

Trenton Catholic Academy

Entrepreneurship and Publications:

Teacher Contact Information:

Mr. Giancarlo G. Riotto; M.S. B.S. CPT EMT

Business Education Teacher

Room: 210

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Course Objective and/or Description: (one semester course)

Entrepreneurship gives students an opportunity to explore new business ideas and work through the process of molding innovative and new ideas into professional business proposals. Entrepreneurship walks students through the business plan writing process, guiding them through all aspects of starting a new business. Students will have an opportunity to write and present a professional business plan and a print publication that has a real chance at being implemented in the community.

Entrepreneurship emphasizes professionalism in business endeavors and sets a standard for creativity and drive in student achievement.

Course Goals:

Students will:

- Know all the different parts of a business plan.
- Understand the importance of writing a business plan before partaking in a new business venture.
- Be able to write and present a professional business plan.
- Know the different ways you can form a business.
- Learn about publications.
- Create a professional publication for print.

Giancarlo G. Riotto

Business Education Teacher

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Course Outline:

- I. Introduction to Entrepreneurship
- II. Researching and Planning Your Venture
- III. Managing Market Strategies
- IV. Managing Your Business Processes
- V. Managing the Finances of Your Business
- VI. Growing Your Business
- VII. Business Plan Presentations
- VIII: Publication Introduction
- VIII: Publication content, editing, and design layout.
- X: Publication print production.

Objectives and Standards:

9.1 21st Century Life Skills

- A. Critical Thinking & Problem Solving
- B. Creativity and Innovation
- C. Collaboration, Teamwork and Leadership
- D. Cross-Cultural Understanding and Interpersonal Communications
- E. Communication and Media Fluency
- F. Accountability, Productivity and Ethics

9.2 Personal Financial Literacy

- A. Income and Careers
- B. Money Management
- G. Risk Management and Insurance

9.3 21st Career Awareness, Exploration & Preparation

- A. Career Awareness
- B. Career Exploration
- C. Career Preparation

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9.4 C Arts, Audio/Visual Technology & Communications Career Cluster

- 9.4.C(1) Audio & Visual Technology and Film
- 9.4.C(2) Journalism and Broadcasting
- 9.4.C(3) Printing Technology

9.4. D Business, Management & Administration Career Cluster

- 9.4.D(1) Administrative Services
- 9.4.D(2) Business Information Technology
- 9.4.D(3) General Management
- 9.4.D(4) Business Financial Management & Accounting
- 9.4.D(5) Human Resources
- 9.4.D(6) Operations Management

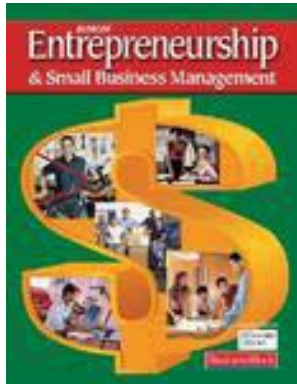
- 9.4.N Marketing Career Cluster

- 9.4.N(1) Marketing Communications
- 9.4.N(2) Marketing Management
- 9.4.N(3) Marketing Research
- 9.4.N(4) Management & Entrepreneurship
- 9.4.N(5) Merchandising
- 9.4.N(6) Professional Sales & Marketing

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Required Materials:

- Notebook / Flash drive recommended
- Pen/pencil
- Handout and additional materials when given specific instruction by teacher
- Textbook: Meyer. Entrepreneurship & Small Business Management.



Assessments:

Grading:

- Tests and Quizzes: 30%
- Class Participation: 5%
- Classwork/Homework: 25%
- Projects: 40%

Tests and Quizzes: Tests and quizzes will be given throughout the class and will be a good way to make sure that you are staying on top of vocabulary, course content and new skills. Periodically, you will be given notebook quizzes.

Participation: Class participation is a must. All of you will be helping each other learn and grow through the participation that each of you offer. Class participation also includes coming to class on time and prepared every day.

Classwork/Homework: Classwork will occur almost daily. Class work includes following along with me as we learn new skills and keeping a neat notebook. Homework will be given as well.

Projects: This is a project-based class. Projects act like the tests for this course and are worth 40% of your grade. All of the projects will be fun and allow you to explore your creative side! Projects will be graded using rubrics. Rubrics are always posted and distributed prior to submission of completed activities and projects. Be prepared to share projects with your classmates.

Resources:

- Epson Projector
- Text Book
- Worldwide Web
- ESPN / Sports Illustrated
- Internet websites and references
- Microsoft Office 2007