the course.

For help with login/password issues, or other technical issues specific to the Blackboard website, you can contact the team at [National University Blackboard Learn](#). They can also be reached by phone at (888) 892-9095.

## **EXPECTED SCHOOL-WIDE LEARNING RESULTS (ESLRs)**

### **Engaged Learners**

- Demonstrate self-directed learning skills such as time management, and personal responsibility through the completion of course requirements
- Develop an understanding of their own preferred learning styles to enhance their overall academic potential
- Incorporate effective and relevant internet and multimedia resources in their learning process to broaden their knowledge base

### **Critical Thinkers**

- Effectively analyze and articulate sound opinions on a variety of complex concepts
- Illustrate a variety of problem-solving strategies that strengthen college preparation and workforce readiness
- Formulate a framework for applying a variety of technology and internet-based research to enhance information literacy and collaborative thinking

### **Effective Communicators**

- Demonstrate awareness and sensitivity to tone and voice in multiple forms of communication
- Express concepts and ideas in a variety of forms
- Enhance communication skills through the use of media rich or other technology resources



**Global Citizens**

- Appreciate the value of diversity
- Understand the range of local and international issues facing today's global community
- Demonstrate awareness of the importance of cultural sensitivity and social responsibility in the 21st century