

Entrepreneurship

Course Outline

Chapter	Homework	Dates
Chapter 1 Overview	Chapter outline and Worksheet	
Chapter 2 Your Potential	Chapter outline and Worksheet	
Chapter 3 Opportunities	Chapter outline and Worksheet	
Chapter 4 Global	Chapter outline and Worksheet	
TEST	Test over Chapters 1 through 4	
Chapter 5 Feasibility	Chapter outline and Worksheet	
Business Plan	Overview and Start up Considerations	
Chapter 6 Market Analysis	Chapter outline and Worksheet	
Chapter 7 Business Ownership	Chapter outline and Worksheet	
Business Plan	Operations Section	
Chapter 8 Legal Environment	Chapter outline and Worksheet	
Chapter 9 Site Selection	Chapter outline and Worksheet	
TEST	Test over Chapters 5 through 9	
Business Plan	Marketing Section	

Chapter 10 Marketing Plan	Chapter outline and Worksheet	
Chapter 11 Price Strategy	Chapter outline and Worksheet	
Business Plan	Financial Section	
Chapter 12 Promotion Strategy	Chapter outline and Worksheet	
Chapters 13 Sales	Chapter outline and Worksheet	
TEST	Test over Chapters 10 through 13	
Business Plan	Putting it all Together (With Vision, Mission & Summary)	
Business Plan Presentations	10 minutes each	
Final Prep		
TEST	Final Exam from state	