**Welcome!**

If you have ever wondered if you are interested in a career in business or are just curious about why things happen in the economy or in your place of work, I highly recommend enrolling in this class. This survey course covers a wide range of topics that will aid you in understanding business functions and the world around you. There will be lots of discussion and constant reference to what is currently happening in the real world.

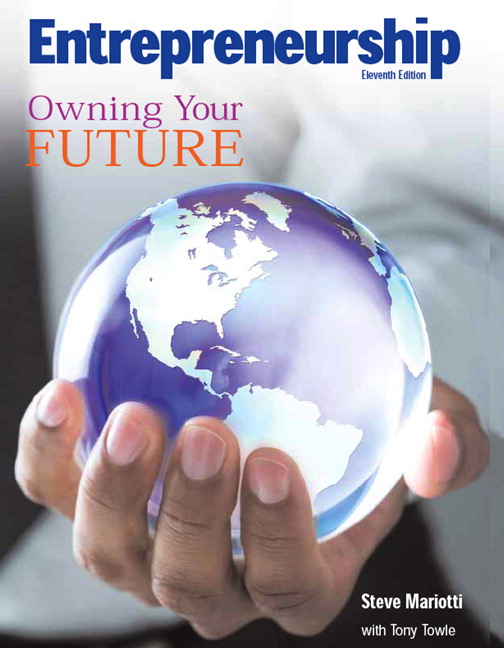
Technical requirements: Access to a computer with Internet connection, and word processing & presentation software (Word & PowerPoint for example). You will also need a calculator in the $10-20 range.

Instructor: Kris Johanson, MBA [kjohanson@san.rr.com](mailto:kjohanson@san.rr.com). I am available throughout the week to answer questions about your homework topics.

Textbook: Entrepreneurship, Owning Your Future, 11th, by Mariotti.

**Course objectives**

Upon completion of the course the student should be able to:



* Explain the different types of business structures and the benefits of each type
* Know how to calculate profit and the cost of doing business
* Read and understand a basic income statement
* Apply the 5 P’s of marketing to any business situation
* Know the 3 C’s of a business plan
* Discuss the characteristics of successful salespeople
* Understand the basics of stock markets and investments
* Write a personal resume in chronological order
* And many other practical topics

**Course Outline**

Unit 1 – Introduction

Unit 2 – Economics: Supply and Demand

Unit 3 – Forms of Business Organization

Unit 4 – Business Plans

Unit 5 – Market Research

Unit 6 – Marketing

Unit 7 – Selling

Unit 8 – The Costs of Doing Business

Unit 9 – Income Statements

Unit 10 – Cash Flow

Unit 11 – Financing the Business

Unit 12 - Recordkeeping

Unit 13 – Hiring & Motivating Employees

Unit 14 – Contracts, Patents, Insurance

Unit 15 – Government Regulations

Unit 16 - Taxes

Unit 17 - Leadership

Unit 18 - Operations

**Homework**

Weekly homework will be assigned from each chapter. Typical homework for this class consists of standard end-of-chapter questions and short Internet research assignments. Students should read the chapter ahead of time and be prepared to take notes and participate in class discussion. Estimated homework and study time for this course is 30-45 minutes per day.

**Teaching Pedagogy**

The course uses a combination of hands-on labs, classroom instruction, and customized Internet homework videos. Communication skills are developed through periodic class presentations which take place throughout the year. During classes there is typically much lively discussion, and class cohesiveness and positive student-student interaction is encouraged over the course of the year.

**Exams**

Yes, exams are necessary for a whole host of reasons. There will be a take-home style, open-book, midterm and final exam, covering material learned that semester. The exams are not burdensome, and you will be given a week to complete each one. Emphasis is on applications, not on rote memorization.

**Course Requirements**

* Attend the classes. Be on time.
* Take notes and ask relevant questions during the lectures
* Participate in the class presentations and projects
* Turn in your homework assignments by the due date
* Don’t fall behind in your work. Do not procrastinate!

**Grading Policy**

Work will be graded on a point system. A student’s total points earned will be divided by total points possible and converted to a percentage.

Grading Scale Grading Elements

Above 90% A: advanced Class participation 25%

89 – 80% B: proficient Labs 25%

79 – 70% C: basic Weekly homework 25%

69 – 60% D: below basic Midterm & Final 25%

Below 60% F: far below basic Total 100%

Timely completion of the required assignments is a basic requirement. Assignments turned in early will receive a “bonus incentive”. Assignments turned in later than the due date will receive a reduced grade.

**Progress Reporting**

Detailed student progress reports are emailed to parents at the end of each semester.