

MR. GOUVEIA
ENTREPRENEURSHIP 2
COURSE SYLLABUS

UNIT 2 - PREPARING FOR BUSINESS

Chapter 4 : Business Communication

UNIT 4 – MARKETING PLAN & SALES

Chapter 9 : Selling Your Product

UNIT 5 – ANALYZING FINANCES

Chapter 11 : Financial Statements (Review)

UNIT 6 – STARTING YOUR BUSINESS

Chapter 14: Recordkeeping & Accounting

Chapter 15: Staffing Your Business

Chapter 16: Protecting Your Business

Chapter 17: Taxes & Government Regulations

UNIT 7 – MANAGING YOUR BUSINESS

Chapter 18: What is Management?

Chapter 19: Managing Production, Distribution, & Operations

Chapter 20: Managing Purchasing & Inventory

UNIT 8 – GROWING YOUR BUSINESS

Chapter 21: Making Your Business Grow

Chapter 22: Franchising & Exit Strategies

GRADING POLICY: Classwork and Homework = 30%
Tests and Quizzes = 30%
Entrepreneurial Activity= 40%

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What do we do in this course?

- Create a business plan and apply the concepts learned
- Create, market, and sell a product
- Make a donation to a local charity
- Learn additional Entrepreneurship concepts
- Present business plan in Power Point format

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

Yes. You will be assigned a group and you will be given a \$300-\$400 loan. You must design, market and sell your product in the New Bedford community. You will be held responsible for all inventory and monies that you handle.

Field Trips

NFTE Youth Entrepreneurship Conference @ Babson College

New York City Wholesale Buying Field Trip

Credit For Life Fair @ NBHS