



# iCreate

## Grand Haven High School



**Course Number:** G85

**Grade Level:** 11-12

**Credits:** 1

**Prerequisite Courses:** None

### Course Description

Entrepreneurship helps students examine their readiness and passion for starting their own business. Students will learn what entrepreneurship is all about, develop a business idea, conduct a feasibility analysis, identify their primary customer, learn about financing a business, advertising, social media, and write a business plan. Considerable emphasis on product design and development to develop their ideas and bring their entrepreneurial dreams to reality.

### Course Objectives

By the end of the course, students will be able to do the following:

- Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics.
- Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.
- Apply economic concepts when making decisions for an entrepreneurial venture.
- Use the financial concepts and tools needed by the entrepreneur in making business decisions.
- Develop a management plan for an entrepreneurial venture.
- Analyze the trends on an entrepreneurial venture in the local and global marketplace.
- Analyze how forms of business ownership, government regulations, and business ethics affect entrepreneurial ventures.
- Develop a business plan.
- Design and develop products.

### Student Expectations

We take pride in what we do as educators; We have high expectations for ourselves as well as our students. We have high hopes that you will gain the skills needed that will help you advance within the fields of business and product design and our expectation of you is simple: Be vested!

#### Building Behavioral Expectations

***TEAM GH ... One Team, One Family, One Grand Haven. Be Kind. Always.***

It is our expectation that ALL GHHS students, staff and parents will ... always give their best **EFFORT** in everything that they do, work hard to be **INCLUSIVE** of each other, show **RESPONSIBILITY** in class, the hallways, cafeteria and at events, and **WORK TOGETHER** at all times!

**Together, Excellence, Accountability, Mindfulness... GO BUCS**

## Communication

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As part of the course, we will use Google Classroom Learning Management System. This will be how we primarily communicate and interact with students outside the classroom. We will post our agendas, resources, reminders, schedule, as well as require students to participate in weekly online discussions and activities. Students will turn in most assignments to Google Classroom.

## Grading Policy

Entrepreneurship Coursework - 50%

Product Design Coursework - 50%

FINAL EXAM for both semesters = Business Plan and Presentation

\*\*\*\*The semester grade will account for 80% of the final grade and the exam will account for 20%

## Scope and Sequence

- What is My Potential as an Entrepreneur/Designer/Builder/Crafter
- Deciding on a Business
- Process of Design
- Getting Started with Your Business
- Using Design Software
- Choosing a Business Location and Layout
- Initiate Build Process
- Marketing Your Business
- Financial Feasibility
- Organization and Management
- Running Your Business

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