

## Syllabus

# PLATO Course Entrepreneurship, Semester A

## Course Overview

This one-semester course is intended to help you identify the components of a business plan, describe ideation and innovation in products and pricing, explain the market research process, and list various management functions of operations management. The course has 18 lessons organized into 4 units. Each unit has a Unit Activity and each lesson contains one or more Lesson Activities. Additionally, the course includes a comprehensive Course Activity.

This course will cover the roles and attributes of an entrepreneur, marketing and its components, the selling process, and operations management.

You will submit the Unit Activity and Course Activity documents to your teacher, and you will grade your work in the Lesson Activities by comparing them with the given sample responses. The Unit Activities, Course Activities (submitted to the teacher), and Lesson Activities (self-checked) are the major components of this course. There are other assessment components, namely the mastery test questions that feature along with the lesson; the pre- and post-test questions that come at the beginning and end of the unit, respectively; and an end-of-semester test. All of these tests are a combination of simple multiple-choice questions and technology enhanced (TE) questions.

## Course Goals

This course will help you meet the following goals:

- List qualities that entrepreneurs should have, and describe how entrepreneurs' actions impact their own lives and the world around them.
- Explain the significance of economic theory in entrepreneurial activity.
- Describe success factors, including leadership qualities and innovation, in entrepreneurial successes of the past.
- Describe sources of ideas, sources of information, and methods to find entrepreneurial opportunities.

- Describe the role of the business model and business plan in a new venture.
- Describe how buying a new business or franchising are options for an entrepreneurial venture.
- Describe how products transition through the life cycle, and how pricing and brand decisions are affected.
- Describe how new product development and credit pricing can stimulate a firm's growth.
- Explain the working of the distribution and advertising functions.
- Describe the costs and benefits that are associated with distribution and promotion.
- Describe the importance of market research for small firms.
- Explain how technology can help small firms tune their marketing initiatives.
- Describe how effective person-to-person communication is important for selling and customer service.
- Describe how sales are planned, executed, and measured through various channels.
- Describe methods or phenomena to increase efficiency in a production environment.
- Describe ways to plan and improve operations for both the manufacturing and service industries.
- Describe the importance of inventory control in minimizing operating costs.
- Describe the processes within supply chain management.

## **Prerequisite Skills**

Entrepreneurship Semester A has the following prerequisites:

- basic math knowledge
- ability to visualize and apply creativity and innovation
- familiarity with the writing process and following guidelines
- basic computer skills
- ability to structure and process information

## **General Skills**

To participate in this course, you should be able to do the following:

- Perform basic operations on a computer.
- Perform online research using various search engines and library databases.
- Communicate through email and participate in discussion boards.

*For a complete list of general skills that are required for participation in online courses, refer to the Prerequisites section of the Plato Student Orientation document, found at the beginning of this course.*

## **Credit Value**

Entrepreneurship Semester A is a 0.5-credit course.

## **Course Materials**

- notebook
- computer with Internet connection and speakers or headphones
- Microsoft Word or equivalent
- Microsoft Excel or equivalent
- Microsoft PowerPoint or equivalent

## Course Pacing Guide

This course description and pacing guide is intended to help you stay on schedule with your work. Note that your course instructor may modify the schedule to meet the specific needs of your class. Also, the course instructor will determine the due dates for the Course Activities, which are long-term projects over the length of the course.

### Unit 1: The Entrepreneur and the Economy

#### Summary

In this unit, you will identify the roles and attributes of an entrepreneur, and you will explain the effects of microeconomics and macroeconomics on entrepreneurial activities. You will identify great entrepreneurs of the past and present and explain the importance of a good idea in business. You will also identify the components of a business plan and describe various business models.

Day	Activity/Objective	Type
1 day: 1	<b>Syllabus and Plato Student Orientation</b> <i>Review the Plato Student Orientation and Course Syllabus at the beginning of this course.</i>	Course Orientation
4 days: 2–5	<b>So, You Want To Be An Entrepreneur...</b> <i>List qualities that entrepreneurs should have, and describe how entrepreneurs' actions impact their own lives and the world around them.</i>	Lesson
Extended project	<b>Course Activity: Entrepreneurship as a Career Choice</b>	Activity
4 days: 6–9	<b>Fundamental Economics</b> <i>Explain the significance of economic theory in entrepreneurial activity.</i>	Lesson
4 days: 10–13	<b>Leading to Success</b> <i>Describe success factors, including leadership qualities and innovation, in entrepreneurial successes of the past.</i>	Lesson
4 days: 14–17	<b>Spotting Opportunities</b> <i>Describe sources of ideas, sources of information, and methods to find entrepreneurial opportunities.</i>	Lesson
4 days: 18–21	<b>The Business Model and the Business Plan</b> <i>Describe the role of the business model and business plan in a new venture.</i>	Lesson

<b>Day</b>	<b>Activity/Objective</b>	<b>Type</b>
4 days: 22–25	<b>Buying and Franchising Businesses</b> <i>Describe how buying a new business or franchising are options for an entrepreneurial venture.</i>	Lesson
1 day: 26	<b>Space Jumble</b>	Game
3 days: 27–29	<b>Unit Activity/Threaded Discussion—Unit 1</b>	Activity
1 day: 30	<b>Post-test—Unit 1</b>	Assessment

## Unit 2: Marketing Fundamentals

### Summary

In this unit, you will identify various components of marketing. You will describe the stages of a product's life cycle. In addition, you will explain ideation and innovation in products and pricing. You will also identify the elements of a promotional mix and explain the importance of the distribution function.

<b>Day</b>	<b>Activity/Objective</b>	<b>Type</b>
4 days 31–34	<b>Product and Pricing</b> <i>Describe how products transition through the life cycle and how pricing and brand decisions are affected.</i>	Lesson
4 days 35–38	<b>Innovation in Product and Pricing</b> <i>Describe how new product development and credit pricing can stimulate a firm's growth.</i>	Lesson
3 days 39–41	<b>Finding and Reaching Customers</b> <i>Explain the working of the distribution and advertising functions.</i>	Lesson
4 days 42–45	<b>Evaluating Promotion and Distribution Plans</b> <i>Describe the costs and benefits that are associated with distribution and promotion.</i>	Lesson
1 day 46	<b>Para Jumble</b>	Game
3 days 47–49	<b>Unit Activity/Threaded Discussion—Unit 2</b>	Activity

Day	Activity/Objective	Type
1 day 50	<b>Post-test—Unit 2</b>	Assessment

## Unit 3: Managing Customers

### Summary

In this unit, you will describe the market research process and explain the importance of customer relationship management. You will also identify the steps involved in the selling process and explain the importance of sales management.

Day	Activity/Objective	Type
4 days 51–54	<b>The Importance of Market Research</b> <i>Describe the importance of market research for small firms.</i>	Lesson
4 days 55–58	<b>Technology and Analytics for Marketing</b> <i>Explain how technology can help small firms tune their marketing initiatives.</i>	Lesson
3 days 59–61	<b>Principles of Selling and Customer Service</b> <i>Describe how effective person-to-person communication is important for selling and customer service.</i>	Lesson
3 days 62–64	<b>Managing Sales Channels</b> <i>Describe how sales are planned, executed, and measured through various channels.</i>	Lesson
1 day 65	<b>Thwack-A-Mole</b>	Game
3 days 66–68	<b>Unit Activity/Threaded Discussion—Unit 3</b>	Activity
1 day 69	<b>Post-test—Unit 3</b>	Assessment

## Unit 4: Production and Operations Management

### Summary

In this unit, you will explain operations management and identify various management functions of operations management in the manufacturing industry. You will also describe different activities associated with inventory management and inventory control. In addition, you will describe processes that are part of supply chain management.

Day	Activity/Objective	Type
4 days 70–73	<b>Defining Operations</b> <i>Describe methods or phenomena to increase efficiency in a production environment.</i>	Lesson
4 days 74–77	<b>Optimizing Operations</b> <i>Describe ways to plan and improve operations for both the manufacturing and service industries.</i>	Lesson
3 days 78–80	<b>Inventory Management</b> <i>Describe the importance of inventory control in minimizing operating costs.</i>	Lesson
3 days 81–83	<b>Managing Suppliers</b> <i>Describe the processes within supply chain management.</i>	Lesson
1 day 84	<b>Space Jumble</b>	Game
3 days 85-87	<b>Unit Activity/Threaded Discussion—Unit 4</b>	Activity
1 day 88	<b>Post-test—Unit 4</b>	Assessment
1 day 89	<b>Semester Review</b>	
1 day 90	<b>End-of-Semester Test</b>	Assessment