

CLARKE COUNTY HIGH SCHOOL

2023-2024

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WHY ENTR?

- Learn what it takes to run your own business!
- Project-Based Learning
- DECA

SUPPLIES

Required:

- Folder with Paper
*Can be share with another class
- Pencils
- Pens (Blue/Black Ink)
- Highlighters
- Positive Attitude

Optional Needed:

- Kleenex
- Hand Sanitizer
- Paper Towels

RESOURCES

- Google
- Microsoft 365
- Schoology
- ClassEquity
- Knowledge Matters—Entrepreneur
- Canva
- Food Truck Simulation
- Certiport

ENTREPRENEURSHIP

COURSE DESCRIPTION

Entrepreneurship focuses on the skills needed to organize, develop, create, and manage a business in a variety of environments. Course standards are designed to foster an entrepreneurial mindset; encourage innovation, critical thinking, and problem-solving in a fast-paced professional setting; and build basic knowledge of various entrepreneurial ventures.

There are no prerequisites for this course but Business Software Applications I is preferred.

PROGRAM GOAL OF THE BUSINESS MANAGEMENT AND ADMINISTRATION / MARKETING DEPARTMENT

The goal of the Business Management & Administration/Marketing department is to prepare students to be competent in the area of business/marketing by functioning in a technological society. Students who complete sequenced courses will be able to obtain entry-level positions in areas of business such as administrative support, human resources, operations, management, business information, office technology, and more.

STUDENT EVALUATION

The use of various procedures ensures that students of all abilities can be successful. Any student who is having difficulty should notify the instructor immediately. Students and parents may access PowerSchool to see students grades at any time.

Evaluation Criteria	Method of Evaluation	% of Grade
Assessments	Tests, projects, etc.	55%
Daily Activities	Weekly assignments including notes, vocabulary, classwork, group work, etc.	35%
Employability Skills	Work ethic in the classroom, clocking in for class, Shark Tank bell ringers, etc.	10%

The grading system above calculates to be 75% of the student's grade. The 9 Weeks/Final Exam are weighted to be the remaining 25% of the student's grade.

GRADING SCALE

- A = 90-100
- B = 80-89
- C = 70-79
- D = 60-69
- F = 59 or below

ATTENDANCE

The attendance policy is outlined in the Clarke County High School Student Handbook and Code of Conduct. Make-up work must be completed and returned within 5 days of the student's return to class, as stated in the handbook.



ADDITIONAL COURSEWORK

Love Entrepreneurship, be sure to sign-up for other classes with Mrs. Lowe! Classes include:

Business Software Applications I — Learn how to become a Microsoft Office Specialist.

Customer Service & Sales — Learn how to exemplify the best customer service in the business.

Marketing Principles—Learn what it takes to make a company's image strong and powerful throughout marketing efforts.

CAREER TECHNICAL STUDENT ORGANIZATION (CTSO)

Career and technical student organizations (CTSO) are integral, co-curricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.



MISSION STATEMENT

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools the globe.

DUES: \$20 per school year
(includes National, State, and Local Dues)

WHY DECA? Chapter Campaigns, Travel Opportunities, Competitive Events, **AND MUCH MORE!**

CULMINATING PRODUCT

Students will work to become entrepreneurs in the Food Truck industry. Students will work with a Food Truck Simulation to complete the following: a business plan, marketing plan, market research, social media campaigns, financial plan, advertising, sales pitch, and more. Students will also compete against their peers in a Shark Tank style presentation and in the Food Truck Wars with 3D models of their food truck to name the Food Truck Champion.



Grand Opening!
Join us in celebrating the opening day of our new food truck!

When?
October 1st
11 a.m. – 4 p.m.

Where?
Boston Common

the LOBSTAH TRAP

Get free samples & a drink with any \$5 order!

P.O. Box 1390 • Boston, MA 02101 • (617) 555-1212
TheLobstahTrap.com

Start-Up Expenses	
Description	Estimated Cost
Food Truck and Wrap	\$35,000.00
Initial Product Inventory	\$1,500.00
Permits and Licenses	\$300.00
Mobile Payment System (Square)	\$200.00
Uniforms or T-Shirts	\$100.00
Customer: Pots, Pans, etc.	\$400.00
Fire Extinguisher	\$100.00
Total	\$37,700.00

Monthly Operational Expenses	
Description	Estimated Cost
Phone and Internet	\$200.00
Gas	\$400.00
Labor (2 employees, 5 shifts per week)	\$1,200.00
Supplies	\$1,000.00
Food & Beverage Supplies	\$4,000.00
Paper Product Supplies	\$1,000.00
Insurance	\$100.00
Total	\$9,800.00

TOTAL EXPENSES \$47,500.00

THE LOBSTAH TRAP OCTOBER CALENDAR

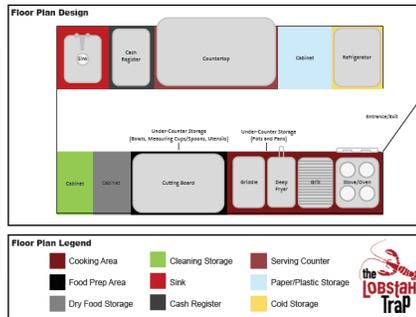
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
		GRAND OPENING Boston Common	Boston Common	Dewey Square Park Plaza		
6	7	8	9	10	11	12
Financial District						
13	14	15	16	17	18	19
Boston Common	City Hall Plaza-Fisher Park					Boston Common
20	21	22	23	24	25	26
Boston Common	Rowe's Wharf Plaza		Dewey Square Park Plaza			
27	28	29	30	31		
Rowe's Wharf Plaza						



VOODOO FINGAHS

FRIES

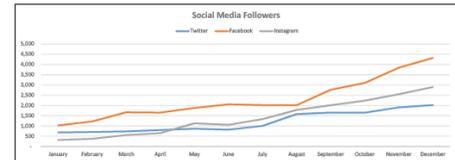
Philly's Leg \$7.99
Philly City Style \$9.99
Julia's Leg \$8.99
Julia's City Style \$9.99
Voodoo Smooth \$10.99
DESSERT FRIES \$10.99



The Lobstah Trap 20XX Social Media Engagement Report

Monthly Followers

	January	February	March	April	May	June	July	August	September	October	November	December
Twitter	679	704	733	799	865	816	1,001	1,578	1,654	1,646	1,905	2,019
Facebook	1,024	1,218	1,666	1,650	1,876	2,054	2,059	2,012	2,785	3,100	3,845	4,321
Instagram	312	374	555	648	1,130	1,055	1,331	1,780	2,050	2,233	2,548	2,899



CLASSROOM MANAGEMENT PROCEDURES DAILY EXPECTATIONS

- Be on time. Anyone who is tardy must report to the office for a tardy slip.
- Come to class prepared, ready to work, and actively participate everyday. Don't forget to clock-in!
- Students should remain seated until the teacher has dismissed you. When dismissed, make sure your workstation is clean and your chair is completely pushed under your workstation.

CLASSROOM RULES

- There should be no disruptive behavior during class.
- All communication in class should remain professional—profanity, sexual remarks, and discouraging comments to other students will not be tolerated.
- Any student caught cheating will receive a grade of zero as well as disciplinary action.
- Your cell phone should only be used for educational purposes, with the teacher's permission. Distraction through use of a cell phone is not allowed. (See Mrs. Lowe's Electronic Device Policy on page 4 of the syllabus.)
- Passes out of class are limited, just like time off in the workplace.

COMPUTER LAB RULES

All students must take and pass a classroom safety test with a grade of 100 as required by the Alabama State Department of Education. In addition, all students enrolled are expected to have read and abide by the guidelines set in place by the Clarke County Board of Education and Clarke County High School related to computer usage and behavior.

- Eating and drinking in the computer lab is a privilege. If it is abused, the class will go to eating and drinking being prohibited.
- Keep your workstation clean, neat and orderly—this includes clear of trash, no rolling around in the chairs, or moving chairs from station to station.
- Do not change or attempt to change any settings on the computer. These settings are controlled by the Clarke County Board of Education.
- Computer equipment should be treated with respect. Do not mark on any computer hardware, remove labels, modify settings, surf inappropriate sites, etc.
- If there are problems with computer equipment, notify the teacher.
- Students should never print without the teacher's permission.
- All computer use must have an educational basis. There should be **no video games or YouTube videos** without the teacher's permission.
- Never share your username or password. If you are locked out of an account, please let the teacher know.
- Students should not touch other students computers—this includes shutting down, unplugging devices, etc.
- At the end of class each day, students should always log out of their accounts.

CLASSROOM CONSEQUENCES

The infractions listed above as well as offenses listed in the handbook will typically be handled in the following manner but are subject to teacher discretion based on severity and number of occurrences: **1st offense—verbal warnings, 2nd offense—teacher interventions, and 3rd offense—disciplinary referrals.**

COURSE OF STUDY CONTENT STANDARDS

FOUNDATIONS OF ENTREPRENEURSHIP

1. Explain the concepts and processes associated with successful entrepreneurial performance.
2. Discuss the entrepreneurial discovery process and the risks and rewards of being an entrepreneur.
3. Explain the fundamental concepts of business ownership.
4. Compare and contrast types of business ownership, indicating their advantages and disadvantages for entrepreneurs.

MARKETING INFORMATION MANAGEMENT

5. Explain the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.
6. Identify the concepts, strategies, and systems needed to implement and obtain support for an entrepreneurial entity.

BUSINESS PLAN

7. Identify the elements needed in a formal written business plan, including an executive summary; introduction; analysis of strengths, weaknesses, opportunities, and threats (SWOT analysis); planned operation of the proposed business or service; timelines; planned financing; and requests for financing.
8. Gather and share information on the concepts, processes, systems, strategies, and tools needed to create a successful business venture.
9. Explain the processes and strategies used in selecting a business location whether brick-and-mortar, e-business, or both.

FINANCE

10. Gather, evaluate, and share information on the processes, strategies, and systems needed to guide the financial organization of an entrepreneurial entity.

LEGAL ISSUES

11. Gather and share information on legal issues affecting businesses.

PRODUCT AND SERVICE PLANNING

12. Obtain and share information on product strategies.

DISTRIBUTION

13. Identify and explain place strategies.

PRICING

14. Identify and explain pricing strategies.

SELLING AND PROMOTION

15. Identify and explain promotion strategies.
16. Identify and explain selling strategies.

ETHICS

17. Identify the ethical, social, and environmental responsibilities of businesses in relation to employees, customers, and the community.

FOUNDATIONAL STANDARDS

Foundational standards, shown below, are an important part of every course. Through these standards, students learn and apply safety concepts, explore career opportunities and requirements, practice the skills needed to succeed in the workplace, develop leadership qualities and take advantage of the opportunities afforded by Career and Technical Student Organizations (CTSOs), and learn and practice essential digital literacy skills. The foundational standards are to be incorporated throughout the course.

1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.

ESSENTIAL QUESTIONS

What is entrepreneurship?

What do you need to know about the industry and market before starting a business?

What is a business plan and what are the parts?

What are the ways to manage the finances of a business?

What laws and regulations apply to different types of businesses?

In what ways do entrepreneurs develop products differently from large corporations and what do you need to know about managing the production of your product?

How do business owners ensure the quality of their products?

What must be considered when developing an effective price strategy?

What promotional strategy will help your business reach profitability?

How can being socially responsible help a business succeed?

MRS. LOWE'S ELECTRONIC DEVICES POLICY

You are enrolled in the Management/Marketing program and will be given the opportunity to learn to use electronic devices in the classroom just how they should be used in the workplace—in a PROFESSIONAL manner. Electronic devices are used in some capacity in workplace settings, however, they must never be a distraction from your work. Utilizing electronic devices in the classroom is a privilege that comes with expectations, rules, and consequences. Electronic devices refers to cell phones, smartwatches, earbuds/headphones/AirPods, and school Chromebooks.

Cell phones and AirPods should be out-of-sight/out-of-mind or placed in the charging station pouches at the beginning of each class block.

Once instruction time has ended and you are able to retrieve your devices, the following policies apply:

1. Phones should **NEVER** be in use while teacher is talking and giving instruction.
2. Calling/receiving calls or using FaceTime in class is **STRICTLY** prohibited.
3. Taking pictures and/or videos, Snapchat, TikTok, etc. is not allowed unless it is for a class activity, with teacher permission.
4. Gaming devices/systems/remotes are not allowed.
5. No headphones, earbuds or AirPods should be on/in your ears, unless the teacher has given permission.
6. When permitted to listen to music, sound must be at an appropriate level so others can not hear. No singing and dancing.
7. If you need to charge your devices, **NEVER** plug them into the computer or surge protectors. Only the charging pouch station may be used.

CONSEQUENCES FOR MISUSE

Should a student violate the expectations listed above or engage in activities that are inappropriate for electronic device use in the classroom **the teacher will send the device to the office for the student or parent to retrieve.**

Additionally, the teacher reserves the right to ban any students from usage of electronics in class at any time should the misuse be a continuous distraction or overwhelmingly inappropriate.

EMBEDDED NUMERACY & LITERACY

Embedded Numeracy Anchor Statement (reference QPI 2.2): Improve student mathematical skills in a Project-Based Learning environment through technical related activities that prepares students for successful transition into a high demand-high wage occupation in the 21st century workforce.

Example: Students work with budgets, financial analysis statements and more in Food Truck Project.

Embedded Literacy Anchor Statement (reference QPI 2.3): Improve the reading, writing, and comprehension skills in a Project-Based Learning environment through technical related activities that prepares students for a successful transition into a high demand high-wage occupation in the 21st century workforce.

Example: Students work to create documents a business plan and marketing plan in Food Truck Project.

CTE DUAL ENROLLMENT/ARTICULATED CREDIT

CTE dual enrollment and/or articulated credit opportunities available to students through Coastal Alabama Community College.

PHILOSOPHY STATEMENT

The Clarke County Board of Education and the Career/Technical Educators believe that:

- Career/technical education should provide to your youth an opportunity to acquire marketable job skills, occupational knowledge, positive attitudes for entering and continuing in satisfying and productive work of their choice and abilities; and
- Career/technical education is vital to the State of Alabama and essential to the economy because it develops in the individual a belief in the dignity of work, pride in accomplishment and a desire to learn; and
- Career/technical education is an integral part of, and makes a significant contribution to the total education process. This process includes vocational guidance and counseling in connection with such training or for the purpose of facilitating occupational choices and job placement.

It is the official policy of the Clarke County Board of Education that no person shall, on the grounds of race, color, handicap, sex, religion, creed, national origin, or age, be excluded from participation in, be denied the benefits of, or be subject to discrimination under any program, activity, or employment.

ENTREPRENEURSHIP

Signature Page

ELECTRONIC DEVICE STUDENT AGREEMENT

By initialing below you are stating that you have reviewed and understand Mrs. Lowe's rules specifically related to the usage of electronic devices in the classroom.

- I understand that my priority in this class is always my schoolwork.
Initial here: _____
- I understand that I am expected to keep my electronic devices out-of-sight/out-of-mind or placed in the charging station pockets at the beginning of each class block.
Initial here: _____
- I understand that if I am violating the expectations regarding electronic devices, I am affecting my employability skills grade and my devices taken up and could lose my privileges all together.
Initial here: _____

CONFIRMATION OF SYLLABUS

By signing this agreement you are stating that you have received a copy of the syllabus for the Business Management & Administration/Marketing program at Clarke County High School. Please review this document, sign, date, and return this as evidence that you are familiar with the class, rules, and expectations.

Printed Name of Student

Signature of Student

Date