



**EPHRATA HIGH SCHOOL**  
**Course Syllabus**  
**The Teen Entrepreneur**



### *I. Course Description*

The Teen Entrepreneur is a real-world simulation that teaches students how to create a comprehensive business plan for a business of the student's own choosing and reinforces computer application skills through entrepreneurial concepts. The course integrates all of the Microsoft Office software applications by requiring students to start a teen-based business. Students use Word, Excel, Access, Publisher, and PowerPoint to develop the worksheets and documents necessary for their teen-based business.

### *II. Materials & Equipment*

- The Teen Entrepreneur Textbook and Software (Business Education Publishing)
- Personal Computer
- Microsoft Office 2007 software

### *III. Course Goals & Objectives*

1. After completing this course students will be able to achieve the following goals:
2. Demonstrate a solid understanding of starting your own business.
3. Correctly use technology related to business entrepreneurship.
4. Describe procedures for setting up a business plan.
5. Use Microsoft Office 2007 to enhance business skills in creating various business documents.
6. Recognize different ways to market a business or company.
7. Evaluate the needs of a particular business to function at a higher level.

### *IV. Course Topics*

- Logo and Tagline
- Market Analysis
- Business Card
- Company Letterhead
- Marketing Plan
- Operating Plan
- Promotional Letter
- Resume
- Brochure

### *V. Assignments & Grading*

Student learning and assessment will be based on projects, quizzes, and class effort and participation.