

Lee County High School Course Syllabus

COURSE TITLE: Entrepreneurship

TERM 2020-2021

TEACHER Mrs. Mary Champion

ROOM # 311

Email Address championma@lee.k12.ga.us

Teacher Support (Help sessions etc.) Please schedule a time with me in advance and I will be more than willing to help before or after school.

PREREQUISITE: Marketing Principles is the foundational course recommended for all pathways in Marketing, Sales & Service.

COURSE DESCRIPTION :Marketing and Entrepreneurship is the second course in the Marketing and Management Career Pathway. Marketing and Entrepreneurship begins an in-depth and detailed study of marketing while also focusing on management with specific emphasis on small business ownership. This course builds on the theories learned in Marketing Principles by providing practical application scenarios which test these theories. In addition, Marketing and Entrepreneurship focuses on the role of the supervisor and examines the qualities needed to be successful.

In order to increase the number of application experiences, students should participate in the co-curricular student organization, DECA—An Association of Marketing Students. It is highly advantageous for students to participate in a school-based enterprise where available. See me if you are interested in volunteering in Trojan Shop.

INSTRUCTIONAL PHILOSOPHY Students who attend class, pay attention and give 100% effort will be successful in this course. Just as you would expect in a business setting, students will be required to have good communication skills and be able to work well with a diverse group of people. They will be required to problem solve, be detail oriented, and cope with deadlines. In addition, students will work on core employability skills in this course.

I am a teacher that will give you 100%, but I expect it in return. We will be respectful of each other at all times. I want this to be a fun learning experience for you and look

forward to working with you this school year!

COURSE STANDARDS

MKT-ME-1 Demonstrate employability skills required by business and industry.

MKT-ME-2 Understand the concepts, processes, systems, strategies and tools needed to be a successful entrepreneur / business owner / manager.

MKT-ME-3 Understand the concepts, strategies, and systems needed to implement and obtain support for an entrepreneurial entity.

MKT-ME-4 Understand the processes, strategies, and systems needed to guide the financial organization of an entrepreneurial entity.

MKT-ME-5 Understand the concepts, processes, systems, strategies and tools needed to create a successful business venture.

MKT-ME-6 Understand the concepts, systems, and tools needed to complete the marketing plan.

MKT-ME-7 Understand the concepts, processes, systems, strategies and tools needed to successfully manage a business venture.

INSTRUCTIONAL MATERIALS AND SUPPLIES

Student Supplies Needed:

✓ 3-ring binder (not folder) ✓ Pen, pencil, and paper—daily!

RECORDING CONSENT STATEMENT

**Recording a meeting without the consent of all participants may be illegal and actionable.

You should obtain consent to record a meeting from all participants, including external guests and guests who join late.

EVALUATION AND GRADING
SEMESTER GRADING STATEMENT

****Grades are semester long (no longer two, 9-week grading periods averaged together)** and based on class participation, class work, homework, tests, quizzes, formative assessments, and any special project that the classroom teacher may assign. This portion will count for 80% of the semester final average. Final exams or an End of Course Milestones Test will be given at the end of each semester and will count 20% of the semester average. See the LCHS Handbook for the semester exam exemption policy.

Student's grades will be based on the following:

Grading will occur on a variety of assignments, including:

Daily Assignments 30%

Tests and Projects 60%

Work Ethic 10%

(All students begin with a 100 for work ethic. Points will be deducted as needed for failure to participate in class, failure to show up to class, failure to turn in assignments on time, or cell-phone use during class, etc.)

Special Note: Midterm assessments count as a test grade.

*Exams will be given at the end of each semester and will count 20% of the semester grade.

IF THIS COURSE IS THE FINAL COURSE IN THE MARKETING PATHWAY STUDENTS WILL BE REQUIRED TO TAKE AN END OF PATHWAY ASSESSMENT WHICH WILL BE COUNTED AS THE EXAM GRADE (20% OF SEMESTER AVERAGE). STUDENTS WHO PASS THE ASSESSMENT QUALIFY TO RECEIVE A NATIONAL CREDENTIAL.

Grades will be assigned according to the following scale:

A = 90-100 B = 80-89 C = 70-79 F = 69 or below

It is the student's responsibility to keep track of their grades. All scores will be recorded into my computer/grade book and most work will be returned to you. **Grades are available on the Parent portal. Parents should contact the school for login information.**

Guidelines for Success: Preparation Respect Integrity Dependability Excellence

Mrs. Champion's Class Procedures

❖ Entering the classroom

Be in your seat prepared to work when the bell rings. Begin the bell ringer assignment that will be posted on the board. Sit quietly when finished for instruction to begin.

❖ Exiting the classroom

I will have someone designated to signal me when we are getting close to the end of the class. At this time, I will wrap up instruction and have you pack up. You should stay seated until I dismiss you. I will dismiss you as soon as the bell rings, but you should never stand up or huddle around the door waiting on the bell to ring.

❖ Getting my attention/When I need your attention

If you need my attention, please raise your hand. When I need your attention, I will simply stand at the front of the room and raise my hand. This is a signal for you to stop what you are doing, turn in my direction, and also raise your hand to let me know that you are ready to listen.

❖ Food and Drinks in the Classroom

School policy states that there should not be any food or drinks in the classroom. You may have water in my class provided that it has a top on it.

❖ Technology (Cell phones, iPad, etc.)

I will let you know at the beginning of class if you will need your technology for instruction that day. Remember, technology should be used for instruction only. If I have not informed you to use your technology, all devices should be put away including all accessories.

❖ Bathroom Breaks, Nurse, Etc.

All time away from the classroom should be kept to a minimum. In the event that you must leave, you should get permission first. You will sign out on the sign out sheet in the classroom and carry the hall pass with you. If you choose to abuse this, you will lose the privilege of leaving the classroom. I will use the log to keep track of how often you are leaving the room.

❖ **Tardy Policy**

Refer to your handbook for our tardy policy. This is a business class. You would not be late for work on a regular basis, so you should treat this class the same way. The president would not allow an employee to constantly be late for work and neither will this teacher. Punctuality is extremely important in this class and in the workforce.

❖ **Absent Folder/Missed Work**

If you are out for any reason, always check the absent folder for your class period when you return. **This is absolutely YOUR responsibility.** In the event that there is not any work in the folder, you should always double check with me before or after class. You will have 3 days to complete any missed work once you return. Again, it is your responsibility to check with me and make arrangements to make up work. Failure to do so will result in a zero for those assignments missed.

❖ **How to contact me**

I check my email on a regular basis. If you have any questions or need to contact me for any reason, school email will be the best way to get in touch with me.

championma@lee.k12.ga.us

❖ **Finishing work early**

In the event that you finish an assignment early, I may have a finish off assignment on the board for you to follow. If I do not have a finish off assignment, you should take this time to review your work, study current class material, or possibly help other students if I have given you permission to do so.

Mrs. Champion's Class Rules

1) Entering & Exiting Class: Follow the appropriate procedures for entering and exiting. (See Procedure Sheet for full details.) Come in prepared. Be seated by the time the bell rings. Stay seated until I dismiss you. Never stand by the door or get up before I dismiss you.

2) Electronic Devices, Headphones, Etc.: When we are using BYOT for instruction, I will let you know.

Otherwise, I should not see any electronic devices or accessories.

3) Be Respectful of your classmates and your teacher: Use respectful language at all times. Never make fun of or make someone feel uncomfortable in this classroom. We are all here to learn and I want learning to be fun! Follow the golden rule and you will be fine. ☺

4) My Area-Podium, Desk, Etc.: Never enter the area behind my podium or my desk without permission.

Never take anything off of my podium or my desk without asking first.

5) No Food or Drink (except water): Follow the school policy of no food or drink in the classroom at all times.

Consequences of Disruptive Behavior 1st Offense: Verbal Warning 2nd Offense: 1 Day of Detention with Teacher and/or Parent Contact 3rd Offense: Office Referral

Marketing students are encouraged to join DECA—a co-curricular association of marketing students. LCHS DECA chapter stresses leadership, community service, and career development (with lots of fun mixed in).

Sign and return this sheet only.

I have read and understand the rules and expectations for Marketing & Entrepreneurship.

Student Name(Printed) Parent Name (Printed)

Student Signature Parent Signature

Phone number where parent can be contacted: _____

Email address for parent: _____

***DECA Dues are \$25 this year. This includes your t-shirt for the year. DECA Dues will be paid online this year. 😊 T-shirt size: _____**
(Not mandatory, but highly encouraged.)