



Class Title: ORANGE Entrepreneurship

Teacher Name: Samantha Procopio

Class Day: Monday

Class Size: 20

Class Cost: \$30

Ages or color group served: Orange

What level is this class: Level 3

Prerequisites:N/A

Graduation Requirements: You must attend the end of semester market.

Homework Requirements: Students will be required to finish any work not completed in class. They will also be required to make all products they will be selling at the end of semester market.

Class Description:

Are you a budding entrepreneur eager to turn your ideas into a successful business venture? This semester you will learn the fundamentals of entrepreneurship, from conceptualization to product development and sales. In this hands-on course, students will collaborate in teams to develop a business plan, create a unique product, and showcase it at a local market. Gain practical experience in marketing, finance, and customer interaction while honing your entrepreneurial skills. Discover what it takes to launch a business and turn your vision into reality!

Week 1:

Introduction to Entrepreneurship

Students will be introduced to the concept of entrepreneurship, exploring different business models and identifying potential market opportunities.

Students will engage in brainstorming sessions to generate product ideas, and define target audience profiles.



Week 2:

Building a Business Plan

Teams will be formed and tasked with drafting comprehensive business plans, outlining objectives, strategies, and team roles.

Week 3:

Product Development

Students will focus on prototyping and designing their products, sourcing necessary materials, and conducting cost analysis and pricing strategies.

Week 4:

Marketing and Branding

The basics of branding and marketing will be covered, including creating brand identities, marketing materials, and developing promotional strategies.

Week 5:

Financial Management

Introduction to financial statements will be covered, with a focus on budgeting, financial projections, profit margins, and break-even analysis.

Week 6:

Sales and Distribution

Students will learn sales techniques, customer engagement strategies, and explore different distribution channels for their products.

Week 7:

Legal and Ethical Considerations

Legal structures for businesses and intellectual property rights will be discussed, along with ethical considerations in entrepreneurship.

Week 8:

Preparing for the Market



Finalizing product development, practicing sales pitches, and logistics planning for the upcoming market day.

Week 9:

Finalizing the Business Plan

Refinement of business plans based on feedback, fine-tuning financial projections, and rehearsing presentations.

Week 10:

Market Preparation and Logistics

Students will dedicate this week to preparing for the upcoming market day, focusing on finalizing product development, logistics planning, and booth setup.

Week 11:

Mock Market Day

Setting up booths and displays, rehearsing sales pitches, and finalizing logistics for a successful market day.

Week 12:

Post-Market Review

On market day, students will showcase and sell their products at a local market. Following the market, there will be a review session to evaluate performance, financial results, and lessons learned from the experience.