

Entrepreneurship II Class Syllabus

Ms. Nelson

Contact Information:

nelson@brazosisd.net

Brazos High School

Conference: 7th Period 1:30-2:20

Classroom Rules

1. Respect the Teacher, Yourself, and Others
2. Follow School Rules
3. Come to Class Prepared to Learn
4. Respect the Classroom and Equipment
5. If you don't know, ask!
6. Raise your hand to be called on to speak
7. Be Creative and Have Fun!



Classroom Supplies

1. Composition Notebook 100 pages
2. Pens
3. Pencils
4. Kleenex boxes

Classroom Equipment Rules

1. No drinks or food allowed near the computers or electronics.
2. In the last 3 minutes of class make sure you logged off your computer, headphones are put up, your chair is pushed in, and that there is no trash around you.
3. Student has signed a computer usage agreement form at the beginning of the year. Computers and the internet are for educational use only.
4. All equipment is to be used responsibly at all times.

Classroom Breaks

1. Students are expected to obtain permission to leave the classroom while class is in session.
2. Only one student at a time will be allowed to leave the classroom.
3. Abusing privileges to leave the classroom will result in loss of privileges.

Turning In Your Assignments

1. Assignments are due on the scheduled date. Assignments are primarily completed within the class period. Students who are present should be able to complete work in this time.
2. All assignments must be turned in on time. If a student is not able to complete the assignment on time then they are required to meet with Ms. Nelson and explain the situation, and then we will find a solution.
3. In an effort to encourage correct written communications skills, all projects are expected to contain proper spelling, grammar, and mechanics. Full credit will be given to those students who make an effort to proofread carefully.
4. 1 day late-maximum grade received is a 90, 2 days late-maximum grade received is an 80, 3 days late-maximum grade received is a 70

Entrepreneurship Course Description

Class Description

Entrepreneurship II builds on the foundational knowledge from Entrepreneurship I, taking students deeper into the business startup and growth process. Students will develop a working business concept and explore advanced topics such as financial forecasting, legal structure, branding, leadership, operations, and scaling a business. The course emphasizes real-world application through project-based learning, including the development and presentation of a comprehensive business plan and investor pitch.

Unit 1: Refining the Business Idea: Ideation vs. Innovation, Validating product-market fit, Competitive analysis refresh, Protecting intellectual property

Unit 2: Strategic Marketing & Sales: Branding and storytelling, Advanced digital marketing (SEO, paid ads, influencer outreach), Pricing strategies and sales funnels, Customer relationship management (CRM) tools

Unit 3: Financial Management: Advanced budgeting and forecasting, Funding options (venture capital, crowdfunding, bootstrapping), Break-even and profitability analysis, Financial statements deep dive

Unit 4: Operations & Growth: Building scalable systems, Supply chain management, Quality control, Legal and regulatory compliance

Unit 5: Leadership & Team Building: Leadership styles in startups, Delegation and organizational structure, Hiring and onboarding, Company culture and ethics

Unit 6: Pitching & Investment: Crafting a compelling pitch deck, Pitching to investors and lenders, Negotiation skills, Preparing for due diligence

Unit 7: Exit Strategies & Next Steps: Franchising, mergers & acquisitions, Selling the business, Planning for succession, Life after entrepreneurship

Grading

Tests	40%	
Classwork/ Assignments	60%	

Required!!

Student Signature: _____

Parent Signature: _____