

Leadership Mountain Brook

Leadership Mountain Brook partners with the City of Mountain Brook Mayor's office and the Chamber of Commerce. Leadership Mountain Brook is a one-credit course designed to provide students with skills needed to effectively organize, develop, create, and manage a business. This course includes business management and entrepreneurship, communication and interpersonal skills, economics, and professional development foundations. Instructional strategies may include the development of a business plan, a school-based enterprise, computer and technology applications, real and simulated occupational experiences, or projects related to business ownership.

Career and technical student organizations are integral, co-curricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.

Prerequisite: Application and Selection

Entrepreneurship

Students will:

1. Evaluate social and civil responsibilities of business ownership. Examples: environmental issues, ethical issues, employment issues
2. Describe typical behavioral characteristics of an effective entrepreneur.
 - Identifying personal strengths and weaknesses to determine the need for additional information
3. Critique a variety of business classifications, including retailers, wholesalers, servicers, and manufacturers, to determine potential business ventures.
4. Compare types of business ownership. Examples: sole proprietorship, franchise, partnership, limited liability corporation (LLC), corporation
5. Determine technological needs of a small business, including hardware, software, networking, and telecommunications.
6. Explain risk factors that affect entrepreneurs, including financial, psychological, and physiological aspects.

Finance

7. Analyze national and international economic fluctuations to determine effect on business markets of interest.
8. Develop a business plan, including identifying an executive summary; conducting a marketing and competitive analysis report; and developing a marketing, management, and financial plan.
9. Analyze credit and collection policies to determine consumer credit plans.

10. Explain taxes associated with business ownership and employment, including local, state, and federal taxes.

11. Use mathematics skills to analyze profit and loss margins for a business.

Legal Implications

12. Analyze government regulations to identify impact on business ownership.

13. Explain laws and regulations related to hiring and retaining employees.

Marketing

14. Determine marketing functions needed for effective business ownership.

15. Interpret research data to determine market-driven problems faced by entrepreneurs.

Examples: research data—business journals, stock market reports, newspapers, international trends

Career Opportunities

16. Determine career opportunities, responsibilities, and educational and credentialing requirements related to various entrepreneurship ventures.

E-Business

17. Identify advantages and disadvantages of Internet entrepreneurial opportunities.

- Creating an effective e-business site
- Designing a customer survey for an e-business

Examples: customer needs and satisfaction survey, demographics survey, products survey