

CURRICULUM – NHS ENTREPRENEURSHIP and INNOVATION COURSE

Unit / Title

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1	<p><i>INITIAL PHASE</i></p> <p>a) Concept and role of the entrepreneur b) Advantages / risks c) Characteristics of a successful entrepreneur d) Goal setting</p> <p style="text-align: right;">SEPT</p>	7	<p><i>PREPARING THE FINANCIAL PLAN</i></p> <p>a) Estimate start-up costs b) Sources and types of funding c) Create, analyze and interpret financial statements d) Create the financial plan in Microsoft Excel</p> <p style="text-align: right;">FEB</p>
2	<p><i>OPPORTUNITY RECOGNITION & PURSUIT</i></p> <p>a) Sources for entrepreneurial ideas b) Recognizing opportunity c) Selecting a type of ownership d) Advantages and risks of ownership types e) Franchising</p> <p style="text-align: right;">SEPT/OCT</p>	8	<p><i>MANAGEMENT</i></p> <p>a) Identify components of the hiring process b) Managing and motivational strategies c) Role of compensation and benefits when hiring d) Create the management plan</p> <p style="text-align: right;">FEB/MARCH</p>
3	<p><i>UNDERSTANDING THE BUSINESS PLAN CONCEPT</i></p> <p>a) Recognize the purpose and components of a business plan b) Compare and contrast business plan variations c) Introduce student requirement for business plan d) Create the Company Description for business plan</p> <p style="text-align: right;">NOV</p>	9	<p><i>FINALIZING THE BUSINESS PLAN</i></p> <p>a) Define the executive summary and its purpose b) Create the executive summary c) Compile and submit student business plan</p> <p style="text-align: right;">MARCH</p>
4	<p><i>ANALYZING MARKETS & COMPETITORS</i></p> <p>a) Marketing Mix / 4 P's b) Analyzing competition c) Market Research d) Create the marketing plan</p> <p style="text-align: right;">NOV</p>	10	<p><i>VIRTUAL BUSINESS – COMPUTER SIMULATION</i></p> <p>a) Online instructional sessions to learn business concepts b) Online reading quizzes and simulation lessons c) Operate businesses independently using simulation d) Assess student achievement/ profitability</p> <p style="text-align: right;">APRIL/MAY</p>
5	<p><i>PROTECTING YOUR BUSINESS</i></p> <p>a) Safeguarding Intellectual Property through trademarks, copyrights, patents and trade secrets b) Defining essential insurance coverage</p> <p style="text-align: right;">DEC</p>	11	<p><i>BUSINESS ETHICS</i></p> <p>a) Define ethics and ethical issues in business b) Identify strategies that facilitate ethical behavior c) Discuss social entrepreneurship, its growth and impact in the world</p> <p style="text-align: right;">MAY</p>
6	<p><i>USING TECHNOLOGY</i></p> <p>a) History of E-commerce b) Benefiting from a web presence and social media c) Safeguarding confidential information</p> <p style="text-align: right;">JAN</p>	12	<p><i>SPECIAL TOPICS</i></p> <p>a) Review famous entrepreneurs and their stories b) Discuss current trends and politics influencing businesses c) Outline strategies of successful and innovative companies</p> <p style="text-align: right;">JUNE</p>
	<p><i>MID-TERM EXAM, Review and assessment</i></p> <p style="text-align: right;">JAN</p>		<p><i>FINAL EXAM, Review and assessment</i></p> <p style="text-align: right;">JUNE</p>