

# SAMUEL S. FELS HIGH SCHOOL

5500 Langdon Street  
Philadelphia, PA 19124  
215-537-2516

## 2011-12 Entrepreneurship/Web Design Syllabus Ms. Frankel

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**Course Website** – [www.msfrankel.com](http://www.msfrankel.com)

**Instructor Email** – [msfrankel@comcast.net](mailto:msfrankel@comcast.net)

### Course Description

This course has been designed to teach you everything you need to know to start and maintain your own business. I hope that what you learn here will help you achieve financial independence and personal satisfaction. Knowing how business works will be of great value in any future career path you take. Upon successful completion of this course, students will have earned one full credit.

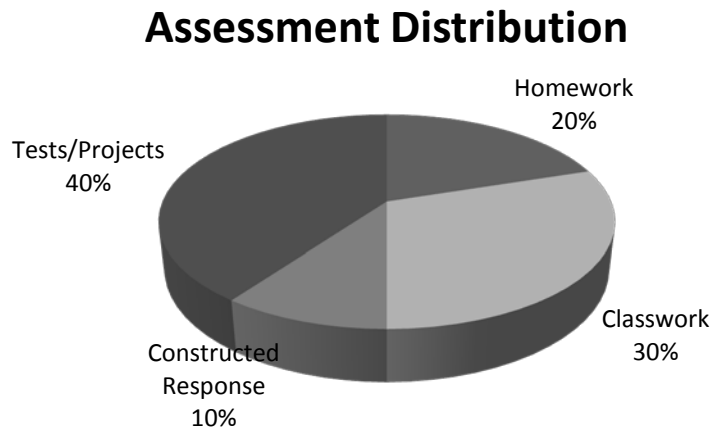
### Course Outline

<b>Unit 1 - What is Entrepreneurship?</b>	
Chapter 1	Entrepreneurs Recognize Opportunities
Chapter 2	Entrepreneurship & the Economy
Chapter 3	Types of Business & Business Ownership
<b>Unit 2 –Preparing for Business</b>	
Chapter 4	Business Communication
Chapter 5	Ethics and Social Responsibility
<b>Unit 3 – Opportunity Recognition &amp; Market Analysis</b>	
Chapter 6	Opportunity Recognition
Chapter 7	Market Research
<b>Unit 4 – Marketing Plan &amp; Sales</b>	
Chapter 8	Marketing Your Product
Chapter 9	Selling Your Product
<b>Unit 5 – Analyzing Finances</b>	
Chapter 10	Business Decisions & the Economics of One Unit
Chapter 11	Financial Statements
Chapter 12	Financial Ratios & Break-Even Analysis
<b>Unit 6 – Starting Your Business</b>	
Chapter 13	Financing Your Business
Chapter 14	Record Keeping and Accounting

## Grading

This course will be graded using a variety of methods that include class participation; class work (do now activities, presentations, hands on activities, text and workbook assignments, exit tickets, etc.) and homework assignments; projects; chapter tests; constructed responses; as well as a final business plan.

Grading Structure	
A	100-90
B	89-80
C	79-70
D	69-65
F	64-0



## Textbook and Supplementary Materials

- Text: Entrepreneurship: Owing Your Future, Steve Mariotti, Prentice Hall, 2009
- Workbook Entrepreneurship: Owing Your Future .
- A section in a binder or notebook
- Pen or Pencil & Eraser

## Expectations

- Students are expected to arrive to class **on time, every day**.
- Students are expected to arrive to class **prepared to work**. (Have your notebook, pencils, etc.)
- Students are expected to arrive to class dressed in the **appropriate uniform**. (With ID visible on your lanyard around your neck. No blue jeans, hats, or hoodies.)
- Food and drink will not be permitted.

## Assignments

- All students are to maintain a notebook for notes (vocabulary lists, graphic organizers, lecture notes, etc.) as well as a journal (student reflections, project logs, etc.).
  - Notebooks and journal entries can be assessed at any point during the school year as a **classwork grade**, so please stay up to date on each of those.
- Students are expected to turn in all assignments **on time**.
  - Late Work
    - Each day that an assignment is late ten percent (10% or one letter grade, whichever is appropriate) will be **deducted** from the grade.
    - **No late work** will be accepted after the chapter/unit test date.
- In the case of absences:
  - Students are expected to make up any assignments that are missed due to an excused absence within **two days**.
    - A note with a valid excuse and parent signature must be provided upon your return to class.
    - Any work received after the grace period will be subject to late rules.
    - No makeup work will be accepted for cuts.

## **Academic Honesty**

Students are expected to complete all individual assignments **on their own**. Collaboration will be allowed for group work, but each student must submit his or her own assignment. Cheating is a violation of the Student Code of Conduct. Any student caught cheating will be subject to disciplinary action (which may include after school detention and parent conference).

## **Additional Information**

I am available after school on Monday-Thursday most weeks for tutoring. If you are having any difficulties in my class, please do not hesitate to speak with me. I am willing to work with you toward your success if you are willing to put forth the effort.

## **Contact Information**

I may be contacted by leaving a message (name, return number, and best time to call) via the school phone number 215-537-2516 or email me at **msfrankel@comcast.net**. I will make every effort to return your call within 24-48 hours. Additionally, information such as assignments and grades can be accessed online at **www.msfrankel.com** for any student or parent who wishes to do so.



## Parent/Guardian Acknowledgement

Please read through this syllabus with your student and make sure that each of you is aware of and understand the commitment that we all will make for your student's success in this course. Please do not hesitate to contact me with any questions or concerns that you or your student may have at any point during this school year. I hope to have a great school year and want to make sure that your student makes positive strides toward their ultimate goals.

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I, \_\_\_\_\_, have completely reviewed this document with my parent/guardian and understand that I responsible for my own academic success.

Student signature: \_\_\_\_\_

I, \_\_\_\_\_, have completely reviewed this document with my student and understand that I am part of my student's academic success.

Parent/Guardian signature: \_\_\_\_\_

### Parent/Guardian Contact Information

Please list any number(s) at which I may be able to reach you and the times that are most convenient for each number:

Home: \_\_\_\_\_ Best Time(s): \_\_\_\_\_

Work: \_\_\_\_\_ Best Time(s): \_\_\_\_\_

Cell: \_\_\_\_\_ Best Time(s): \_\_\_\_\_

Email: \_\_\_\_\_