

MR. GOUVEIA
ENTREPRENEURSHIP I
COURSE SYLLABUS

UNIT 1 - WHAT IS ENTREPRENEURSHIP?

- Chapter 1: Introduction to Entrepreneurship
- Chapter 2: Entrepreneurship and the Economy
- Chapter 3: Types of Business and Business Ownership

UNIT 2 – PREPARING FOR BUSINESS

- Chapter 4: Business Communication
- Chapter 5: Ethics and Social Responsibility

UNIT 3 – OPPORTUNITY RECOGNITION AND MARKET ANALYSIS

- Chapter 6: Opportunity Recognition
- Chapter 7: Market Research
- Business Plan Slides 1-8

UNIT 4 – MARKETING PLAN AND SALES

- Chapter 8: Marketing Your Product
- Chapter 9: Selling Your Product
- Business Plan Slides 9-12

UNIT 5 – ANALYZING FINANCES

- Chapter 10: Business Decisions and the Economics of One Unit
- Chapter 11: Financial Statements
- Chapter 12: Financial Ratios and Break-Even Analysis
- Business Plan Slides 13-19

UNIT 6 – STARTING YOUR BUSINESS

- Chapter 13: Financing Your Business
- Business Plan Slides 20-25

GRADING POLICY: Classwork and Homework = 30%
Tests and Quizzes = 40%
Business Plan and PowerPoint Presentation = 30%

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What is Entrepreneurship?

Owning and operating your own business.

What do we do in this course?

- Learn Entrepreneurship concepts
- Create a business plan and apply the concepts learned
- Present business plan in Power Point format

Do we actually have to run the business we come up with?

No. You just have to come up with a business opportunity and create the business plan.

Field Trips

NFTE Youth Entrepreneurship Conference @ Babson College

New York City Wholesale Buying Field Trip