

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 teacher may modify the schedule to meet the specific needs of your class. Also, the course teacher will determine the due dates for the Course Activities, which are long-term projects over the length of the course.

Course Components and Grading Rubric

The table gives a breakdown of the weight for each component in the course. Weight represents the percentage of the total score coming from each activity.

Course Components	Count	Weight
Pretest. <i>Pretests are optional assessments, typically designed for credit recovery use. If a student shows mastery of a lesson's objective, the student may be automatically exempted from that lesson in the upcoming unit. Typically, teachers do not choose to employ exemptive pretests for first-time credit courses. Pretests are not included as a component of the student's final grade.</i>	4	0%
Module. <i>Each module in this course contains an interactive tutorial and an associated mastery test. Tutorials may include one or more Lesson Activities that constitute tasks associated with the tutorial. The module score comes from a student's score on the mastery test.</i>	18	20%
Discussion. <i>Online discussions allow for higher-order thinking about terminal objectives. An online threaded discussion mirrors the educational experience of a classroom discussion. Teachers can initiate a discussion by asking a complex, open-ended question. Students can engage in the discussion by responding both to the question and to the thoughts of others. Each unit in a course has one predefined discussion topic; teachers may add more discussion topics.</i>	4	20%
Unit Activity. <i>Unit Activities are at the end a unit and constitute one or more small tasks. Their purpose is to deepen understanding of key unit concepts and tie them together. Each Unit Activity includes a simple rubric. The teacher versions include both a rubric and modeled sample answers. Unit Activities are teacher graded.</i>	4	20%
Posttest. <i>The posttest appears at the end of the unit and mirrors the pretest in structure, content, and complexity.</i>	4	20%
End of Semester Test. <i>The end of semester test (EOS) appears at the end of the course. Students are delivered a few items from every tutorial in the course in order to assess the major course objectives.</i>	1	20%
Total	35	100%

**Teachers may manually adjust these weights if desired, per district grading requirements.*

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	Syllabus and Plato Student Orientation <i>Review the Plato Student Orientation and Course Syllabus at the beginning of this course.</i>	Course Orientation
4 days: 2–5	So, You Want To Be An Entrepreneur... <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	Course Activity: Entrepreneurship as a Career Choice	Activity
4 days: 6–9	Fundamental Economics <i>Explain the significance of economic theory in entrepreneurial activity.</i>	Lesson
4 days: 10–13	Leading to Success <i>Describe success factors, including leadership qualities and innovation, in entrepreneurial successes of the past.</i>	Lesson
4 days: 14–17	Spotting Opportunities <i>Describe sources of ideas, sources of information, and methods to find entrepreneurial opportunities.</i>	Lesson
4 days: 18–21	The Business Model and the Business Plan <i>Describe the role of the business model and business plan in a new venture.</i>	Lesson
4 days: 22–25	Buying and Franchising Businesses <i>Describe how buying a new business or franchising are options for an entrepreneurial venture.</i>	Lesson
1 day: 26	Space Jumble	Game

Day	Activity/Objective	Type
3 days: 27–29	Unit Activity/Threaded Discussion—Unit 1	Activity
1 day: 30	Post-test—Unit 1	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.

Day	Activity/Objective	Type
4 days 31–34	Product and Pricing <i>Describe how products transition through the life cycle and how pricing and brand decisions are affected.</i>	Lesson
4 days 35–38	Innovation in Product and Pricing <i>Describe how new product development and credit pricing can stimulate a firm’s growth.</i>	Lesson
3 days 39–41	Finding and Reaching Customers <i>Explain the working of the distribution and advertising functions.</i>	Lesson
4 days 42–45	Evaluating Promotion and Distribution Plans <i>Describe the costs and benefits that are associated with distribution and promotion.</i>	Lesson
1 day 46	Para Jumble	Game
3 days 47–49	Unit Activity/Threaded Discussion—Unit 2	Activity
1 day 50	Post-test—Unit 2	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	The Importance of Market Research <i>Describe the importance of market research for small firms.</i>	Lesson
4 days 55–58	Technology and Analytics for Marketing <i>Explain how technology can help small firms tune their marketing initiatives.</i>	Lesson
3 days 59–61	Principles of Selling and Customer Service <i>Describe how effective person-to-person communication is important for selling and customer service.</i>	Lesson
3 days 62–64	Managing Sales Channels <i>Describe how sales are planned, executed, and measured through various channels.</i>	Lesson
1 day 65	Thwack-A-Mole	Game
3 days 66–68	Unit Activity/Threaded Discussion—Unit 3	Activity
1 day 69	Post-test—Unit 3	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	Defining Operations <i>Describe methods or phenomena to increase efficiency in a production environment.</i>	Lesson

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

Course Map

You will achieve course level objectives by completing each lesson’s instruction, assignments, and assessments. For a detailed look at how the materials meet these objectives, review the [course map for Semester A](#).