**About Entrepreneurship I**

**In this course, students evaluate the concepts of going into business for themselves and working for or operating a small business.  They become acquainted with channel management, pricing, product/service management, and promotion.  Emphasis is on the exploration of feasible ideas of products/services, research procedures, business finance, marketing strategies, and access to resources for starting a small business.  Students will be introduced to the Lean Canvas Business Model (LCBM) throughout the course.  A performance based measurement will be used in this course to assess student learning.  English language arts and social studies are reinforced.**

**Course Objectives**

**Objectives for this course are:**

**1.00 - Understand entrepreneurship, entrepreneurship discoveries, the entrepreneurial mindset, and business ethics in entrepreneurship. (10%)**

**2.00 - Understand design thinking, the Lean Canvas Business Model, and feasibility of venture ideas. (25%)**

**3.00 - Understand marketing strategies, unique value proposition, competitive advantage, and customer segments. (25%)**

**4.00 - Understand channels of distribution and cost structure. (20%)**

**5.00 - Understand pricing, revenue stream, and key metrics. (20%)**

**Expectations**

* All assignments are to be completed by the assigned deadline.
* If you have any questions, concerns, or technical issues contact your instructor immediately.  Send an email to your course instructor so you have documentation of your contact.
* Check announcements daily!
* If you contact your instructor by phone and have to leave a message, be sure to speak clearly, leave your name, and a contact number.
* As an online student you have great responsibility for your coursework because you do not have face-to-face interaction with your instructor.  Your attention to daily postings, due dates, and announcements is imperative to your success in this course.
* Do not assume your instructor knows you are sick of have an emergency - communicate with your instructor, I want to help you be successful.

**Late work/Incomplete Assignments**

**Students are responsible for uploading all assignments to the class Canvas.  Any assignment not uploaded by the assigned due date will be late.  Late work will not be accepted unless the student has received approval from the instructor.  All assignments for the week open on Monday, 8 am and close 11:59 pm.  Assignments do have a due date to help students stay on top of their assignments, but will not be counted late as long as they are submitted by 11:59 pm on Friday of the week they are assigned.**

**Grading Scheme**

A = 90-100

B = 80-89

C = 70-79

D = 60-69

F = 59 and below

\*Your 1st and 2nd nine weeks' grade counts as 75% of your final grade.  In place of the traditional multiple choice exam this course has a performance based measurement to determine course proficiency.  **See the Proof of Learning Section below for more details.**

**Proof of Learning**

**OVERVIEW**

Performance-based measurements (PBMs) when used as the proof of learning (POL) for a course gives teachers a tool to evaluate student achievement and mastery of course concepts. A PBM measures students' ability to apply the skills and knowledge learned from course standards. Typically, the task challenges students to use their higher-order thinking skills to create a product or complete a process (Chun, 2010).

**PROOF OF LEARNING FOR ME11: ENTREPRENEURSHIP I**

The course objective of Entrepreneurship I is to provide students with essential knowledge to prepare them for opening a small business that they are passionate about or that addresses a need in their community. Through design thinking, students will be asked to consider a business idea they will use throughout the course.

The course is structured around the Lean Canvas Business Model (LCBM), an industry accepted model. Students will complete the LCBM which covers the following key components: Problem, Customer Segments, Unique Value/Selling Proposition, Solution, Channels, Key Metrics, Revenue Streams, Cost Structure, and Competitive Advantage.

Students will complete the LCBM document for their business idea and pitch it at the end of the course. These two deliverables will become the performance-based measurement in which students will demonstrate proof of learning of the concepts covered. A final grade will be determined by the following breakdown: Written LCBM (40%) and Oral Presentation/Pitch of business idea (60%).

While being exposed to the components through curriculum content, students will receive continuous feedback from their teacher and will further develop their business idea through iterating multiple times. It is important for students to make changes based on teacher and peer feedback. The components of the LCBM will be interwoven into the curriculum as shown in the table below.

|  |  |
| --- | --- |
| ****Component(s)**** | ****Objective**** |
| Problem, Solution | 2.01, 2.05 |
| Unique Value/Selling Proposition, Competitive Advantage | 3.02 |
| Customer | 3.03 |
| Channels | 4.01 |
| Cost Structure | 4.04 |
| Revenue Streams | 5.03 |
| Key Metrics | 5.04 |

Throughout this project, students and teachers will work together to intentionally develop soft skills-project management, research and analysis, collaboration, creativity, critical thinking and communication skills. Students will also be expected to consider ethical implications of their business idea.

**COURSE PROFICIENCY**

Proficiency for this course is a weighted score of 70 and above.