



Business, Entrepreneurship & Marketing Syllabus

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Course Description:

Business, Entrepreneurship and Marketing students develop their business and communication skills for use in a variety of contexts. This program leads students through all aspects of the business world, from accounting and personal finance to marketing and professional communications. Students develop their own business skills through individual and group projects, Cooperative Education placements and guest lectures from industry professionals.

Business, Entrepreneurship and Marketing students have the opportunity to participate in the Future Business Leaders of America (FBLA). They also can earn up to 12 different college credits, build a professional business and communications portfolio, while earning up to five different industry recognized credentials.

Classroom Expectations and Goals:

- **Dependability:** Work well within small and large groups; be true to your word.
- **Work Ethic:** Work to your potential; seek a more efficient way to complete tasks; and look for projects and additional work as time permits.
- **Maturity:** Act appropriately in a variety of settings both inside and outside the classroom and maintain a pleasant and professional attitude.
- **Honesty:** Work with instructor and peers to develop a trusting relationship.
- **Accountability:** Take ownership and responsibility for your behavior while in class, during special presentations and while on school-sponsored activities.
- **Respect:** Respect those around you and their personal space.

Assignment Policy:

- Instructor will use Canvas, a learning management system, to deliver lesson plans and assignments to all students with project due dates and expectations.

Concurrent Enrollments Offered:

River Valley Community College:

- Small Business Management, 3 credits
- Accounting 1, 3 credits
- Introduction to Business, 3 credits
- Personal Finance, 3 credits

Industry Recognized Credentials:

- CareerSafe OSHA Certification
- Personal Finance Certification
- Quickbooks Online Pro Advisor
- WorkKeys National Career Readiness Certification (NCRC)

Common Standards Assessed in Every Program:

Communication: ESS02.01 Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice.

Leadership and Teamwork: ESS07.03 Employ teamwork skills to achieve collective goals and use team members' talents effectively.

Technical Skill: ESS10.01 Employ information management techniques and strategies in the workplace to assist in decision-making.

Problem Solving/Critical Thinking: ESS03.01 Employ critical thinking skills independently and in teams to solve problems and make decisions (e.g., analyze, synthesize and evaluate).

Units of Study:

Level I

- Accounting (College Course - RVCC)
- Employability Development
- Small Business Management (College Course - RVCC)
- Communications
- Digital Assessment Tool
- Leadership/ FBLA
- Introduction to Entrepreneurship
- Sports and Entertainment Management
- OSHA Certification (CareerSafe)
- Social Media and Marketing

Level II

- Career Research Project
- Communications
- Cooperative Education/Internship Placements
- Digital Assessment Tool
- Financial Literacy ~ Personal Finance
- Human Resource Management
- Introduction to Business (College Course - RVCC)
- Personal Finance (College Course - RVCC)
- Retail Management
- Leadership / FBLA
- OSHA Certification
- Integrated Business Projects

Embedded Credit: English

Articulation Agreement:

- Northern Vermont University - Johnson
- Keene State College

Grading Categories and Weights:

| | |
|-----------------------------------|------|
| Problem Solving/Critical Thinking | 25% |
| Technical Skill | 25% |
| Communication | 25% |
| Leadership and Teamwork | 25% |
| | 100% |

Standards Unique to Business, Entrepreneurship and Marketing:

ESS09.04 - Maintain a career portfolio to document knowledge, skills and experiences in a career field. (Employability and Career Development - General Management Pathway)

ESS09.03 - Demonstrate skills related to seeking and applying for employment to find and obtain a desired job.

ESS06 - Understand the importance of health, safety, and environmental management systems in organizations and their importance to organizational performance and regulatory compliance. (Administrative Support Pathway)

ESS04 - Use Information Technology tools specific to the career cluster to access, manage, integrate, and create information. (Information Technology)

ESS04.05 - Operate writing and publishing applications to prepare business communications. (Information Technology - General Management)

ESS05 - Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment.

FNPA02.01 - Utilize accounting tools, strategies, and systems to maintain, monitor, control, and plan the use of financial resources. (Finance Cluster / Accounting Pathway)