

Southern Regional High School
Manahawkin, New Jersey
Course Syllabus

Department: Business

Course: Entrepreneurship

Marking Period 1

Topics/Units to be covered:

- Classroom Expectations/Grading
- Introduction –
 - Business selection
 - Image
 - Product lines
- Self Analysis
- Quarterly

Marking Period 2

Topics/Units to be covered:

- Market Analysis
- Customer Profile
- Competition
- Quarterly

Marking Period 3

Topics/Units to be covered:

- Potential Location
- Proposed Organization
 - Organization Chart
- Quarterly

Marking Period 4

Topics/Units to be covered:

- Promotional Mix
- Start-Up Costs
- Monthly Expense
- Income Statement
- Final exam