



**VIRGINIA BEACH CITY PUBLIC SCHOOLS**  
CHARTING THE COURSE

***Department of Teaching & Learning***  
***Parent/Student Course Information***

***Advanced Entrepreneurship & Innovation***  
***(ME 9093)***

***One Credit, One Year***  
***Grades 10, 11 or 12***

*Counselors are available to assist parents and students with course selections and career planning. Parents may arrange to meet with the counselor by calling the school's guidance department.*

**COURSE DESCRIPTION**

The advanced course immerses students in entrepreneurship with an emphasis on critical thinking, creativity, and product development. While practicing marketing strategy, students will explore prototyping and the evolution of a product from concept to market using a real world simulation, 3D printing and interactions with entrepreneurs and business professionals. As they explore the feasibility of their original ideas, students will participate in entrepreneurial and management activities focusing on prototyping, financing, global marketing, social media marketing, pricing, social responsibility and emerging technologies. Students will prepare for advancement in marketing careers, entrepreneurship and postsecondary education. Computer technology applications, business partnerships and DECA activities enhance the course.

**CERTIFICATION**

Students are eligible to sit for the National Retail Federation Customer Service and Sales Professional and the Advanced Customer Service and Sales Professional for student-selected verified credit.

**COOPERATIVE EDUCATION (CO-OP)**

Cooperative Education (CO-OP) is the supervised on-the-job instructional phase of an occupational preparation program. Students attend school for all or part of the day and work in an approved marketing position part of the day. The teacher-coordinator and marketing training sponsor (employer) develop an individualized training plan that identifies learning experiences according to the student's career objective. Transportation is the responsibility of the student. Benefits of the co-op placement include work experience, credit toward graduation and paid employment.

**STUDENT ORGANIZATION**

DECA – An Association of Marketing Students

DECA is a co-curricular organization for all students enrolled in the marketing program. DECA provides students an opportunity to build upon their marketing skills and knowledge, while developing leadership and teamwork skills. Students are encouraged to be active members of DECA and to participate in local, state, and national competitive events.

**PREREQUISITE**

Marketing, Fashion Marketing, Virtual Enterprise, Accounting, or Computer Information Systems

**OPTIONS FOR NEXT COURSE**

None

**REQUIRED STUDENT TEXTBOOK**

*Entrepreneurship: Building a Business 2016*

## COMPETENCIES FOR ADVANCED ENTREPRENEURSHIP & INNOVATION

### **Demonstrating Workplace Readiness Skills: Personal Qualities and People Skills**

- 1 Demonstrate positive work ethic.
- 2 Demonstrate integrity.
- 3 Demonstrate teamwork skills.
- 4 Demonstrate self-representation skills.
- 5 Demonstrate diversity awareness.
- 6 Demonstrate conflict-resolution skills.
- 7 Demonstrate creativity and resourcefulness.

### **Demonstrating Workplace Readiness Skills: Professional Knowledge and Skills**

- 8 Demonstrate effective speaking and listening skills.
- 9 Demonstrate effective reading and writing skills.
- 10 Demonstrate critical-thinking and problem-solving skills.
- 11 Demonstrate healthy behaviors and safety skills.
- 12 Demonstrate an understanding of workplace organizations, systems and climates.
- 13 Demonstrate lifelong-learning skills.
- 14 Demonstrate job-acquisition and advancement skills.
- 15 Demonstrate time-, task- and resource-management skills.
- 16 Demonstrate job-specific mathematics skills.
- 17 Demonstrate customer-service skills.

### **Demonstrating Workplace Readiness Skills: Technology Knowledge and Skills**

- 18 Demonstrate proficiency with technologies common to a specific occupation.
- 19 Demonstrate information technology skills.
- 20 Demonstrate an understanding of Internet use and security issues.
- 21 Demonstrate telecommunications skills.

### **Examining All Aspects of an Industry**

- 22 Examine aspects of planning within an industry/organization.
- 23 Examine aspects of management within an industry/organization.
- 24 Examine aspects of financial responsibility within an industry/organization.
- 25 Examine technical and production skills required of workers within an industry/organization.
- 26 Examine principles of technology that underlie an industry/organization.
- 27 Examine labor issues related to an industry/organization.
- 28 Examine community issues related to an industry/organization.
- 29 Examine health, safety and environmental issues related to an industry/organization.

### **Addressing Elements of Student Life**

- 30 Identify the purposes and goals of the student organization.
- 31 Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.
- 32 Demonstrate leadership skills through participation in student organization activities, such as meetings, programs and projects.
- 33 Identify Internet safety issues and procedures for complying with acceptable use standards.

### **Understanding Entrepreneurship**

- 34 Explain the concept of entrepreneurship.
- 35 Describe goals of being an entrepreneur.
- 36 Research important entrepreneurs.
- 37 Describe personality traits and skills that make an effective entrepreneur.
- 38 Explain how being an entrepreneur affects one's way of life.
- 39 Describe the role of innovation in entrepreneurship.
- 40 Explain where entrepreneurial opportunities exist.
- 41 Examine career opportunities in entrepreneurship.
- 42 Identify time-management skills.
- 43 Assess risks of personal decisions.
- 44 Describe the purposes and types of business communication.
- 45 Identify components of an oral presentation.
- 46 Explain the importance of business ethics.
- 47 Describe trends in entrepreneurship.

### **Understanding Business Ownership**

- 48 Examine the evolution of businesses in the local community.
- 49 Identify the impact of small business/entrepreneurship on market economies.
- 50 Explain the major reasons for businesses failing.
- 51 Analyze strategies that can be used to manage the risks of a new business.
- 52 Describe major types of business ownership.
- 53 Describe types of entrepreneurial businesses.
- 54 Describe the major types of businesses.
- 55 Explore sources of labor.
- 56 Develop a job description.
- 57 Describe the procedures for hiring, managing, and dismissing employees.
- 58 Explain the concept of chain of command.
- 59 Identify sources of information for entrepreneurs.

### **Understanding Financial Statements**

- 60 Explain the purpose of income statements in a business.
- 61 Explain the purpose of cash flow statements in a business.
- 62 Explain the purpose of balance sheets in a business.
- 63 Describe the purpose of budgets.
- 64 Describe tax-related responsibilities.

### **Understanding Marketing Principles**

- 65 Explain the components of the marketing mix.
- 66 Describe outbound and inbound marketing.
- 67 Explain the concept of target market.
- 68 Explain the purpose of branding.
- 69 Identify the elements of the promotional mix.
- 70 Develop a sample of each element in the promotional mix.
- 71 Describe the marketing functions and their importance.
- 72 Identify sources for products or services.
- 73 Explain pricing strategies.

### **Understanding Basic Economic Principles**

- 74 Explain the law of supply and demand.
- 75 Identify the major economic systems.

- 76 Explain opportunity cost.
- 77 Explain break-even point.
- 78 Identify factors of production.
- 79 Describe the impacts of high unemployment rates on business.
- 80 Explain the importance of social entrepreneurship.

### **Developing Sales and Customer Service Skills**

- 81 Identify the types of selling.
- 82 Explain the importance of customer service.
- 83 Explain key factors in building and retaining a clientele.
- 84 Explain the benefits of customer loyalty.
- 85 Demonstrate the steps of the sale.

### **Planning an Entrepreneurial Business**

- 86 Identify business ideas that meet a market need in the school or community.
- 87 Identify the purposes and components of a business model and a business plan.
- 88 Describe business costs.
- 89 Explain the process of projecting initial funding requirements.
- 90 Develop a mission statement.
- 91 Develop a vision statement.
- 92 Analyze potential competitors.
- 93 Explain the concept of SWOT analysis.
- 94 Develop a business plan.

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For further information please call (757) 263-1070.

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To seek resolution of grievances resulting from alleged discrimination or to report violations of these policies, please contact the Title VI/Title IX Coordinator/Director of Student Leadership at (757) 263-2020, 1413 Laskin Road, Virginia Beach, Virginia, 23451 (for student complaints) or the Section 504/ADA Coordinator/Chief Human Resources Officer at (757) 263-1133, 2512 George Mason Drive, Municipal Center, Building 6, Virginia Beach, Virginia, 23456 (for employees or other citizens). Concerns about the application of Section 504 of the Rehabilitation Act should be addressed to the Section 504 Coordinator/ Executive Director of Student Support Services at (757) 263-1980, 2512 George Mason Drive, Virginia Beach, Virginia, 23456 or the Section 504 Coordinator at the student's school. For students who are eligible or suspected of being eligible for special education or related services under IDEA, please contact the Office of Programs for Exceptional Children at (757) 263-2400, Laskin Road Annex, 1413 Laskin Road, Virginia Beach, Virginia, 23451.

Alternative formats of this publication which may include taped, Braille, or large print materials are available upon request for individuals with disabilities. Call or write The Department of Teaching and Learning, Virginia Beach City Public Schools, 2512 George Mason Drive, P.O. Box 6038, Virginia Beach, VA 23456-0038. Telephone 263-1070 (voice); fax 263-1424; 263-1240 (TDD) or email at [Gina.Mancuso-Sidhu@vbschools.com](mailto:Gina.Mancuso-Sidhu@vbschools.com).

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