



Department of Teaching & Learning
Parent/Student Course Information

Advanced Entrepreneurship & Innovation & Advanced Entrepreneurship & Innovation Co-Op
(ME9093 & ME9096)
One Credit, One Year
Grades 10, 11 or 12

Counselors are available to assist parents and students with course selections and career planning. Parents may arrange to meet with the counselor by calling the school's guidance department.

COURSE DESCRIPTION

The advanced course immerses students in entrepreneurship with an emphasis on critical thinking, creativity, and product development. While practicing marketing strategy, students will explore prototyping and the evolution of a product from concept to market using a real-world simulation, 3D printing and interactions with entrepreneurs and business professionals. As they explore the feasibility of their original ideas, students will participate in entrepreneurial and management activities focusing on prototyping, financing, global marketing, social media marketing, pricing, social responsibility, and emerging technologies. Students will prepare for advancement in marketing careers, entrepreneurship, and postsecondary education. Computer technology applications, business partnerships and DECA activities enhance the course.

CERTIFICATION

Students are eligible to sit for the National Certiport Entrepreneurship and Small Business certification exam for student-selected verified credit.

COOPERATIVE EDUCATION (CO-OP)

Cooperative Education (CO-OP) is the supervised on-the-job instructional phase of an occupational preparation program. Students attend school for all or part of the day and work in an approved marketing position part of the day. The teacher-coordinator and marketing training sponsor (employer) develop an individualized training plan that identifies learning experiences according to the student's career objective. Transportation is the responsibility of the student. Benefits of the co-op placement include work experience, credit toward graduation and paid employment.

STUDENT ORGANIZATION

DECA – An Association of Marketing Students

DECA is a co-curricular organization for all students enrolled in the marketing program. DECA provides students an opportunity to build upon their marketing skills and knowledge, while developing leadership and teamwork skills. Students are encouraged to be active members of DECA and to participate in local, state, and national competitive events.

PREREQUISITE

Marketing, Fashion Marketing, Virtual Enterprise, Accounting, or Computer Information Systems

OPTIONS FOR NEXT COURSE

None

REQUIRED STUDENT TEXTBOOK

Entrepreneurship: Building a Business 2016

COMPETENCIES FOR ADVANCED ENTREPRENEURSHIP & INNOVATION

Demonstrating Personal Qualities and Abilities

- 1 Demonstrate creativity and innovation.
- 2 Demonstrate critical thinking and problem solving.
- 3 Demonstrate initiative and self-direction.
- 4 Demonstrate integrity.
- 5 Demonstrate work ethic.

Demonstrating Interpersonal Skills

- 6 Demonstrate conflict-resolution skills.
- 7 Demonstrate listening and speaking skills.
- 8 Demonstrate respect for diversity.
- 9 Demonstrate customer service skills.
- 10 Collaborate with team members.

Demonstrating Professional Competencies

- 11 Demonstrate big-picture thinking.
- 12 Demonstrate career-and-life management skills.
- 13 Demonstrate continuous learning and adaptability.
- 14 Manage time and resources.
- 15 Demonstrate information-literacy skills.
- 16 Demonstrate an understanding of information security.
- 17 Maintain working knowledge of current information-technology (IT) systems.
- 18 Demonstrate proficiency with technologies, tools, and machines common to a specific occupation.
- 19 Apply mathematical skills to job-specific tasks.
- 20 Demonstrate professionalism.
- 21 Demonstrate reading and writing skills.
- 22 Demonstrate workplace safety.

Examining All Aspects of an Industry

- 23 Examine aspects of planning within an industry/organization.
- 24 Examine aspects of management within an industry/organization.
- 25 Examine aspects of financial responsibility within an industry/organization.
- 26 Examine technical and production skills required of workers within an industry/organization.
- 27 Examine principles of technology that underlie an industry/organization.
- 28 Examine labor issues related to an industry/organization.
- 29 Examine community issues related to an industry/organization.
- 30 Examine health, safety and environmental issues related to an industry/organization.

Addressing Elements of Student Life

- 31 Identify the purposes and goals of the student organization.
- 32 Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.

- 33 Demonstrate leadership skills through participation in student organization activities, such as meetings, programs and projects.
- 34 Identify Internet safety issues and procedures for complying with acceptable use standards.

Exploring Work-Based Learning

- 35 Identify the types of work-based learning (WBL) opportunities.
- 37 Explore career opportunities related to the WBL experience.

Understanding Entrepreneurship

- 39 Explain the concept of entrepreneurship.
- 40 Explain the concept of intrapreneurship.
- 41 Explain the importance of social entrepreneurship
- 42 Describe goals of being an entrepreneur.
- 43 Describe the entrepreneurial mindset.
- 44 Research entrepreneurs.
- 45 Describe the role of innovation in entrepreneurship.
- 46 Explain entrepreneurial roots in entrepreneurship.
- 47 Examine career opportunities in entrepreneurship.
- 48 Describe the purposes and types of business communication.
- 49 Identify components of an oral presentation.
- 50 Describe trends in entrepreneurship.

Understanding Design Thinking and Business Model Development

- 51 Demonstrate the design thinking process.
- 52 Define lean start-up.
- 53 Identify lean start-up concepts.
- 54 Identify the components of the business model canvas.
- 55 Demonstrate value proposition design.

Understanding Business Ownership

- 56 Describe common types of business ownership.
- 57 Describe the four types of businesses.
- 58 Analyze strategies that can be used to manage the risks of new business.
- 59 Describe types of entrepreneurial businesses.
- 60 Explain the concept of organizational structures.
- 61 Identify resources for entrepreneurs.

Understanding Financial Statements

- 62 Explain the purpose of income/profit and loss statements, cash-flow statements, balance sheets, and start-up costs.
- 63 Describe the purpose of a financial model (pro forma).
- 64 Explain the economics of one unit (EOU).
- 65 Identify tax-related responsibilities.

Understanding Marketing Principles

- 66 Explain the components of the marketing mix.
- 67 Describe outbound and inbound marketing.
- 68 Explain the concept of target market.
- 69 Explain the purpose of branding.
- 70 Identify the elements of the promotional mix.

- 72 Describe the marketing functions and their importance.
- 73 Identify sources for locating vendors and suppliers.

Understanding Basic Economic Principles

- 74 Explain the law of supply and demand.
- 75 Identify the major economic systems.
- 76 Explain opportunity cost.
- 77 Explain price strategies.
- 78 Explain break-even point.

Developing Sales and Customer Service Skills

- 79 Identify the types of selling.
- 80 Explain the importance of customer service.
- 81 Explain key factors in building and retaining a clientele.
- 82 Explain the benefits of customer loyalty.
- 83 Demonstrate the steps of the sale.

Planning an Entrepreneurial Business

- 84 Identify venture opportunities in the school or community.
- 85 Analyze potential competitors.
- 86 Explain the concept of SWOT analysis.
- 87 Create a business model.
- 88 Develop an elevator pitch and an investor pitch. Develop a mission statement.
- 89 Explain the importance of business ethics.
- 90 Describe business costs.
- 91 Explain the process of projecting initial funding requirements.
- 92 Develop a business plan.
- 93 Develop a vision statement.
- 94 Develop a business plan.

Aaron C. Spence, Ed.D., Superintendent
Virginia Beach City Public Schools
2512 George Mason Drive, Virginia Beach, VA 23456-0038

Produced by the Department of Teaching and Learning.
For further information, please call (757) 263-1070.

Notice of Non-Discrimination Policy

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Title IX Notice: Complaints or concerns regarding discrimination on the basis of sex or sexual harassment should be addressed to the Title IX Coordinator, at the VBCPS Office of Student Leadership, 641 Carriage Hill Road, Suite 200, Virginia Beach, 23452, (757) 263-2020, Mary.Dees@vbschools.com (student complaints) or the VBCPS Department of School Leadership, 2512 George Mason Drive, Municipal Center, Building 6, Virginia Beach, Virginia, 23456 (757) 263-1088, Elizabeth.Bryant@vbschools.com (employee complaints). Additional information regarding Virginia Beach City Public Schools' policies regarding discrimination on the basis of sex and sexual harassment, as well as the procedures for filing a formal complaint and related grievance processes, can be found in School Board Policy 5-44 and School Board Regulations 5-44.1 (students), School Board Policy 4-4 and School Board Regulation 4-4.3 (employees), and on the School Division's website at [Diversity, Equity and Inclusion/Title IX](#). Concerns about the application of [Section 504 of the Rehabilitation Act](#) should be addressed to the Section 504 Coordinator/Executive Director of Student Support Services at (757) 263-1980, 2512 George Mason Drive, Virginia Beach, Virginia, 23456 or the Section 504 Coordinator at the student's school. For students who are eligible or suspected of being eligible for special education or related services under IDEA, please contact the Office of Programs for Exceptional Children at (757) 263-2400, Plaza Annex/Family and Community Engagement Center, 641 Carriage Hill Road, Suite 200, Virginia Beach, VA 23452.

The School Division is committed to providing educational environments that are free of discrimination, harassment, and bullying. Students, staff, parents/guardians who have concerns about discrimination, harassment, or bullying should contact the school administration at their school. Promptly reporting concerns will allow the school to take appropriate actions to investigate and resolve issues. School Board Policy 5-7 addresses non-discrimination and anti-harassment, Policy 5-44 addresses sexual harassment and discrimination based on sex or gender. Policy 5-36 and its supporting regulations address other forms of harassment.

Alternative formats of this publication which may include taped, Braille, or large print materials are available upon request for individuals with disabilities. Call or write The Department of Teaching and Learning, Virginia Beach City Public Schools, 2512 George Mason Drive, P.O. Box 6038, Virginia Beach, VA 23456-0038. Telephone 263-1070 (voice); fax 263-1424; 263-1240 (TDD) or email at Gina.Mancuso-Sidhu@vbschools.com.

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