



Prerequisites:

- This course is recommended for grades 10-12.
- Mature 9th grade students may join with permission from Mrs. Francisco.



Course Description:

This hands-on, project-based course introduces students to the fundamentals of entrepreneurship and business development. Students learn to evaluate and launch new business ideas using design thinking, the Business Model Canvas, and lean startup methodology. Topics include ethics and social responsibility, marketing and economics, financial analysis, and business planning. Through collaborative team activities and culminating with a “Battle of the Pitches” competition and showcase, students develop and present their own business plans.

The course utilizes the Jacobson Institute's BizInnovator Startup curriculum which is included in the lab fee. A note about the curriculum from the website: “A team of high school educators with 50+ years of combined teaching experience helped design and develop BizInnovator Startup, with the goal to create a highly interactive, student-centered, problem-based learning experience for high school students. In addition to learning key concepts of entrepreneurship, BizInnovator Startup students have the opportunity to practice and develop “soft skills” that are critical to their success in college and career.”



Commitment:

- This course meets once a week.
- It is a 1 credit course offered throughout the entire academic year.
- Weekly homework will vary and consist of research, quizzes, hands-on or written projects, and/or reading or assigned video/audio segments.
- Class participation makes up 30% of the student's grade.
- Each student will prepare a pitch for “Battle of the Pitches” in the evening the last week of school. This very involved project will be in place of a final exam and will be 20% of your grade. It will be open to family and friends and a winning pitch will be awarded a prize.



A typical class will look like...

Class will consist of teaching, note-taking, and class discussion. Most importantly this will be a very hands-on class with projects during class throughout the year where students will collaborate to develop solutions and support one another while developing the skills needed to propel them as young entrepreneurs.



Books and Supplies*

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| <ul style="list-style-type: none"> • 3-ring binder w/ tabs • loose-leaf paper • pencils, pens, highlighters, various colored Sharpies • a few stacks of Post-it notes, any color | <ul style="list-style-type: none"> • supplies to create your own BizInnovator Start-up Booth at the “Battle of the Pitches.” |
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*Curriculum and additional supplies provided by the tutor via your \$25 lab fee.