

Gateway STEM High School with UMSL Dual Credit

Senior Entrepreneurship/Introduction to Entrepreneurship (ENT 1100)

Instructor Information:

Teacher: Mr. Ryan Moore, CTE-Business Teacher

Email: Ryan.moore2@slps.org

Class Duration: 3 periods, 90 minutes each

This Course is a Dual Credit Course in association with University Missouri St. Louis.

Per the guidelines of the academic programs through CTE (Career and Technical Education) Department at SLPS (Saint Louis Public Schools), students will be able to participate in the Entrepreneurship Dual Credit Program with UMSL (University Missouri St. Louis). Students course fees through UMSL will be paid for by the CTE Department at SLPS.

Course Overview:

This course aims to extend students' exploration of entrepreneurship through a combination of classroom-based learning and focused preparation. Building on the foundational knowledge acquired in the first year, students will delve deeper into advanced concepts, case studies, and practical applications to further develop their entrepreneurial skills. The course is strategically designed to equip students with the necessary knowledge and strategies before they embark on their real-world internships during the second semester. The immersive learning experiences and in-depth study during this semester aim to prepare students for the challenges and opportunities they will encounter as they transition from the classroom to hands-on entrepreneurial endeavors.

Dual Credit from UMSL

ENT 1100 Introduction to Entrepreneurship: 3 semester hours

This course focuses on the fundamental ideas of entrepreneurship. Students will develop a working knowledge of entrepreneurial concepts, vocabulary, skills, and tools through case studies and practical applications. Students will actively participate in hands-on learning and team building exercises and will prepare a business simulation.

Learning Objectives:

- Enable students to articulate and apply foundational knowledge as it relates to entrepreneurship
- Help students better understand the characteristics and competencies of an entrepreneur
- Allow students to explore the many facets of entrepreneurship (traditional, social, etc.)
- Explore and apply knowledge about opportunity recognition and creativity
- Introduce students to the basic tools to start their own venture

Student Expectations:

Students are expected to come prepared to each class, having completed any assignments or readings for that day. Students should be ready to actively engage in discussion and to prepare questions for guest speakers. The course will include in-class activities, so it is important that students are both present and actively participate during in-class activities. Respectful discourse and feedback is of utmost importance as we seek to learn from one another. Any absences from class must be addressed with the instructor ahead of time.

Course Structure**First Semester:**

In the first semester, the course will focus on advanced marketing strategies and entrepreneurship theory and practice. Students will engage in case studies and real-world applications, providing them with an in-depth analysis of successful marketing campaigns. This hands-on approach will help students develop essential entrepreneurial skills. Assignments will include two book reports that will challenge students to connect theoretical concepts with real-world scenarios. Regular quizzes and homework assignments will ensure that students stay engaged and reinforce their learning. Additionally, students will prepare for the semester end exams, which will test their understanding and application of the course material.

The total amount of points for this semester will be out of 1000.

- 100-point participation in JagTown Entrepreneurship Program
- 100-point final exam
- 100-point book report
- 100-point book report
- 100-point simulation(s)
- 25-50 points per assignment/quiz

Second Semester:

During the second semester, students will participate in an internship lasting approximately 140 hours. This internship will be conducted on-campus, applying their entrepreneurial skills by running the school store. Assignments in the second semester will mimic those of the first, including one book report, quizzes, and homework assignments, ensuring continuity in learning. Students will also prepare for a semester end exam, and a final paper providing a comprehensive assessment of their internship experience and overall course learning.

The total amount of points for this semester will be out of 1000.

- 100-point participation in JagTown Entrepreneurship Program
- 100-point final exam
- 100-point book report
- 100-point book report
- 25-50 points per assignment/quiz
- 200-point comprehensive paper of their internship experience.

Online Learning Platform:

Students will utilize the STUKENT online learning platform for all assignments and learning modules. This platform will provide interactive and up-to-date resources to enhance the learning experience. All textbooks will be provided through STUKENT. Any information that is not provided within STUKENT, will be provided electronically through the Microsoft Teams classroom.

Academic Contract:

To ensure commitment and responsibility, students will be required to sign an academic "employment" contract. This contract must also be signed by their parent(s), the teacher, and the principal. It outlines the expectations and responsibilities of the students throughout the course. Students will be required to complete the contract by the 2nd week of school. A copy of the contract can be found on the teacher's website below:

<https://www.slps.org/site/Default.aspx?PageID=77646>.

Grading Policy:

The course will follow the standard grading scale of A, B, C, D, and F. Students who fall below a C in the class may be removed from the dual credit program, emphasizing the importance of maintaining high academic standards.

90-100% A

80-89% B

70-79% C

60-69% D

59% and lower F

Attendance Policy:

Attendance is crucial for success in this course. Students are required to maintain at least 90% attendance each semester. If a student is going to miss a class, it is their responsibility to inform the teacher ahead of time, similar to a workplace setting. This policy helps instill a sense of responsibility and professionalism. ***Students are responsible for making up any missed lessons and work from the day they were absent.***

Important Dates:

Students can check our class Teams page and parents can check the teacher website for dates of exams, important assignments, and other due dates.

Course Schedule:

The course schedule is listed below. It may be adjusted based on relevant topics, the availability of specific speakers, or to accommodate unforeseen circumstances. Any changes to the schedule will be communicated ahead of time. Each unit is considered one week of learning.

Unit 1: Introduction to Entrepreneurship

Lessons

1.1: Entrepreneurial Traits and Characteristics

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- 1.2: Education and Skills for Entrepreneurship
- 1.3: Entrepreneurial Ethics

Unit 2: Ideation Processes

Lessons

- 2.1: Determining Demand
- 2.2: Recognizing Opportunities
- 2.3: Market Research

Suggested Simternship Introduction and Round # 1

Unit 3: Financial Literacy

Lessons

- 3.1: Economic Concepts
- 3.2: Financial Statements
- 3.3: Managing Risk

Unit 4: Target Markets

Lessons

- 4.1: Types of Markets and Segmentation
- 4.2: Target Markets & Persona
- 4.3: Value Propositions

Suggested Simternship Round # 2

Unit 5: Marketing Strategies

Lessons

- 5.1: Marketing Elements
- 5.2: Marketing Plans
- 5.3: Emerging Technologies

Unit 6: Product Planning

Lessons

- 6.1: Acquiring Resources
- 6.2: Managing Inventory
- 6.3: Prototypes and Product Testing

Suggested Simternship Rounds # 3 and 4

Unit 7: Entrepreneurial Trends

Lessons

- 7.1: Types of Business Entities
- 7.2: Global Impacts of Entrepreneurship

7.3: Domestic Impacts of Entrepreneurship

Unit 8: Funding

Lessons

- 8.1: Sources of Funding
- 8.2: Debt and Equity Financing
- 8.3: Business Valuation

Unit 9: Business Operations

Lessons

- 9.1: Role of Profits
- 9.2: Forecasting Sales
- 9.3: Determining Price

Suggested Simternship Rounds # 5, 6, and 7

Unit 10: Government & Legal

Lessons

- 10.1: Taxes
- 10.2: Regulations and Policies
- 10.3: Legal Issues

Unit 11: Human Resources

Lessons

- 11.1: Vision and Culture
- 11.2: Hiring Talent
- 11.3: Motivating and Developing Talent

Suggested Simternship Round # 8

Unit 12: Professional Development

Lessons

- 12.1: Collaboration
- 12.2: Training
- 12.3: Digital Communities

Unit 13: Business Skills & Decisions

Lessons

- 13.1: Negotiating
- 13.2: Pitching
- 13.3: Record Keeping

Suggested Simternship Round # 9

Unit 14: Company Growth

Lessons

- 14.1: Minimizing Loss
- 14.2: Customer Relations
- 14.3: Selling and Sales

Unit 15: Business Plans

Lessons

- 15.1: Elements of a Business Plan
- 15.2: Research and Data
- 15.3: Developing a Business Plan

Suggested Simternship Round # 10

Integrity:

Academic integrity is fundamental to the mission of higher education and provides a foundation for responsible student conduct that transcends graduation. Promoting academic integrity is at the heart of the mission statements of institutions of higher education. As such, we have established policies and procedures that require students to exhibit ethical and honest behavior as well as provides guidelines to faculty members who are required to report incidences when they occur.

Students at SLPS/UMSL are expected to adhere to the Student Code of Conduct. Academic Dishonesty is any form of cheating, plagiarism or sabotage which results in students giving or receiving unauthorized assistance or receiving credit for work which is not their own. There is a wealth of information available online that can assist in discovering and preventing academic dishonesty.

Communication and Office Hours:

For any questions or concerns, students and parents can reach me via email at Ryan.moore2@slps.org. Office hours will be 4th or 8th period by appointment or after school by appointment. During this time, I will be providing additional opportunities for one-on-one assistance and support.

Course Materials:

All necessary textbooks and resources will be provided. Students will also have access to the STUKENT platform, which will be integral to their learning experience.

Additional Information:

Further details on assignments, schedules, and additional resources will be provided during the first week of class. Once provided a copy will also be made available on the teacher's website on Gateway STEM's webpage.

This comprehensive syllabus aims to outline the expectations and structure of the course, ensuring that students are well-prepared for a successful year of learning and practical experience. This syllabus is subject to change and the most up to date copy will be available to students and parents as the changes become available.

I look forward to an engaging and productive year with all of you!

Mr. Ryan Moore
CTE-Business Teacher