

Eden Area Regional Occupational Program Academy for Business and Finance

Course Title: Entrepreneurship
Instructor: Ms. Dawn Fregosa
Phone Number: (510) 618-4600 x2402
(510) 599-6982
Email Address: dfregosa@slusd.us
msfregosa.slhs@gmail.com
Website: www.Msfregosa.com
Hours: 8:00 am – 4:00 pm

ESSENTIAL QUESTION 10TH GRADE: Who Am I?

Business Academy courses use the thematic essential question to tie together the curricula and relate it back to the student. By doing so, the Academy teacher can create a sense of unity between the subjects that are taught and how they are relevant.

COURSE DESCRIPTION:

-Entrepreneurship is the first of three courses in the Academy program. The course emphasizes the application of skills needed to start and operate a business. Students will develop communication skills necessary to work with other businesses and potential customers. Students will learn how to market, finance and keep records for a small business. Students will develop a business plan which is presented to local business professionals. Students will also start and run their own small business. In addition to the National Foundation for Teaching Entrepreneurship (NFTE) curriculum, students can participate in DECA: An Association of Marketing Students. Both of these organizations have events and competitions which build self-esteem, confidence and professionalism.

-Throughout the course, students will explore the many career opportunities available to business professionals and analyze the educational and profession requirements to achieve their career goals.

-Academy students will be encouraged to participate in student government to refine leadership skills acquired as business owners.

-As members of the Academy program, DECA and the community at large, students will participate in civic consciousness projects which will cultivate a sense of contribution to social causes and develop a sense of empathy and intrinsic motivation to participate as a positive force in their world and community.

-Academy students will be encouraged to participate in student government to refine leadership skills acquired by taking an active role in planning and implementing activities through the year. Students will analyze the skills needed to be successful managers in the business world. They will acquire leadership, computer and communication skills to assist them in being responsible young adults in their community and in the workforce.



**RECOGNIZED BY THE STATE
OF CALIFORNIA
AS A
Model Program**

Student Organization



The Network for Teaching Entrepreneurship's mission is to provide programs that inspire young people from low-income communities to stay in school, to recognize business opportunities and to plan for successful futures



Prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

**Work Cooperative
Education**

As part of the course, employed students can receive course credit.

STUDENT RECOGNITION:

The Business Academy and Eden Area Regional Occupational Program acknowledges individual student growth and celebrates student success in a variety of ways: Awards, Certificates, and Student of the Month. Students that complete the program with attendance of 95% or better and a grade of C or better are eligible to receive a certificate of basic achievement. Students will be recognized at Academy award events during the school year. Parents are encouraged to attend out Spring awards event in February.

**OPTIONAL → PARTICIPATION IN STUDENT ORGANIZATION: DECA**

Membership: With over a 60 year history, DECA has impacted the lives of more than ten million students, educators, school administrators and business professionals since it was founded in 1946 it includes 185,000 members in 5,000 high schools.

DECA Inc. is a 501(c)(3) not-for-profit student organization with members in all 50 United States, the District of Columbia, Canada, China, Germany, Guam, Hong Kong, Korea, Mexico and Puerto Rico. The United States Congress, the United States Department of Education and state and international departments of education authorize DECA's programs.

Mission: DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

Guiding Principles: Our guiding principles explain how we fulfill our mission by addressing what we do and the outcomes we expect. DECA enhances the preparation for college and careers by providing co-curricular programs that integrate into classroom instruction, applying learning in the context of business, connecting to business and the community and promoting competition. Our student members leverage their DECA experience to become academically prepared, community oriented, professionally responsible, experienced leaders.

Attributes and Values: Our attributes and values describe DECA's priorities and standards. We value competence, innovation, integrity and teamwork. Students must maintain a minimum of "C" or better in Marketing with good classroom attendance to participate. A schedule of activities and events will be share at a later date. <http://www.cadeca.org/>

GRADING POLICY:**Evaluation/Grading:**

Students will be evaluated on a combination of in-class participation (students are to be professionally dressed on Thursdays), graded activities, class projects, attitude and behavior. Students will receive points on all assignments that are completed which will be combined for an overall total at the end of the quarter as well as the semester.

Making the Grade –

All assignments will be graded on a straight point basis. Tests, quizzes, class assignments and homework values will vary. There are major projects and or tests each semester. Students will be required to complete a marketing plan first semester and a career portfolio second semester.

Bi-Weekly Grade Checks on ABI

Students are responsible for completing a weekly grade check and having it signed by their parent or guardian every weekend. It will be collected on Mondays.

Grading information: Letter grades are assigned using the standard percentage system.

The grading breaking down for the class is as follows:

90-100%	A	Goes beyond the requirements of the task and is well presented
89-80%	B	Fully satisfies the requirements of the task and is well presented
79-70%	C	Completes the requirements of the task
69-60%	D	Limited completion of the task
Below 60%	F	Does not meet any of the requirements of the task

CLASSROOM MATERIALS:

2, 70 page notebooks (S1/S@) journal warm ups, note-taking and vocabulary terms

1 inch 3 Ring Binder , 5 organizational tabs

Simple Calculator, pens, pencils and highlighters daily

Projects Materials: There will be required materials for unit projects to be announced. (i.e. poster boards, displays materials, etc.)

CLASSROOM RULES AND EXPECTATIONS:

1. Obey all school rules. This includes following the dress code and no eating, drinking, or chewing gum in class.
2. Electronic devices are at the discretion of the instructor, cell phone use is not permitted in class .
3. Along with hats, sleepwear (pajama bottoms or slippers) and gold or silver teeth (grills). The culture of this class is that of professionalism.
4. Any of the items mentioned that are brought to class will be confiscated and given to the Office until the end of the school day.
5. Raise your hands when you have something to say. Stand to present when requested of the instructor.
6. Keep the classroom atmosphere positive! All students can be successful in this class if they have a positive attitude and work hard.
7. Students are expected to do their best and behave with respect towards other students and the instructor.
8. Use of the bathroom, getting a drink of water will be done with a pass; visits to counselor or offices must be done on your own time (before or after class) or at the offices request.
9. Students must have their syllabus present at all times (to be kept in binder).

LATE WORK:

Unfinished Business:

The most important habit that we can support you in is being responsible and accountable for your actions. There is nothing more important than completing your assignments ON-TIME! As your teachers, we know that it is one of the most, if not THE most important habit which will lead to academic success now and success in the real world later in life. Students who do not turn in their assignment on time WILL **BE ASSIGNED AN "UNFINISHED BUSINESS" STUDY HALL.** Unfinished business must be served with-in 24 hours. Failing to attend your unfinished business will result in an hour school detention.

TARDINESS:

Students are considered tardy if they are not inside the classroom and seated when the bell rings.

Students will have a bank of extra credit point in the grade book. For each tardy of use of the bathroom point will be deducted from that bank. The point will be added to the over grade before the end of each semester.

****Tardy students must sign in on the bathroom/tardy clipboard when they arrive late****

ABSENCES:**Attendance – Call x2402 to report your absence**

Students are expected to report their absence to the Academy coordinator. Teachers will be advised the same day of the reason of the student's absence.

Parents must still clear the student's absence with attendance office.

Your attendance is **EXTREMELY** important. **Students are expected to achieve 95% attendance or 171 days present.** Should you miss more than 9 days, you will be asked to make up time before, during or after school. Students who have more than 9 absences will not be considered for EAROP certificates of course completion.

Work assigned during your absence must be made up work from **excused** absences is due the day after you return to class. Any absence that is a cut will result in the student not receiving the homework.

Students that are absent must have an admit slip for their absence stating that it is excused.

Remember: IT IS YOUR RESPONSIBILITY TO MAKE-UP MISSED ASSIGNMENTS.

WORK COOPERATIVE EDUCATION:**Cooperative Work Experience (opportunity to earn 10 additional credits)**

Students who are employed in the Business and Marketing career pathway have an opportunity to earn additional credits towards graduation. Students that are employed must take a Work Cooperative Education Agreement to their employer and have it signed and returned ASAP. Students must submit a weekly work schedule/time sheet and communicate any schedule changes with the instructor.

Monthly visits will be made and semester evaluations will be given to the employer for review of student's employment.

FIELD TRIPS:

Students participating in field trips must adhere of the San Leandro and Eden Area ROP field trip policies. Note that students must meet attendance and grade requirements.

ACADEMY CONSEQUENCES:

As a member of San Leandro High's Academy, your behavior represents ALL of us and should be courteous and respectful. Class engagement, participation, professional attitude and behavior and responding to first requests are a norm of this program. This includes when substitutes or guests are present and when attending Academy functions, on field trips and at other school functions as well as in the classroom and with teachers and staff.

Discipline:

- Redirect: Student will be asked to change behavior that is non-conductive to the learning community
- Reflect: Student will be given an opportunity to step out, reflect on their behavior away from the learning community, and advocate for re-entry with new commitment to learning norms
- Refocus: Students will be sent out of class to complete the refocus report.
- Student conference with teacher and phone call home
- Student conference with Academy staff
- Student conference with Academy staff and parents/guardians
- Student contract
- Referral to AP for school-wide discipline procedures
- Dismissal from the Academy

NFTE Entrepreneurship - Sophomores – Class of 2017

Required Major Projects:

- Math Skills for Entrepreneurs
- NFTE: WS of I (September 2-November 19) 8 pages and a 60 second commercial (1-3 students)
- Wholesale→ Retail sale
- Innovation Game
- Lego Innovation
- Case Studies
- Bocadilla Iron Chef COGS
- Chocolate Market Research Project
- Magazine Game Marketing Analysis
- Famous Entrepreneur Characteristics Essay / Project
- Elevator Pitch written/ role play
- Virtual Basket Project
- Community Walk Opportunity Recognition
- World Series of Innovation Submission
- College Research Project / Presentation Due September 5
- Business Plan Written Project
- Business Plan PPT Presentation
- Business Plan Oral Presentation
- Business Operations Research Presentation (15 Min) Jan 7-8
- College Visit Narratives
- Textbook Aligned Unit Benchmark Exams
- Career and Professional Documentation
- Reflection on Mentoring
- Weebly Portfolio
- DECA Idea Challenge November 13-20th
- Identity Project – Who Am I Reflection (EOY)
- Additional Projects To Be Determined (TBD)

Choice of one additional MANDATORY

(Any additional projects are EC towards final grade.)

You MUST become a DECA Member to participate in the DECA EC Projects

- 2nd Team - NFTE: WS of I (September 2-November 19) 8 pages and a 60 second commercial (1-3 students)**

DECA: Stock Market Challenge

- September 8-Dec 12th

DECA Virtual Business (1-3 Students)

- R1. October 20-Nov 14
- R2. Jan 12th - Feb 6th

Extra Credit Projects:

NFTE Hack-A-Thon February

DECA Learn and Earn Project (30 pages 1-3 members) Due Jan 5th

DECA Community Service Project - (1-3 members up to 30 pages)

Communication between teachers, students and parent/guardian is essential to the learning process. Please complete the information below in case I need to contact you. On the front page of the syllabus you will find my phone number and email address, if you have any questions or concerns regarding your student's progress.

I have read and understand this course syllabus. **Syllabus due back to instructor within 4 days of receipt**
 To help me better teach your child, please complete the questions below:

Students name printed _____

Student's cell number _____

Student's Gmail Address: _____

Parent/Guardian Printed Name _____

Parent/Guardian **email address** _____

Phone # (Parent/Guardian **home**) _____

Phone # (Parent/Guardian **cell**) _____

Phone # (Parent/Guardian **work**) _____

Best time to call _____

If not English, what is the language spoken at home? _____

Do you have a computer with Internet access at home? Yes____ No____

What GPA (grade) do you expect your child to maintain? _____

Do you have business experience? If so, please elaborate. I'd love to have you share your expertise with my students.

If you are willing to volunteer for the following please check yes or no:

- | | | |
|--|---------|--------|
| Chaperone (may require fingerprinting) | Yes____ | No____ |
| Help organize and/or volunteer for an event? | Yes____ | No____ |
| Be a judge for DECA competitions | Yes____ | No____ |
| Are you a business professional? | Yes____ | No____ |
| Would you be willing to guest speak? | Yes____ | No____ |

Verification of Understanding

I have read and fully understand the guidelines presented and have made sure that my parent/guardian understand the class and grading procedures of the Business Academy Program of Eden Area ROP & San Leandro High School.

 Student Signature

 Date

 Parent/Guardian Signature

 Date