

Build A Business

Instructor: Russell Philip
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Course Textbooks: Contemporary Business 17th ed.

Course Description:

Students will spend time learning to create and write a business plan; research and develop a new business concept; design and use marketing strategies; start up a business; manage and run a new business; create and manage a budget; and maintain operation of their new business. Additionally, students will learn how to adjust their strategies and their products based on SWOT analysis and customer feedback. Students will use a variety of software resources including the Adobe Software Suite and MOS 2013 Office Suite. The objective of this class is to help prepare students for a potential career as an Entrepreneur.

Course Objective:

This program will help to develop business skills, marketing skills, minimal design skills, budgeting skills, and entrepreneurship. It will teach online safety and security strategies, and help prepare you to adapt to the constantly changing technology. We have 6 key objectives:

1. Creativity and Innovation - demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology
2. Communication and Collaboration - use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others.
3. Research and Information Fluency - apply digital tools to gather, evaluate, and use information.
4. Critical Thinking, Problem Solving, and Decision Making - use critical thinking skills to plan and conduct, research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources.
5. Digital Citizenship - understand human, cultural, and societal issues related to technology, and practice legal and ethical behavior.
6. Technology Operations and Concepts - demonstrate a sound understanding of technology concepts, systems, and operations.

Instructional Philosophy:

Coursework will be completed using a combination of methods. We will learn through lecture and discussion, group work, workbooks, independent projects, and journaling. We will also be using a lot of hands on learning to practice skills discussed in class. Students are expected to participate in all methods of learning in order to get the most out of class.

Student Assessment:

Students will be evaluated in a variety of ways in order to encourage all styles of learning.

Tests

Quizzes

Class Activities

Portfolios

Resumes

Presentations

Entrepreneur Project

Daily Procedures:

All assignments must be completed during the class period. All books must stay in the classroom (textbooks may not be taken home).

Absolutely no food, drinks, or gum allowed in the classroom.

Textbooks remain in the classroom and therefore Quizzes and Tests must be completed on the day they are assigned.

NO CELL PHONES

Grading Expectations:

All grades earned are cumulative for the term. The grading scale will be as follows

90-100	A
80-89	B
70-79	C
60-69	D

The weighting of grades will be as follows:

Final	20%
Projects	50%
Tests/Quizzes	10%
Daily Work	20%

Late Work:

When making up assignments you have ONE week to make up that assignment. Assignments after one week will only be eligible to receive 75% credit of the grade the assignment earned. If your absence is unexcused; you will receive no credit for the assignment. For tests, you have ONE school day for each day missed to make up the test. Failure to make up work goes into the grade into the grade book as 0%. It is your responsibility to schedule a time to make up your test.

Cheating Policy:

Cheating or plagiarism will result in a zero on that assignment or test.

**Please feel free to contact me via e-mail or phone with any questions or concerns you have.