

NORTHWEST COLLEGIATE AND TECHNICAL ACADEMY
Career Technical Education
Entrepreneurship I
Spring Semester 2021

Teacher: Ms. Schquetta Hawkins
Contact Number: (252)308-4350
(252) 586-4125
Class Meeting: Zoom Sessions
Class Time: Block 2: 10:30am
Block 4: 2:15pm
E-mail: hawkinss@nw.halifax.k12.nc.us
Planning Time: 12:50-2:05
Course Number: ME11
Supplies: Folder, Pens, Pencils,

Dear Parents/Guardians:

I am pleased to have your child in my class this semester. Your child is enrolled in **Entrepreneurship I**. Students enrolled in this course will be involved in a number of learning activities, many of which are self directed, enabling he/she to master the course competencies and prepare for the Performance Based Measurement (PBM). The class work grade is derived from in-class assignments, homework and special projects. Assignments will be geared towards the final preparation for the final PBM presentation.

The course description for this course is as follows:

In this course, students evaluate the concepts of going into business for themselves and working for or operating a small business. They become acquainted with channel management, pricing, product/service management, and promotion. Emphasis is on the exploration of feasible ideas of products/services, research procedures, business financing, marketing strategies, and access to resources for starting a small business. Students will be introduced to the Lean Canvas Business Model (LCBM) throughout the course. A performance based measurement will be used in this course to assess student learning. English language arts and social studies are reinforced.

Course Objectives:

- 1.00 Understand entrepreneurship, entrepreneurship discoveries, the entrepreneurial mindset, and business ethics in entrepreneurship.
- 2.00 Understand design thinking, the Lean Canvas Business Model, and feasibility of venture ideas.
- 3.00 Understand marketing strategies, unique value proposition, competitive advantage, and customer segments.
- 4.00 Understand channels of distribution and cost structure.
- 5.00 Understand pricing, revenue streams, and key metrics.

Grading Policy

The student's nine-week grades will calculate as follows:
Assessments-50% (Tests-25%, Quizzes 10%, Projects 15%)
Class work-35%
Homework-15%

Grading Policy

90-100	A
80-89	B
70-79	C
60-69	D
0-59	F

Late Work/Absences/Make-Up Work:

Students will be allotted time to complete make-up assignments during each nine weeks. If students are absent, then they should speak to the teacher about the missing assignments and have the assignments completed within one week before the end of each nine weeks.

Virtual Classroom Rules:

Be on Time.

Be Prepared.

Respect Yourself and Others.

Login Credentials for Class Must Not Be Shared/ Complete Your Own Assignments.

Classroom Expectations

1. **Students are expected to complete their own assignments.** Students caught cheating will receive a zero and a phone call home. Cheating is unacceptable so please complete your own assignments.
2. **Students are expected to bring required materials every day.** Please be sure to bring pencil and paper each day to class, because although the majority of this class will be conducted online and using a computer, we will be completing writing assignments in class as well.
3. **Students are expected to attend the Class Zoom Meetings when scheduled.** Please ensure that you attend the regular class meetings for classes.

Behavioral Procedures:

Offense 1 Verbal Warning

Offense 2 Written Warning

Offense 3 Student/Teacher Conference

Offense 4 Parent Contact or Conference if needed

Thank you, Schquetta Hawkins, Entrepreneurship I Teacher

