Union County Educational Services Commission
High School Course Syllabus

Title: Business Organization and Management

Timeline: Full Year; 5 Credits

Course Description:
This course is designed to introduce students to the role entrepreneurship in our society. This course will enable students to acquire the knowledge and develop the skills needed to effectively organize, develop, create, and manage their own business. Students will identify the fundamentals of business creation, the personal attributes needed to be a successful entrepreneur, will research various business models and use this research to create a business plan.

Course Outline:
   I.   Introduction to Entrepreneurship
  II.   Characteristics of Successful Entrepreneurs
 III.   Advertising
 IV.   Potential Pitfalls that Lead to Failure
  V.   Culminating Project: Create Your Own Business

Refer to the attached curriculum map for a detailed outline of course objectives.

Curriculum Alignment:
New Jersey Student Learning Standards - 21st Century Life and Careers

Grading Procedures:

Do Now	10%
Participation	20%
Class Assignments	50%
Assessments	20%

Adoption Date:

	Unit 1	Unit 2	Unit 3	Unit 4	Unit 5
Length of Unit	8 Weeks	8 Weeks	8 Weeks	8 Weeks	8 Weeks
Topic	Introduction to Entrepreneurship	Characteristics of Successful Entrepreneurs	Elements of Starting a Business	Advertising	Create Your Own Business
Standards	**9.2.12.C.6** Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business. **CRP1.** Act as a responsible and contributing citizen and employee Career-ready individuals understand the obligations and responsibilities of being a member of a community, and they demonstrate this understanding every day through their interactions with others. They are conscientious of the impacts of their decisions on others and the environment around them. They think about the near-term and long-term consequences of their actions and seek to act in ways that	**9.2.12.C.6** Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business. **CRP5.** Consider the environmental, social and economic impacts of decisions. Career-ready individuals understand the interrelated nature of their actions and regularly make decisions that positively impact and/or mitigate negative impact on other people, organization, and the environment. They are aware of and utilize new technologies, understandings, procedures, materials, and regulations affecting the nature of their work as it relates to the impact on the social condition, the environment and the profitability of the	**9.2.12.C.6** Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business. **CRP1.** Act as a responsible and contributing citizen and employee Career-ready individuals understand the obligations and responsibilities of being a member of a community, and they demonstrate this understanding every day through their interactions with others. They are conscientious of the impacts of their decisions on others and the environment around them. They think about the near-	**9.2.12.C.6** Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business. **CRP11.** Use technology to enhance productivity. Career-ready individuals find and maximize the productive value of existing and new technology to accomplish workplace tasks and solve workplace problems. They are flexible and adaptive in acquiring new technology. They are proficient with ubiquitous technology applications. They understand the inherent risks-personal and organizational-of technology applications, and they take actions to	**9.2.12.C.6** Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business. **CRP6.** Demonstrate creativity and innovation. Career-ready individuals regularly think of ideas that solve problems in new and different ways, and they contribute those ideas in a useful and productive manner to improve their organization. They can consider unconventional ideas and suggestions as solutions to issues, tasks or problems, and they discern which ideas and suggestions will add greatest value. They seek new methods, practices, and ideas from a variety of sources and seek to

	contribute to the betterment of their teams, families, community and workplace. They are reliable and consistent in going beyond the minimum expectation and in participating in activities that serve the greater good.	organization. **CRP7.** Employ valid and reliable research strategies. Career-ready individuals are discerning in accepting and using new information to make decisions, change practices or inform strategies. They use reliable research process to search for new information. They evaluate the validity of sources when considering the use and adoption of external information or practices in their workplace situation.	term and long-term consequences of their actions and seek to act in ways that contribute to the betterment of their teams, families, community and workplace. They are reliable and consistent in going beyond the minimum expectation and in participating in activities that serve the greater good.	prevent or mitigate these risks.	apply those ideas to their own workplace. They take action on their ideas and understand how to bring innovation to an organization.
Content	Definition of entrepreneurship Motivation of entrepreneurs Challenges of Entrepreneurship	The 10 Characteristics of Successful Entrepreneurs Entrepreneur Case Studies	Business Plan Startups Funding The Pitch Legal Requirements Pitfalls of New Businesses	Forms of advertising Elements of advertising Legal requirements of advertising	Business Proposals Logos and Slogans Job Descriptions Advertising Website Development
Skills	List the advantages of entrepreneurship List the disadvantages of entrepreneurship Synthesize information to make a decision	Identify common traits Compare and Contrast Analyze different sources of information in order to draw a conclusion	Understand the elements of a successful start up Identify the traits of a business plan Compare and contrast successful vs. unsuccessful startups Identify funding sources for new businesses Identify reasons businesses fail	Analyze the effectiveness of advertising campaigns Create advertising plans Evaluate impact of advertising	Synthesize learning to create a business Evaluate examples in order to create a new product