

Entrepreneurship and E-Commerce 12

Students will learn about:

- Recognition of entrepreneurial opportunities
- Types of business ventures and social entrepreneurship factors that can promote
- Innovation and entrepreneurial success, including networking, product/service knowledge, and market analysis
- Characteristics of the global market and local economic trends
- Components of starting a small business, including registration and financial considerations
- Interpersonal and presentation skills to promote products and/or services and to interact with clients
- Emerging career options for young entrepreneurs
- Ethics of cultural appropriation and plagiarism
- Entrepreneurship opportunities
- Creative ways to add value to an existing idea or product
- The evolution and nature of e-commerce local and global retail e-commerce environments
- The economics of e-commerce
- Revenue models development and evolution of the digital retail environment
- Cyber marketing concepts and strategies
- Ethical marketing strategies
- Distribution channels for digital businesses
- Digitally procured goods and services
- Digital and cloud-based technologies
- Interpersonal and presentation skills to promote products or services and to interact with potential customers/clients
- Industry best practices
- Emerging career options and opportunities in the digital sector and for young entrepreneurs
- Ethics of cultural appropriation and plagiarism

Learning Materials and Assessment:

All assignments and assessments will be available on the classroom website (See Teacher)

Expectations:

- Respect Yourself and Others
- Always demonstrate respectful behavior
- Respect Effort and Learning
- Respect your Community and the Environment
- Attend class on time
- Attend tutorials to complete work
- Always put forth your best effort
- Listen to the teacher and to your work partners
- Absolutely no food or drink in the computer labs
- Be careful not to damage school equipment. Don't unplug any of the computer cabling without the direction of the teacher