

Barnegat High School

Entrepreneurship - Syllabus

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| **Course Information** | **Teacher Information** |
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| Entrepreneurship | Name: Dr. Katherine Maxwell |
| Semester Course | Phone: (609) 698-5900 |
| Class Location: Room C201 | Email: KMaxwell@barnegatschools.com |
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**Course Description:**

| This semester course will satisfy the NJ graduation requirement for “Financial, Economic, Business and Entrepreneurial Literacy.”  This is a semester course whose main focus is completing a business plan, either as their primary income or extra income, including individual contributor businesses such as freelancers, contractors, consultants, and others in the gig economy. The curriculum is centered on three key aspects of entrepreneurship. First, students will focus on the individual, their traits, skills, and attributes that make entrepreneurs successful. Second, students will focus on marketing research, analysis of the business opportunity, types of ownership, marketing plan, and a proposed business plan. Third, students will create a valid business plan with potential to meet profit goals. These elements, developed in the course, will assist any current or potential entrepreneur to develop and grow a business now or in the future. |
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**Course Competencies/ Learning Objectives**

Students who successfully complete Personal Finance will be competent in the following areas:

| * Students will be able to learn the factors that a new business owner must consider, such as a study of demographics, legal requirements, financial considerations, and operational function. * Students will focus on the individual, their traits, skills, and attributes that make entrepreneurs successful. * Students will build a resume to prepare themselves for their future careers. * Students will create small products to demonstrate mastery in entrepreneurial skills; such as, development of “new” product or service not patent yet. * Students will understand the process of developing, applying, and types of patents needed. * Students will create marketing strategy for their product or service, then demonstrate how they would advertise the product, including price, method of delivery, and solidify marketing plan. * Students will create an International Business Brochure to demonstrate the academic rigor they have developed as an entrepreneur. (ie- marketing plan, advertising, development, attractions, etc). * Students will listen to local entrepreneurs and understand first-hand experiences and gain exposure to their challenges, initiatives, and constant planning that attributes to ownership of a business. * Students will create a business plan, either as their primary income or extra income, including individual contributor businesses such as freelancers, contractors, consultants, and others in the gig economy. * Students will become an entrepreneur by creating a business plan with a detailed framework for both the Chief Operating Officer (COO) and the Chief Executive Officer (CEO). Then, clearing outline both their job details. * Students will assume the role of COO and will create a management team, company description, product/service plan, then a vision & mission statement for their company. * Students will assume the role of CEO and will create an industry overview, market analysis, competitive analysis, marketing plan, operations plan, organizational plan, financial plan, and growth & contingency plan, * Students will analyze a strong marketing plan that includes the “4 P’s” (product, price, plan, & promotion). Then, incorporate the strong marketing plan into their business. * Students will produce a business pitch to their peers to solidify their company’s plan detailing the management functions and overall business plan, including income generated and projected. * Students will create a social media campaign for their business to advertise and promote new business, * Students will create and design a company logo and slogan. Then, discuss how the cost affects their financial plan both positively and negatively * Students will extend their business through either additional businesses, different services, or online sales. (ie- open another store/food truck, begin to cater, sell online by creating an application). * Students will create an advertisment for their “new” addition, including the long term commitment and need for advertising. * Students will create a sales promotion for their business, including the logistics of implementing such a promotion. * Students will include the employment opportunities their business has created and why future employees would benefit from working for their business. |
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**Course Texts / Online Resources**

Allen, K. R., & Meyer, E. C. (2011). *Glencoe entrepreneurship: Building a business*. Columbus, OH: Glencoe/McGraw-Hill.

Greene, C. L. (2000). *South-Western entrepreneurship ideas in action*. Cincinnati, Ohio: South-Western Educational Publication.

Greene, C. L. (2019). *Entrepreneurship: Ideas in action*.

Kaser, K., & Oelkers, D. B. (2016). *Sports and entertainment marketing, 4e*.

Mariotti, S., & Network for Teaching Entrepreneurship,. (2017). *Entrepreneurship: Owning your future*.

Clark, B., & Commers, J. (2018). *Entrepreneurship*.

Google Classroom ID = To be distributed in person or via email on the first day of class.

**Required Materials**

Every class period, students will be required to bring their school issued student computer to complete assignments and tasks.

**Attendance Policy**

Regular and prompt class attendance is an essential part of the educational experience. The Barnegat Township School District expects students to be responsible and exercise good judgment regarding attendance and absences. Students accept full responsibility for ensuring that they complete any/all work missed due to absences.

**Course Topic Outline**

Please find a list of the units for this course:

| **Content Area: Business** | |
| --- | --- |
| **Course Title: Entrepreneurship** | **Grade Level: 11-12** |
| **Unit 1: Attributes/Development of Entrepreneurs** | 10-12 days |
| **Unit 2: Development of Business Plan** | 12-14 days |
| **Unit 3: Becoming the Entrepreneur/Running a Business** | 14-16 days |

**Student Grades**

The grading system for this course is based on the category weights listed in each department’s policy. For this course, those weights are listed below.

**Business/World Languages**

Each marking period, students will have a minimum of three (3) Major Assessments and seven (7) Minor Assessments). Course Participation is assessed twice (2x) per marking period using the district rubric.

**Marking Period Calculations**

| Major Assessments | 50% of marking period grade |
| --- | --- |
| Minor Assessments | 30% of marking period grade |
| Course Participation | 20% of marking period grade |

**Semester Course Calculations**

| Marking Period 1 | 40% |
| --- | --- |
| Marking Period 2 | 40% |
| Midterm/Final Exam | 20% |

Please note: the above areas are used as the basis for 80% of your grade for the course; the Midterm and Final exam will constitute the remaining 20% of your grade.

* Examples of Major Assessments include items that are summative in nature, such as: tests, projects, research papers, prose-constructed response timed writings, formal presentations, reports, Socratic seminars, or any other type of assessment used to capture evidence of learning at the culmination of a unit of study.
* Examples of Minor Assessments include items that are formative in nature, such as: quizzes, reading comprehension checks, response journals, exit tickets, small-scale research activities, reading logs, in class worksheets, or any other type of assessment that is diagnostic in nature and used to guide instruction and provide ongoing feedback to students.
* Note: grades for individual assignments are entered into Genesis for the marking period in which the assignment is collected, and not a subsequent marking period.
* Extra Credit will only be available for assignments that have been approved ahead of time by the teacher and department supervisor.
* In this course, it is expected that students will submit only their best work, and teachers reserve the right not to accept work that is substantially below what a student is capable of producing.
* **LATE WORK:** **Late work will not be accepted unless the student has an excused absence. At that time, the student is provided up to, but no more than, 5 days to make up the work.**
* *Please speak to your teacher about the opportunity for earned Second Chances on certain Major Assessments.*

**Course Participation Rubric**

|  | **Academic Social Skills** | **Readiness to Learn / Study Skills** | **Class**  **Discussions** | **Classwork** | **21st Century College and Career Readiness** |
| --- | --- | --- | --- | --- | --- |
|  | **20 points**   * Takes initiative in completing tasks in the online classroom. * Communicates needs to the teacher in an appropriate manner. * A role model for others in the online classroom. * Appropriately seeks support and/or assistance from the teacher. | **20 points**   * Produces notes and other materials that demonstrate effort and insight. * Is motivated and takes ownership of his/her learning. * Takes steps to better himself/herself through Google Meets, emailing, etc. | **20 points**   * Consistently completes the assigned discussion questions and rarely misses a question, if at all. * Responses consistently reflect high levels of care and pride in work. * Replies and interacts with peers in a meaningful manner. | **20 points**   * Consistently completes assigned tasks in a timely manner. * Actively participates in classroom activities on a daily basis. * Contributes to class discussions in a meaningful way (asking questions or adding to class discussion). | **20 points**  **Student consistently shows the following:**   * Responsible and contributes to our online community. * Clearly and appropriately communicates with the teacher via email. * Understands the consequences of actions. * Responsibly uses technology. |
|  | **15 Points**   * Completes tasks in the online classroom. * Sometimes communicates needs to the teacher. * Frequently on-task, but may need some redirection from the teacher. | **15 Points**   * Often produces notes and other materials that demonstrate effort, but may also require direction. * Is mostly motivated and takes ownership of his/her learning. * Often takes steps to better himself/herself through Google Meets, emailing, etc. | **15 Points**   * Frequently completes the assigned discussion questions, but may have missed a few. * Responses sometimes reflect high levels of care and pride in work, but not always. * Replies and interacts with peers. | **15 Points**   * Usually completes assigned classwork tasks. * Frequently participates in classroom activities but sometimes requires re-direction. * Usually contributes by responding, and/or asking questions. | **15 Points**  **Student frequently demonstrates the following**:   * Responsible and contributes to our online community. * Clearly and appropriately communicates with the teacher via email. * Understands the consequences of actions. * Responsibly uses technology. |
|  | **10 Points**   * Rarely completes tasks in the online classroom. * Does not communicate needs to the teacher. * Frequently needs redirection from the teacher. | **10 Points**   * Produces notes and other materials that lack effort to learn. * Unmotivated and does not take ownership of his/her learning. * Does not take appropriate steps to better himself/herself. | **10 Points**   * Rarely completes the assigned discussion questions. * Responses do not reflect care and pride in work. * Little to no replies and interactions with peers. | **10 Points**   * Rarely completes assigned tasks and does not produce his/her best work. * Usually does not participate in classroom activities and often requires teacher redirection * Usually does not contribute by responding and/or asking questions. | **10 Points**  **Student rarely demonstrates the following**:   * Responsible and contributes to our online community. * Clearly and appropriately communicates with the teacher via email. * Understands the consequences of actions. * Responsibly uses technology. |

**Plagiarism, Cheating, and Academic Integrity**

The Barnegat Township School District places a strong emphasis on students’ integrity, and the district will not tolerate instances of academic dishonesty. Plagiarism is the practice of copying words, sentences, images, or ideas for use in written or oral assessments without giving proper credit to the source. Cheating is defined as the giving or receiving of illegal help on anything that has been determined by the teacher to be an individual effort. Both are considered serious offenses and are subject to consequences described in the Student Handbook and Board Policy #5701.

**Honor Code**

The purpose of this Honor Code is to communicate the meaning and importance of academic integrity to all members of the school community and to articulate and support the interest of the community in maintaining the highest standards of conduct in student learning. Barnegat High School embodies a spirit of mutual trust and intellectual honesty that is central to the very nature of learning, and represents the highest possible expression of shared values among the members of the school community. The core values underlying and reflected in the Honor Code are:

**Academic honesty** is demonstrated by students when the ideas and the writing of others are properly cited; *students submit their own work for tests and assignments without unauthorized assistance; students do not provide unauthorized assistance to others; and students report their research or accomplishments accurately.*

**Respect** for others and the learning process to demonstrate academic honesty.

**Trust** in others to act with academic honesty as a positive community-building force in the school,

**Responsibility** is recognized by all to demonstrate their best effort to prepare and complete academic tasks.

**Fairness and equity** are demonstrated so that every student can experience an academic environment that is free from the injustices caused by any form of intellectual dishonesty.

**Integrity** of all members of the school community as demonstrated by a commitment to academic honesty and support of our quest for authentic learning.

This Honor Code summarizes the Honor Policy, which defines the expected standards of conduct in academic affairs. The student body and faculty at Barnegat High School will not tolerate any violation of the Honor Code.

Any violation of the Honor Code will result in Administrative Consequences and be detrimental to student grade.

**Student Expectations**

1. All school rules and policies apply to this class.
2. The teacher and students will work together for a respectful, safe classroom.
3. Students are expected to wear their masks in school.
4. Rules for Google Classroom etiquette.
5. Communication Policy.
6. Bring a chromebook to class CHARGED and with your charger.
7. Students will come to class on time, prepared, and ready to learn.
8. Students will complete all assignments, including homework, by all deadlines. Make-up work is only accepted after an excused absence. It is your responsibility to see me for your work before or after school.
9. Students will actively participate in class discussions and other activities in order to enhance their learning experiences.
10. Cell phones, iPods, or any other personal electronic devices are prohibited in class at any time.

**Extra Help and Support**

Occasionally, students will require additional help to master the content and skills in this course. If you need additional help, there are a variety of options for you, including:

* Office hours are available with Dr. Maxwell by appointment.
* Before/after school help sessions with your teacher
* Free online tutoring with Brainfuse (available from the Barnegat Library website)
* Bengal Bootcamp is also available for students looking to complete their work.

As your teacher, my goal is to work with you to achieve academic success. Please reach out if there is anything I can do for you! ;-)

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I have read and understand the syllabus for ENTREPRENEURSHIP.

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Student Signature Print Name

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Parent/Guardian Signature Print Name