



Business Careers: Entrepreneurship

Course Description:

This course is a dynamic and immersive learning experience designed to equip students with the knowledge, skills, and mindset required to create, launch, and run their own businesses, while also collaborating to run a virtual company as a class. This course combines theoretical learning with hands-on practical applications, enabling students to gain a comprehensive understanding of entrepreneurship

- Create and operate an actual business that has the potential for ongoing pursuit beyond the high school years.
- Design, prototype, and sell a product to make a profit.
- Work with business partners, consultants, and mentors through field trips, internships, job shadows and guest speakers.
- Create and manage a virtual company that competes with 7,000 other *virtual* companies internationally.
- Select and actively participate in a designated department (e.g., human resources, finance, marketing) within the collaborative virtual enterprise.
- Attend trade shows to promote and sell *virtual* products in person (opportunities include TN, IL, MI, NY).



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Students who would benefit from this program are those with a passion for starting and managing their own businesses, enjoy working in a collaborative environment, and have strong communication and leadership skills. Essential to achievement is self-driven determination, as the classroom is transformed into an office and students become business executives.

High School Credit: Students will earn elective credit at their high school upon completion of this course. Please see a high school counselor (based on district decision) for eligibility towards 4th-year math-related credit, VPAA credit, and waived credits for third year science and second year world language.

College Credit: May earn up to 7 college credits through Muskegon Community College.

Business Careers: Entrepreneurship

LENGTH OF PROGRAM
1 year with option to return

Instructor:

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Related Careers with 2022 Median Annual Pay from O*Net

- Business Operations Specialist \$75,990
- Online Merchant \$75,990
- Market Research Analyst \$68,230
- And many more

Experience the CTI Difference!



TO ENROLL

bit.ly/CTCenroll



QUESTIONS?

Contact Jannette Bole
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Course Outline:

1st Semester: Intro to Entrepreneurship, Business Development, Types of Ownership, Economic Indicators, Market Research, and Product Development.

2nd Semester: International Business, Prototyping, Pricing, Sales & Marketing, Promotion, Customer Service, and Business Financials.

Resources Used:

Quickbooks, Microsoft Office Suite, Google Suite, \$100 Start-UP, Grit to Great, Canva, Wix, and Squarespace.

Postsecondary Partners:

SCORE, Consumer's Credit Union, Lakeshore Advantage, Suburban Inns, and Cento Anni.

Work-Based Learning: All students at CTC have the opportunity to participate in experiences (such as guest speakers, tours, and work experiences) that connect them with local employers in their program area.

WBL Partners: Internship opportunities during 2nd semester.

Safety Training Provided In: OSHA 10-Hour General Industry.

Student Leadership Opportunities: Students can participate in activities with classmates and outside community partners to strengthen their leadership skills through participating in Virtual Enterprise International. Students will elect the leadership of their company including Chief Executive Officer, Chief Finance Officer, Creative Director, Vice President of Human Resources, and Vice President of Sales and Marketing.

Capstone: Upon course completion and with teacher recommendation, qualifying students may extend their learning through Capstone. This highly independent course has rigorous attendance and employability requirements. Enrollment starts in May. See your work-based learning coordinator for more information.