

Course Syllabus

What you will learn in this course



Entrepreneurship 1a: Introduction

Starting a business is more than just having a good idea. Successful entrepreneurs know how to use and apply fundamental business concepts to turn their ideas into thriving businesses. Explore topics such as identifying the best business structure, business functions and operations, finance, business laws, regulations, and more! If you have ever dreamed of making a business idea a reality, take the time to establish a solid foundation of business skills to make your business dreams come true!

Unit 1: An Introduction to Entrepreneurship—Past and Present

Have you ever thought about life as your own boss? Never needing to look for a job—but creating one for yourself! Starting and leading your own business can be both rewarding and challenging. Many products and services we buy and use today started as an idea from a single person or small group of people. If you are a person who embraces a challenge, loves new experiences, and has an interest in business, entrepreneurship might be the right path for you. If you love to discover new things and are not afraid of failure, you could be an entrepreneur—like millions of others before you!

What will you learn in this unit?

After studying this unit, you will be able to:

1. Define entrepreneurship and identify examples of entrepreneurs.
2. Identify types of services provided by entrepreneurs and small businesses.
3. Discuss ways in which entrepreneurship has changed over time.
4. Recognize innovations that were created by famous entrepreneurs.
5. Evaluate resources available to assist entrepreneurs.
6. Explore ways in which entrepreneurs generate business ideas and how they define a prospective business plan.

Unit 1 Assignments	
Assignments	Type
Lesson 01: Why Entrepreneurship?	Lesson
Lesson 02: Who Is an Entrepreneur?	Lesson
Lesson 03: The Impact of Entrepreneurs	Lesson
Lesson 04: The Evolution of Entrepreneurship	Lesson
Lesson 05: The Entrepreneurial Resource Kit	Lesson
Lesson 06: Finding the Right Idea	Lesson
Critical Thinking Questions	Submission
Activity 1: My Favorite Entrepreneur	Submission
Activity 2: Entrepreneur's Journal	Submission
Activity 3: Food Delivery Case Study	Submission
Unit 1 Discussion 1	Discussion
Unit 1 Discussion 2	Discussion
Unit 1 Quiz	Multiple Choice

Unit 2: Using Communication to Create Opportunities

To break through and make your mark as an entrepreneur, professionalism and effective communication are critical. Entrepreneurs must be skilled at communicating in many ways, both within and outside their companies. These skills are important so they can showcase the benefits of the business and the benefits of working with them. Consider the strategies needed to communicate with employees, customers, and even colleagues when pursuing interim steps toward entrepreneurship, such as job searching and possibly working for another business. So before you are able to become a successful entrepreneur, it is important to take a closer look at effective communication skills needed for entrepreneurship.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Identify how to find and manage new customer opportunities.
2. Demonstrate effective communication strategies used in business.
3. Explain methods used to collaborate with colleagues.
4. Determine job search skills that prepare an individual for intrapreneurship opportunities.

Unit 2 Assignments	
Assignments	Type
Lesson 01: Meet and Greets—Networking to Find Customers	Lesson
Lesson 02: Establishing the Lines of Communication	Lesson
Lesson 03: Making the Right Connections	Lesson
Lesson 04: Developing Your Entrepreneurial Skills within Other Companies	Lesson
Critical Thinking Questions	Submission
Activity 1: Training Videos	Submission
Activity 2: Job Simulation	Submission
Unit 2 Discussion 1	Discussion
Unit 2 Discussion 2	Discussion
Unit 2 Quiz	Multiple Choice

Unit 3: Navigating the Business World

An entrepreneur's choices in the early days of their new business can greatly determine the difference between future success or failure. A new business requires many important decisions to select the right mix of products, services, customers, and ownership structure, just to name a few. Making smart decisions early on can help to build a great foundation. Deciding what type of business is right for you, your product or service mix, with whom to start your business, and internal organization—not to mention how to best make these tough decisions—are what entrepreneurs face when starting out.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Discuss the impact of initial decisions on a small business.
2. Identify the functional areas of a business.
3. Describe how small businesses participate within the global economy.
4. Understand the differences between types of industries and products.
5. Summarize how business decisions are made based on operational processes and procedures.

Unit 3 Assignments	
Assignments	Type
Lesson 01: Starting and Organizing the Business	Lesson
Lesson 02: Small Business and the Global Economy	Lesson
Lesson 03: Identifying your Place within an Industry	Lesson
Lesson 04: Making Decisions for Your Business	Lesson
Critical Thinking Questions	Submission
Activity 1: Growing Rhonda's Business	Submission
Activity 2: Market Participants Visual Aid	Submission
Unit 3 Discussion 1	Discussion
Unit 3 Discussion 2	Discussion
Unit 3 Quiz	Multiple Choice

Unit 4: Small Business and the Law

Entrepreneurs are risk takers—they seek out a market opportunity and enter into uncharted territory to achieve profit. But this does not mean that entrepreneurs should seek unnecessary risk when it comes to the law. Taking a risk to make a successful product or service is reasonable. But recklessly or carelessly breaking the laws, protections, and regulations set out by the government is not. By recognizing key obligations in business setup, laws, contracts, and intellectual property, you and other entrepreneurs are better equipped to evaluate legal risks—both in starting out as well as operating the ongoing business venture.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Compare the advantages and disadvantages of different types of business ownership.
2. Understand common legal responsibilities of a small business.
3. Identify requirements, regulations and laws that impact a business.
4. Define basic legal protections available for a business's intellectual property.

Unit 4 Assignments	
Assignments	Type
Lesson 01: Types of Business Ownership	Lesson
Lesson 02: Common Legal Considerations for a Business	Lesson
Lesson 03: Requirements, Regulations, and Laws for Entrepreneurs	Lesson
Lesson 04: Protecting your Property	Lesson
Critical Thinking Questions	Submission
Activity 1: Compare and Contrast Business Structures	Submission
Activity 2: Create a Logo and Protect It	Submission
Unit 4 Discussion 1	Discussion
Unit 4 Discussion 2	Discussion
Unit 4 Quiz	Multiple Choice

Midterm Exam

1. Review information acquired and mastered from this course up to this point.
2. Take a course exam based on material from the **first half** of the course (**Note:** You will be able to open this exam only one time.)

Midterm Exam Assignments	
Assignment	Type
Midterm Exam	Multiple Choice
Midterm Discussion	Discussion

Unit 5: Economics for Managing the Small Business

An entrepreneur should have a general knowledge about economic environments, so they can better understand how a small business operates and fits into the broader marketplace. A small business on its own may not have a huge influence on the larger economy, but together, millions of small businesses are very influential on our country's economic performance. The economy also has a big impact on your small business and can guide decisions such as what, how, and when you produce goods and services. Together we will examine how an entrepreneur can use this working knowledge of economics to inform good decisions for themselves and for the business.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Identify key terms used in economics.
2. Recognize the economic impact of scarcity of resources.
3. Describe the importance of specialization and voluntary exchange.
4. Explain how markets, pricing, and competition predict the behavior of the economy.

5. Distinguish between the different types of economic competition.

Unit 5 Assignments	
Assignments	Type
Lesson 01: Economics—The Basics for Small Business	Lesson
Lesson 02: Doing Business in a Market Economy	Lesson
Lesson 03: Your Place in the Economic Environment	Lesson
Lesson 04: Competing in Your Market	Lesson
Critical Thinking Questions	Submission
Activity 1: Factors of Production Project	Submission
Activity 2: State of the Economy Project	Submission
Unit 5 Discussion 1	Discussion
Unit 5 Discussion 2	Discussion
Unit 5 Quiz	Multiple Choice

Unit 6: Government and the Small Business Relationship

Governments and businesses are linked in many ways. These two groups work closely together, as businesses try to make profits and governments work to ensure the economy is stable, which is good for businesses. A balanced relationship between governments and businesses is necessary to maintain steady growth in the economy. To do this the government creates conditions that are attractive for businesses and consumers. These conditions influence their actions through various rules and regulations. Entrepreneurs are responsible for following these rules to ensure business operations run smoothly and legally—and for the benefit of consumers and society.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Describe the main roles of government in the business environment.
2. Recognize government regulations that affect business ownership and operations.
3. Discuss the role of federal regulatory agencies in business.
4. Identify federal, state, and local taxes that are the responsibility of entrepreneurs.

Unit 6 Assignments	
Assignments	Type
Lesson 01: Government's Role in the Market Economy	Lesson
Lesson 02: Government Requirements for Businesses	Lesson
Lesson 03: Regulations—the Role of Federal Agencies	Lesson
Lesson 04: Small Business Tax Responsibilities	Lesson
Critical Thinking Questions	Submission
Activity 1: Describe Functions of Government Agencies and Laws	Submission
Activity 2: Identify the Role of Federal Regulatory Agencies	Submission
Unit 6 Discussion 1	Discussion
Unit 6 Discussion 2	Discussion
Unit 6 Quiz	Multiple Choice

Unit 7: Entrepreneurial Finance

Entrepreneurs should know the financial state of their business at all times. To do this, they need accurate and summarized information that can help them easily analyze business performance. An important section of all good business plans provides the company's financial forecasts and statements. This financial section is one of the plan's most essential components and is closely reviewed by those considering investing in or loaning money to your business. To make good choices every day, every entrepreneur will rely on accurate and timely financial information. Collecting, summarizing, and analyzing this information is the key to success in making these decisions.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Identify funding options for a new business.
2. Describe the main categories of costs in a business.
3. Recognize key financial terms used in business.
4. Summarize commonly used financial statements and their components.
5. Evaluate key business performance measures based on financial statement analysis.

Unit 7 Assignments	
Assignments	Type
Lesson 01: Start-up Capital, Credit, and Costs	Lesson
Lesson 02: Explaining Financial Concepts	Lesson
Lesson 03: Financial Language of Small Businesses	Lesson
Lesson 04: Financial Statements and Business Analysis	Lesson
Critical Thinking Questions	Submission
Activity 1: Research Business Loans and Credit Lines	Submission
Activity 2: Evaluate Accounting Software	Submission
Activity 3: Create a Study Group Game	Submission
Activity 4: Role Play Being an Accountant	Submission
Unit 7 Discussion 1	Discussion
Unit 7 Discussion 2	Discussion
Unit 7 Quiz	Multiple Choice

Unit 8: Ethics and Social Responsibility in Business

Making sure you and your business are following honest business practices is crucial to the future of your company. It is always in the best interest of a business and its people to behave and operate this way. Trustworthy companies are better at keeping customers, attracting talented employees, and maintaining a good reputation. It is important that individuals, organizations, and government establish an environment of ethical behavior in a business. This starts with the entrepreneur, who can demonstrate leadership in promoting these business practices to the benefit of everyone involved with the company.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Summarize the importance of individual and organizational business ethics.
2. Recognize ethical issues and solutions in different business situations.
3. Describe the importance of corporate social responsibility.
4. Explain how entrepreneurs can establish businesses as a force for social and environmental good.

Unit 8 Assignments	
Assignments	Type
Lesson 01: Individual and Organizational Ethics	Lesson
Lesson 02: Ethical Situations and Categories	Lesson
Lesson 03: Social Responsibilities of Business	Lesson
Lesson 04: Social Entrepreneurship—Responsibility to Community and Planet	Lesson
Critical Thinking Questions	Submission
Activity 1: Research Company Ads for Validity or Deception	Submission
Activity 2: Identify a Social Enterprise Business	Submission
Unit 8 Discussion 1	Discussion
Unit 8 Discussion 2	Discussion
Unit 8 Quiz	Multiple Choice

Final Exam

1. Review information acquired and mastered from this course up to this point.
2. Take a course exam based on material from the **second half** of the course (**Note:** You will be able to open this exam only one time.)

Final Exam Assignments	
Assignment	Type
Final Exam	Multiple Choice
Final Discussion	Discussion

Course Syllabus

What you will learn in this course



Entrepreneurship 1b: Make Your Idea a Reality

You have the business idea; now it's time to go from dream to reality. Throughout this course, you'll explore different topics representing the major parts of a business plan, such as risk, hiring, pricing, marketing, and more. By completing activities, you'll create a viable document you can use to help you start your business by the end of the course. Let's bring your dream to life!

Unit 1: The Business Plan

Starting a new business is an exciting time! Entrepreneurs get energized by the prospect of embarking on a new business venture. But how do you turn your business idea into a reality? In this course, you'll master the steps of this creation process, and by the time you conclude this course, you will have a completed plan for your new business idea. Working through this course will guide you to complete each section of a business plan by customizing it for your own business concept. By following the activities outlined throughout the course, you'll assemble a plan that includes all major parts of a new business venture. This will produce a valuable document that you can use to help you start your business, and it will continue to help you along the way as you reevaluate markets, trends, and your business performance.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Distinguish between business ideas and business opportunities
2. Explain the importance of a business plan
3. Identify the components of a business plan
4. Apply the components of a business plan to a new business idea
5. Assemble and present your business plan to others

Unit 1 Assignments	
Assignment	Type
Lesson 01: Ideas and Opportunities	Lesson
Lesson 02: Introducing the Business Plan	Lesson
Lesson 03: Assembling the Business Plan	Lesson
Critical Thinking Questions	Submission
Cumulative Project 1: Generate a List of Business Ideas	Submission
Activity : Research Business Plan Resources	Submission
Cumulative Project 2: Preparing and Presenting Your Business Plan	Submission
Unit 1 Discussion 1	Discussion
Unit 1 Discussion 2	Discussion
Unit 1 Quiz	Multiple Choice

Unit 2: The Risks in Business

There are always risks when starting a new business venture. Regardless of the type of business you intend to start, there will always be risks, challenges, and the possibility your business will not succeed. Sometimes business risks are internal and within your power, but often the risks are external—that is, they're completely outside your ability to control. Entrepreneurs work hard to identify the biggest risks to business success and then make plans to minimize the potential impact of those risks on the business. Because entrepreneurs can never completely avoid risk, we need to focus on how best to manage those risks, and we need to determine how best to deal with other challenges that come along with owning and operating a business.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Determine various reasons why small businesses succeed or fail
2. Recognize types of internal and external business risks
3. Identify and assess ways to manage potential business risks
4. Evaluate avenues for business growth and exit strategies

Unit 2 Assignments	
Assignment	Type
Lesson 01: Failure and Small Business	Lesson
Lesson 02: Internal Risks	Lesson
Lesson 03: External Risks	Lesson
Lesson 04: Managing Risk	Lesson
Lesson 05: Business Exit Strategy	Lesson
Critical Thinking Questions	Submission
Activity : Create a Risk Profile	Submission
Cumulative Project 3: Develop a Risk Management Presentation	Submission
Cumulative Project 4: Develop an Exit Plan	Submission
Unit 2 Discussion 1	Discussion
Unit 2 Discussion 2	Discussion
Unit 2 Quiz	Multiple Choice

Unit 3: Growing the Business with People

To this point, you've successfully launched your business and are working toward achieving your business goals. Now you must turn your focus to growing the company and elevating your financial objectives. In order to grow, most entrepreneurs need to add talented people to their teams. This important activity relies on recruiting, organizing, training, and keeping excellent employees. This can give your business a competitive advantage over other companies. To achieve this, there are important human resources and management practices that will help you to build a strong team and to grow your business. By focusing on the most valuable resource of your business—people—you can boost your productivity and your company's performance.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Assess your employment needs for business growth
2. Identify a hiring plan and work schedule for prospective employees
3. Describe how roles are organized within a business
4. Develop plans for managing and evaluating employees

Unit 3 Assignments	
Assignment	Type
Lesson 01: People: The Business Growth Engine	Lesson
Lesson 02: Hiring and Scheduling Employees	Lesson
Lesson 03: Business Organization	Lesson
Lesson 04: Managing Employees as Valuable Resources	Lesson
Critical Thinking Questions	Submission
Activity 1: Research Organization Chart Resources	Submission
Cumulative Project 5: Create an Organization Chart	Submission
Activity 2: Prioritize and Schedule a Task	Submission
Activity 3: Initiate a Collaborative Project	Submission
Unit 3 Discussion 1	Discussion
Unit 3 Discussion 2	Discussion
Unit 3 Quiz	Multiple Choice

Unit 4: Marketing the Business

For a small business to achieve success, it must connect with its customers. Marketing is the part of business that focuses on getting your company's offerings and messages to the people who buy them. By using different media and messages to communicate, you can connect with your market and keep customers informed. In today's competitive business environment, effective marketing is necessary and, without it, no small business can succeed. A strong marketing effort can create loyalty with your customers and give you an edge over the competition. There are several different components to marketing that will be covered in this course, but they'll all focus on the most important person in your business—the customer.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Define and explain key marketing concepts for small businesses
2. Discuss the components of the marketing mix
3. Analyze a variety of promotional techniques and strategies
4. Evaluate categories of advertising and when to use each type

Unit 4 Assignments	
Assignment	Type
Lesson 01: Identifying the Customer	Lesson
Lesson 02: Satisfying the Customer	Lesson
Lesson 03: Communicating to the Customer	Lesson
Lesson 04: Advertising the Business	Lesson
Critical Thinking Questions	Submission
Activity: Create a Vocabulary Study Aid	Submission
Cumulative Project 6: Create a Positioning Map	Submission
Cumulative Project 7: Revisit and Record Your Business Plan	Submission
Unit 4 Discussion 1	Discussion
Unit 4 Discussion 2	Discussion
Unit 4 Quiz	Multiple Choice

Midterm Exam

1. Review information acquired and mastered from this course up to this point.
2. Take a course exam based on material from the **first half** of the course (**Note:** You will be able to open this exam only one time.)

Midterm Exam Assignments	
Assignment	Type
Midterm Exam	Multiple Choice
Midterm Discussion	Discussion

Unit 5: Marketing Your Products

People purchase products to address their specific needs and wants. An important part of marketing is managing what products you offer to your target customers—and how. These offerings may be tangible products or intangible services, both of which provide value to customers—either to fulfill a need, satisfy a want, or both. Marketing a product includes a wide range of activities, including development, launch, and ensuring people understand what it is and how to use it. But efforts to market the product do not stop after the product becomes available to customers. The process continues through the stages of a product’s life cycle. From idea to launch and beyond, product marketing is a key part of the small business marketing function.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Identify and categorize various classes of products
2. Explain the concept of a service as a unique type of product
3. Identify the stages and characteristics of the product life cycle

4. Describe the key elements of product branding

Unit 5 Assignments	
Assignment	Type
Lesson 01: Managing Your Products	Lesson
Lesson 02: Product Planning and Life Cycle	Lesson
Lesson 03: Product Branding	Lesson
Critical Thinking Questions	Submission
Cumulative Project 8: Design a Market Survey	Submission
Cumulative Project 9: Develop a Company Logo	Submission
Cumulative Project 10: Develop a Brand Board	Submission
Unit 5 Discussion 1	Discussion
Unit 5 Discussion 2	Discussion
Unit 5 Quiz	Multiple Choice

Unit 6: Pricing, Selling, and Distribution

The final steps to getting your products or services to your customers include pricing, selling, and distribution. Your price sets the standard for your product or service in the marketplace, and it also determines both your profit levels and competitiveness. The selling process moves your customer interactions from initial interest to point of purchase, and that sales process requires that you build a team of people that can lead this specific set of activities. And finally, you need to get your product into the hands of your customers, which is now possible in more ways than ever before. The challenge for all entrepreneurs resides in selecting the channels and partners that will ensure your products get to customers both quickly and at the lowest possible costs to the company.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Identify key terms associated with pricing, selling, and distribution
2. Describe common pricing approaches and adjustments
3. Discuss principles of selling and the stages to making the sale
4. Identify distribution channels and parts of a supply chain

Unit 6 Assignments	
Assignment	Type
Lesson 01: Is the Price Right?	Lesson
Lesson 02: Setting the Price	Lesson
Lesson 03: Selling	Lesson
Lesson 04: Distribution Channels	Lesson
Critical Thinking Questions	Submission
Activity : Create a Vocabulary Study Aid	Submission
Cumulative Project 11: Develop a Pricing Structure	Submission
Cumulative Project 12: Create a Distribution Plan	Submission
Unit 6 Discussion 1	Discussion
Unit 6 Discussion 2	Discussion
Unit 6 Quiz	Multiple Choice

Unit 7: Marketing Research and Planning

Have you ever participated in a company's marketing research efforts? Whether you completed an online survey, "liked" a company or its products on social media, or posted a hotel or restaurant review, you may have participated in business research. Every time we contribute our opinions, the input helps those businesses answer questions about what their customers want and need. The research process, which includes information from many sources, allows businesses to collect data, perform analyses, and then make well-informed business decisions backed by evidence. The questions you choose to ask, the people you choose to ask, and the type of data you collect are the keys to your company's ability to discover valuable insights about its market. Research is an important contributor to the company marketing plan detailing the strategies and activities used to market products and services to customers.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Describe the importance of marketing research
2. Identify how marketing research is used in business
3. Explain how marketing research leads to better business decisions
4. Apply the various parts of a marketing plan to your personal business idea

Unit 7 Assignments	
Assignment	Type
Lesson 01: What Is Marketing Research?	Lesson
Lesson 02: How Is Marketing Research Conducted?	Lesson
Lesson 03: The Marketing Plan: Strategy	Lesson
Lesson 04: The Marketing Plan: Execution	Lesson
Critical Thinking Questions	Submission
Cumulative Project 13: Conduct a SWOT Analysis	Submission
Cumulative Project 14: Conduct a Market Analysis	Submission
Cumulative Project 15: Create a Promotional Flyer	Submission
Cumulative Project 16: Develop a Market Penetration Strategy	Submission
Unit 7 Discussion 1	Discussion
Unit 7 Discussion 2	Discussion
Unit 7 Quiz	Multiple Choice

Unit 8: Your Personal Finances

At this point, your business plan is ready to go and you're excited to launch your new entrepreneurial venture! Now you need to find the money to begin. Before you can think about money to start the business, you must assess your personal financial situation. This is important for people of all ages and levels of income. Each of us is faced with the same types of questions and challenges. How much money is coming in? Where does our money go? How will we pay off debt? And will we be able to afford to purchase a car or house someday? Being able to create a solid plan to address these questions starts with learning about how personal finances work. This will better prepare you to find the capital to start your new business.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Describe your personal financial goals and the importance of longer-term financial planning
2. Create and maintain a personal budget
3. Evaluate investment opportunities for future financial growth
4. Determine available banking services and bank account options

Unit 8 Assignments	
Assignment	Type
Lesson 01: Personal Financial Goals	Lesson
Lesson 02: A Personal Budget	Lesson
Lesson 03: Investment Opportunities	Lesson
Lesson 04: Personal Banking	Lesson
Critical Thinking Questions	Submission
Activity 1: Create a Personal Budget	Submission
Activity 2: Manage Checking and Saving Accounts	Submission
Activity 3: File a 1040 Tax Form	Submission
Cumulative Project 16: Prepare and Present Your Business Plan	Submission
Unit 8 Discussion 1	Discussion
Unit 8 Discussion 2	Discussion
Unit 8 Quiz	Multiple Choice

Final Exam

1. Review information acquired and mastered from this course up to this point.
2. Take a course exam based on material from the **second half** of the course (**Note:** You will be able to open this exam only one time.)

Final Exam Assignments	
Assignment	Type
Final Exam	Multiple Choice
Final Discussion	Discussion