



SYLLABUS 2022-2023
SECONDARY SCHOOL
8 & 9 TH GRADE

ENTREPRENEURSHIP

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LIFE AHEAD METHODOLOGY

Personal growth is assured through the philosophical foundations, and the school's Life Ahead Methodology. The Life Ahead Methodology promotes autonomy, organization, responsibility, and social skills. Its major goal is to produce self-reliant individuals who will assume an ever-greater responsibility for their own learning.

COURSE DESCRIPTION

This course is designed to provide students with skills needed to effectively organize, develop, create, and manage a business. Instructional strategies may include the development of a business plan, a school-based enterprise, computer, and technology applications, real and simulated occupational experiences, or projects related to business ownership.

OBJECTIVES

- Describe typical behavioral characteristics of an effective entrepreneur. Critique a variety of business classifications, including retailers, wholesalers, servicers, and manufacturers, to determine potential business ventures.
- Explain risk factors that affect entrepreneurs.
- Determine marketing functions needed for effective business ownership.
- Interpret research data to determine market-driven problems faced by entrepreneurs.
- Identify advantages and disadvantages of Internet entrepreneurial opportunities.

COURSE OUTLINE

1. Should You Become an entrepreneur?
 - a. Entrepreneurship: Present & Past
 - b. Is Entrepreneurship Right for You
 - c. Identify Business Opportunities & Set Goals
2. What Skills Do Entrepreneurs Need
 - a. Communication Skills
 - b. Math Skills
 - c. Problem Solving Skills
3. Entrepreneurs in a Market Economy
 - a. What is an Economy
4. Select a Type of Ownership
5. Develop a Business Plan
 - a. Why Do You Need a Business Plan
 - b. What Goes into a Business Plan
 - c. Create an Effective Business Plan
6. Identify and Meet a Market Need

7. Choose Your Location & Set Up for Business
 - a. Choose a Retail Business Location
 - b. Purchase Equipment, Supplies, and Inventory
8. Market Your Business
 - a. What is marketing
 - b. Different ways to market a product
 - b. Set Marketing Goals

INSTRUCTIONAL DELIVERY PLAN

New concepts will be introduced and presented to students with use of the following but are not limited to: visual aids, teacher-led discussions, individual and small group problem solving, demonstration exercises, guest speakers, case studies, role play, and simulations. Individual and group projects will be completed to research, report, and analyze information and promote teamwork. Using various instructional delivery methods will require students to use their different learning styles to understand and grasp concepts being taught. Student assessment will be based upon individual/team completion of class work, test of student knowledge of important concepts and demonstration of skills.

SKILL STRANDS

- Critical thinking
- Time management
- Reasoning
- Communication
- Research
- Analysis
- Problem solving
- Writing

EXPECTATIONS

- Respect yourself, the teacher & others.
- Always put forth your best effort.
- Be prepared for class each day.
- Follow directions.
- Pay attention, participate, and ask questions.
- Preserve a positive learning environment.
- Take responsibility for your actions.

ASSESSMENT

Grading system: 60% Projects, tests, and quizzes, classwork 40%

APPOINTMENTS:

If you have any questions, you can request a meeting with the teacher by sending an email to iamaya@colegiomaya.edu.sv or calling 2316-7800.

For further information, we invite you to visit us at:



www.colegiomaya.edu.sv



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