

Business Development & Entrepreneurship

A Comprehensive Guide for High School Students

Course Overview

This comprehensive program introduces students to the exciting world of business development and entrepreneurship. Designed specifically for high school students, this course combines theoretical knowledge with practical applications.

Learning Objectives

- Understand fundamental business concepts
- Develop entrepreneurial mindset
- Learn market analysis techniques
- Master basic financial literacy
- Create simple business plans

Business Model Canvas

Key Partners

- Suppliers
- Strategic alliances
- Business relationships

Value Propositions

- Product benefits
- Customer problems solved
- Unique selling points

Customer Segments

- Target markets
- User personas
- Market demographics

Revenue Streams

- Pricing models
- Payment methods
- Revenue sources

Class Activity

Create a Business Model Canvas for a hypothetical startup. Work in groups to identify and fill out each section of the canvas.

Market Analysis & Financial Literacy

Market Analysis Techniques

Primary Research

- Surveys
- Interviews
- Focus groups
- Field observations

Secondary Research

- Industry reports
- Market statistics
- Competitor analysis
- Economic indicators

Financial Literacy Exercise

Calculate basic business metrics:

- Revenue projections
- Cost analysis
- Profit margins
- Break-even analysis