ENTREPRENEURSHIP 4 TEENS

From Big Idea to Real Business

Subject Area: Business / Career & Technical Education (CTE)
Course Type: Online / Self-Paced / Elective
Grade Level: Middle School & High School
Course Length: 16 Lessons | One Semester | 60 hours
Suggested High School Credit: 0.5 Elective Credit

Course Description

Have you ever dreamed of starting your own business? This semester-long course guides middle and high school students through the exciting process of developing, creating, and launching their very own business!

Through engaging video lessons, hands-on projects, and real-world applications, students will discover what it takes to become an entrepreneur. From identifying business opportunities and understanding their target audience to creating a business plan, students will explore skills such as branding, logo design, marketing, budgeting, pricing, website development, and customer service.

Throughout the course, students will develop their own business idea, applying what they learn through hands-on assignments and creative projects. In our engaging **Student Workshops** (pre-recorded) , students will follow alongside other young entrepreneurs as they develop their own businesses, sharing their ideas, tackling challenges, and bringing their visions to life. Each lesson builds upon the next, helping students create a practical business portfolio that comes together in a final business presentation. By the end of the course, students will have the knowledge, confidence, and tools to take their business **from Big Idea to Real Business!**

Course Length: 16 weeks | Approximately 60 hours | 0.5 High School Credit

No previous business experience is required!

Learning Objectives

By the end of this course, students will be able to:

- Develop and evaluate a business idea.
- Identify a target audience and research competitors.
- Create a business name, logo, and brand identity.
- Understand basic business structures and startup requirements.
- Develop marketing materials and promotional content.
- Plan and build a basic business website.
- Calculate startup expenses, pricing, revenue, and profit.
- Practice networking and professional customer communication.
- Apply time management and growth mindset principles.
- Present a complete business concept with confidence.

Course Materials

Students will need:

- A computer with internet access
- Access to the online video lessons
- Entrepreneurship 4 Teens student workbook (will be shipped to student)
- Access to Canva, Google Slides, PowerPoint, or similar creative tools
- A website-building platform offering a free option

Students do not need to purchase a domain, pay for website hosting, or officially launch a business to complete the course.

Course Outline

Lesson 1: Introduction to Entrepreneurship
Entrepreneurial traits, strengths, opportunities, and challenges

Lesson 2: Finding the Right Business Idea
Brainstorming, evaluating ideas, naming a business, and pitching

Lesson 3: Understanding Your Audience & Competition
Identifying ideal customers and researching competitors

Lesson 4: Logo Design
Creating and refining a memorable business logo

Lesson 5: Branding Your Business
Developing brand colors, fonts, taglines, and a brand board

Lesson 6: Business Structure
Exploring sole proprietorships, partnerships, LLCs, and business requirements

Lesson 7: Marketing Your Business
Creating a marketing plan, message, and promotional materials

Lesson 8: Content Creation
Developing promotional, educational, and storytelling content

Lesson 9: Social Media
Understanding platforms, planning posts, and responsible online marketing

Lesson 10: Website Creation – Planning
Planning website pages, content, navigation, and wireframes

Lesson 11: Website Creation – Building
Building and reviewing a basic business website

Lesson 12: Money Basics & Pricing
Calculating startup costs, expenses, pricing, revenue, and profit

Lesson 13: Networking
Finding potential customers, making connections, and requesting referrals

Lesson 14: Customer Service & Professional Communication
Communicating with customers, handling problems, and building loyalty

Lesson 15: Growth Mindset & Time Management
Setting priorities, creating schedules, and developing perseverance

Lesson 16: Final Business Presentation
Presenting a completed business concept and portfolio

Course Format & Expectations

Entrepreneurship 4 Teens is a self-paced course. Each lesson combines video instruction with workbook activities and practical assignments.

Students are expected to watch the lessons, complete the accompanying assignments, watch the student workshops, and apply their learning to the business concept they develop throughout the semester.

Assignments build upon one another, allowing students to create a portfolio of original business materials.

Final Project

Students will create an **8–12 slide business presentation** showcasing the business they've developed.

Their presentation will include their business name and pitch, brand board, logo, marketing materials, social media strategy or alternative marketing approach, website, pricing, and customer thank-you materials.

Students will present their business to a person or group of their choice and have an audience member complete the Final Project Business Presentation Feedback form. They will then turn in their final project to be reviewed and graded by the FS4T team.

Final Project Submission for Grade

Students must email their completed presentation to **admin@fs4t.com**.

Email Subject: Entrepreneurship 4 Teens – Final Project – Student Name

Please allow up to **2-3 weeks** for the Film School 4 Teens team to review the project and provide feedback.

Important Information for Parents

This course is educational and does not require students to register or launch a business. Students under 18 should involve a parent or guardian when researching business requirements, communicating with potential customers, creating online accounts, or accepting payments.

Business laws, licensing, and tax requirements vary by location. The course does not provide professional legal, tax, or financial advice.