

SAMPLE COURSE SYLLABUS

PPEL 101: Ethics, Economy & Entrepreneurship

1. **Course Title:** PPEL 101: Ethics, Economy & Entrepreneurship
2. **Course Description:** PPEL 101 presents core concepts on ethics, micro and macroeconomics, global and local perspectives, personal and business finance, and the process of innovation. The study of entrepreneurship revolves around the skills and aptitudes necessary to leverage initiative into successful outcomes, whether as a small business owner, an employee, or a volunteer. Within this broad area of entrepreneurial activity individuals make numerous choices, economics (speaking to what can be done) and ethics (speaking to what should be done), provide frameworks within which sound choices can be made.
3. **Course Dates:** 1 semester, prerequisite 1 semester of Economics
4. **Adopted Text and Other Learning Resources:** *Ethics, Economy & Entrepreneurship web based text with any already adopted economics text.*
5. **Course Essential Questions:**
 - Why do some societies grow rich while other societies remain poor?
 - What must a person do to succeed in market society?
 - What must a person do to deserve to succeed? (What does it mean to truly be of service?)
 - What does it mean to create value for others?
 - What does it mean to respect and care for others?
 - How do entrepreneurs think and act? How do they start a business? How do they sustain a business? How do they learn to acknowledge and correct flaws in their business model?
6. **Course Objectives:**

Upon completion of this course, students should be able to do the following

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- Identify and evaluate ethical, economic and entrepreneurial concepts as it relates to personal finance, the economy, and political systems.
- Apply basic ethical, economic and entrepreneurship concepts years later, in situations relevant to their lives and different from those encountered in the classroom.

7. **Desired Course Outcomes:**

- The student will be better equipped to make sound personal and professional choices.
- The student will manage personal resources to meet goals and minimize obstacles.
- The student will experience a college-related course.
- The student will receive university course credit and transcript

8. **Course Calendar/Schedule (outline of concepts and pacing):**

Introduction (2 weeks)

- o Why Ethics?
- o Why Economy?
- o Why Entrepreneurship?

Part 1: Key Concepts (3 weeks)

- o Trade (A1)

We thrive as human beings because we learned to make deals with strangers.

- o Resources (A2)

Things are not resources until people invent ways of putting them into service.

- o Cost (A3)

Cost is unavoidable.

- o Institutions (A4)

We develop frameworks for interacting that help us to trust each other and make deals.

- o Value (A5)

Our values are what we aim at, and judge to be worth aiming at, when we make choices.

Part 2: Understanding Trade (2 weeks)

- o Progress
- o Why trade?
- o Conditions for Trade
- o Progress and Wealth Creation

Part 3: Trust, Agency and Bystanders (2 weeks)

- o Principal-Agent Framework
- o Tragedy of the Commons
- o Property
- o Trust
- o Failures and Self-corrections
- o What Can We Trade?

Part 4: Economic Institutions (2 weeks)

- o Institutions of Commercial Society
- o Public Choice
- o Capitalism as Pro-Knowledge
- o Knowledge Discovery

Part 5: Innovation (3 weeks)

- o It takes more than ideas
- o What Does Innovation Look Like
- o Long Run/Short Run Thinking

- o Theory of Production: Supplier Cost Curves
- o Entry and Exit (role of profit)
- o Creative Destruction

Part 6: A Business and Personal Finance Primer (2 weeks)

- o Accounting Basics
- o Credit and Compound Interest (growth)
- o Break-Even Analysis
- o Marketing Fundamentals
- o Think, Think, Nudge, Nudge: Insights from Behavioral Economics

Part 7: The Entrepreneur (4 weeks)

- o The Entrepreneur as a Resource Integrator
- o Entrepreneurship as an Effectual Process
- o Markets Don't Exist
- o What is Value
- o Competitive Advantage - The dynamics of remaining viable
- o The Big Errors
- o The Entrepreneur and Self Assessment

9. Assessments:

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UNITS	Formative Assessment Participation: Active participation is important. This involves sharing your thoughts in class discussions, listening and responding to other students' ideas, contributing to group work and coming to class prepared and on time.	Summative Assessment
Introduction: Why Ethics, Why Economy, Why Entrepreneurship	Close readings, written reflections, class discussion	
Part 1: Key Concepts	Simulations , close readings, written reflections, class discussion, graphing	End of UNIT Test: approx. 5 weeks
Part 2: Understanding Trade	Simulations, close readings, written reflections, class discussion	End of Unit Test: approx. 7 weeks

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Part 3: Trust, Agency and Bystanders	Simulations, close readings, written reflections, class discussion, graphing	End of Unit Test: approx. 9 weeks
Part 4: Economic Institutions	Simulations, close readings, written reflections, class discussion, graphing	End of Section Quiz: approx. 10 weeks
Part 5: Innovation	Close readings, written reflections, class discussion	End of Unit Test: approx 13 weeks
Part 6: A Business and Personal Finance Primer	Simulations, close readings, written reflections, class discussion	End of Unit Project: approx. 14 weeks

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Part 7: The Entrepreneur	Simulations, close readings, written reflections, class discussion	End of Unit Project: approx. 18 weeks
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