Business Ownership
Wappingers Central School District
2019-2020
Teacher: Jocelyn Humphries

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Course Overview

Business Ownership is intended to provide a survey of all other business courses. It is a full year Business elective that exposes students to common elements of running a small business. For students who choose to pursue the Career and Technical Endorsement in Business Administration on their high school diploma, this course is a requirement.

Course Content

You will learn about different types of business ownership: sole proprietorships, partnerships, corporations, and nonprofits. You will invent a product, prototype it, market-test it, and file for a patent. You will design a company logo, write a sales pitch and test it on theoretical customers. You will participate in simulations in management and human resources. You will use spreadsheet software for sales forecasting and cash flow analysis and to generate financial statements.

The course will culminate with a business plan competition similar to the hit T.V. show "Shark Tank" where you will pitch your ideas to investors to try to earn start-up money.

Class Procedures

The classroom time includes a combination of lecture and collaborative, project-based learning. Projects are frequently done in teams using the computers. Students are expected to treat each other and all of the equipment with respect and may not eat or drink or place food or food packaging anywhere near the computers.

Public speaking is a major theme that runs throughout the course. Students will be given specific instructions on how to present and will get written and verbal feedback about how to continuously improve their public persona.

Computer technology is used almost daily for research and simulation. Students are given a short grace period, but MUST RETURN ACCEPTABLE USE FORMS as soon as possible so they are not kicked off the computers by the district. Google products do not work with personal email accounts; students must log on with a @k12.wcsdny.org account.

Textbook - Entrepreneurship, Ideas in Action by South-Western Publishing © 2012.

Grading

    Classwork - will be given nearly every day. You are expected to work diligently (usually on the computer) during class to complete each assignment. If you fall behind either because you are struggling with the material or due to absence, you need to make up the work during your lunch, study hall, or after school. All assignments are posted on the class page. It is YOUR RESPONSIBILITY to know the deadlines and complete your work in a timely manner.

    Projects - will be given each quarter and usually will have a public speaking component. These are major assignments, so you will have a lot of notice. Project grading is based on a combination of individual contributions and overall team results. All slide presentations will be due the day that the first oral report begins. Late materials will lose 10% per day. However, completed documents turned in up to one week before the end of the quarter will receive half credit.

    G.P.A. - will be determined by a running point total for each quarter. Classwork will be assigned approximately 5 – 10 points for each day of effort required. Quizzes are approximately 20 – 25 points. Tests are 50 – 100 points, and projects are either 100 or 200 points depending upon the length and complexity. Each quarter, 10% of the grade is awarded for participation.

Student Name: (print): _____

Student Signature: _____   Date: _____

Parent Signature: _____   Date: _____

Office Use Only

Syllabus Checked in Date: _____   Acceptable Use Check in Date: _____

Syllabus Checked in by: _____