

9-Week Syllabus (1 of 4)

45 DAYS; BASED ON 50-MINUTE CLASSES

Module 1: Introduction to Entrepreneurship

CLASS	LESSON	VIDEO SEGMENT	ASSESSMENT / ACTIVITY
1	Introduce the course and materials Introduce The Entrepreneurship Project	NO VIDEO	PRE-TEST Introduction to Entrepreneurship
2	What Is an Entrepreneur?	Intro. to Entrepreneurship (3 MIN) Dave Ramsey's Story (3 MIN)	VIDEO QUIZ Dave Ramsey's Story
3	N/A	NO VIDEO	ACTIVITY The Entrepreneurship Project group work
4	Traits of an Entrepreneur	Traits of an Entrepreneur (3 MIN)	VIDEO QUIZ Traits of an Entrepreneur ACTIVITY Small-Business Owner Interview
5	Examples of Entrepreneurs	Christy Wright's Story (5 MIN)	VIDEO QUIZ Christy Wright's Story ACTIVITY Developing a Work Ethic
6	N/A	NO VIDEO	ACTIVITY The Entrepreneurship Project group work
7	Communication and Interpersonal Skills	Teen Entrepreneur: Amanda (4 MIN)	VIDEO QUIZ Teen Entrepreneur: Amanda
8	Personal Growth	NO VIDEO	ACTIVITY Dealing With Conflict Role-Play
9	N/A	NO VIDEO	POST-TEST Introduction to Entrepreneurship ACTIVITY The Entrepreneurship Project group work

9-Week Syllabus (2 of 4)

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Module 2: Economics and Finances

CLASS	LESSON	VIDEO SEGMENT	ASSESSMENT / ACTIVITY
10	The Basics of Economics	Intro. to Economics and Finance (1 MIN) Economic Systems (7 MIN)	PRE-TEST Economics and Finance VIDEO QUIZ Economic Systems
11	N/A	NO VIDEO	ACTIVITY The Entrepreneurship Project group work ACTIVITY Capitalism on Display
12	N/A	NO VIDEO	ACTIVITY Capitalism on Display (review)
13	Business Finances	Business Financial Planning (7 MIN)	VIDEO QUIZ Business Financial Planning
14	N/A	NO VIDEO	ACTIVITY The Entrepreneurship Project group work
15	Profit and Loss	Rachel Cruze's Story (4 MIN)	VIDEO QUIZ Rachel Cruze's Story ACTIVITY Understanding a P&L Statement
16	Resource Management	Teen Entrepreneur: Dylan (4 MIN)	VIDEO QUIZ Teen Entrepreneur: Dylan
17	N/A	NO VIDEO	ACTIVITY The Entrepreneurship Project group work
18	N/A	NO VIDEO	ACTIVITY The Trading Game
19	Being Generous Personal Growth	NO VIDEO	N/A
20	N/A	NO VIDEO	ACTIVITY The Entrepreneurship Project group work
21	N/A	NO VIDEO	POST-TEST Economics and Finance ACTIVITY The Entrepreneurship Project group work

9-Week Syllabus (3 of 4)

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Module 3: Marketing

CLASS	LESSON	VIDEO SEGMENT	ASSESSMENT / ACTIVITY
22	Products and Services	Intro. to Marketing (1 MIN)	PRE-TEST Marketing
23	N/A	NO VIDEO	ACTIVITY The Entrepreneurship Project group work
24	Branding	The Three Parts of Branding (5 MIN)	VIDEO QUIZ The Three Parts of Branding
25	N/A	NO VIDEO	ACTIVITY Brand Recognition
26	N/A	NO VIDEO	ACTIVITY The Entrepreneurship Project group work
27	N/A	NO VIDEO	ACTIVITY The "Naming a Business" Game
28	Social Media	Using Social Media to Market Your Business (8 MIN)	VIDEO QUIZ Using Social Media to Market Your Business
29	N/A	Teen Entrepreneur: Jazmyn (3 MIN)	VIDEO QUIZ Teen Entrepreneur: Jazmyn ACTIVITY Social Media Promotion
30	N/A	NO VIDEO	ACTIVITY The Entrepreneurship Project group work
31	Selling	Asking for the Sale (3 MIN)	VIDEO QUIZ Asking for the Sale
32	Personal Growth	NO VIDEO	POST-TEST Marketing ACTIVITY The Entrepreneurship Project group work

9-Week Syllabus (4 of 4)

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Module 4: Business Management

CLASS	LESSON	VIDEO SEGMENT	ASSESSMENT / ACTIVITY
33	A Business Plan	Intro. to Business Management (1 MIN)	PRE-TEST Business Management
34	N/A	NO VIDEO	ACTIVITY Building a Business Plan
35	N/A	Setting Strong Goals (6 MIN)	ACTIVITY Creating Strong Goals ACTIVITY The Entrepreneurship Project group work
36	Growing Your Business	Teen Entrepreneur: Jack (3 MIN)	VIDEO QUIZ Teen Entrepreneur: Jack
37	N/A	NO VIDEO	ACTIVITY The Entrepreneurship Project group work
38	Human Resources	NO VIDEO	ACTIVITY The Entrepreneurship Project group work
39	Information Technology	Understanding Point of Sale, Platform, Records, and Policies (5 MIN)	VIDEO QUIZ Understanding Point of Sale, Platform, Records, and Policies
40	N/A	NO VIDEO	ACTIVITY Business Systems Evaluation
41	N/A	NO VIDEO	ACTIVITY The Entrepreneurship Project group work
42	Being Generous	It's Not Just About Profit (2 MIN)	VIDEO QUIZ It's Not Just About Profit
43	Personal Growth	NO VIDEO	POST-TEST Business Management ACTIVITY The Entrepreneurship Project group work
44	N/A	NO VIDEO	ACTIVITY The Entrepreneurship Project Presentations
45	N/A	NO VIDEO	ACTIVITY The Entrepreneurship Project Presentations