## Course Information

Business in Practice (Grades 10 & 11)

Instructor: Mr. Steven van Staden

Class meeting times and location: Room 408

* Mondays 15:45 – 16:30
* Tuesdays 10:50 – 11:35

## Course Description

This 36-week high school business course is designed to introduce students to the core elements of business and entrepreneurship. Through one lesson per week, students will explore essential topics such as business planning, product development, marketing, financial management, and business strategy. The course includes hands-on projects where students will create and implement an actual business plan, develop a product or service, and engage in selling their offerings.

The curriculum is structured to build foundational knowledge in business concepts and practices, with measurable objectives and assessments at key intervals. Students will learn about different business environments, ownership structures, and the components of a successful business plan. They will also delve into product development, marketing strategies, and financial management, culminating in a final project that allows them to apply their learned concepts in a real-world context.

By the end of the course, students will have a well-rounded understanding of business operations and be prepared to embark on their own entrepreneurial ventures or pursue further studies in business.

## Learning Objectives/Outcomes

Students can track their achievements by using the following objectives checklist.

| **Date Achieved** | **Objective** | **Comments** |
| --- | --- | --- |
|  | Understand the basic concepts of business and the role of entrepreneurship. |  |
|  | Identify various business environments and their impacts on business operations. |  |
|  | Compare different forms of business ownership and their advantages/disadvantages. |  |
|  | Understand the importance and components of a business plan. |  |
|  | Learn how to conduct market research to identify target markets and customer needs. |  |
|  | Develop short-term and long-term business goals. |  |
|  | Create a basic budget and financial plan for a business. |  |
|  | Understand the legal requirements and ethical considerations for starting a business. |  |
|  | Understand the stages of product development from ideation to launch. |  |
|  | Analyze the product lifecycle and its implications for marketing strategies. |  |
|  | Learn how to develop a brand and position it in the market. |  |
|  | Develop effective marketing strategies to reach target markets. |  |
|  | Explore digital marketing tools and techniques. |  |
|  | Understand the role of advertising and promotional strategies. |  |
|  | Learn effective sales techniques and customer relationship management. |  |
|  | Analyze competitors and market trends to inform business strategies. |  |
|  | Understand the basics of operations management for efficiency and productivity. |  |
|  | Learn to read and analyze financial statements. |  |
|  | Develop skills in budgeting and forecasting financial performance. |  |
|  | Explore sources of business funding and investment strategies. |  |
|  | Understand different pricing strategies and their impact on profitability. |  |
|  | Learn to identify and manage business risks. |  |
|  | Understand key legal considerations and regulations affecting businesses. |  |
|  | Develop strategic plans and make informed business decisions. |  |
|  | Explore the impact of globalization and international trade on business. |  |
|  | Evaluate understanding of financial management, business strategy, and global business concepts. |  |
|  | Understand the characteristics and challenges of entrepreneurship. |  |
|  | Explore how innovation and technology impact business practices. |  |
|  | Learn about e-commerce platforms and strategies for online business. |  |
|  | Understand the importance of ethics and social responsibility in business. |  |
|  | Develop leadership and management skills essential for business success. |  |
|  | Enhance business communication skills for effective interaction. |  |
|  | Explore emerging trends and their potential impact on businesses. |  |
|  | Apply learned concepts to a final project and review key course material. |  |

## Required Materials

* Dedicated notebook
* File folder to organize handouts
* Pens and pencils
* Other materials may be required throughout the course

## Grading Policy

|  |  |
| --- | --- |
| **Item to be Graded** | **Weight** |
| **1. Assessments and Exams** | **Total of 30%** |
| **Quizzes**: Short tests on specific topics or concepts. | **10%** |
| **Unit or Chapter Tests**: Larger, more comprehensive tests at the end of a unit or chapter. |
| **Midterms/Semester Exams**: Assessments that cover material from half of the course. | **20%** |
| **Final Exams**: Cumulative tests that cover the entire course content. |
| **2. Projects and Presentations** | **Total of 30%** |
| **Research Projects**: In-depth projects that require students to research and present their findings. |  |
| **Group Projects**: Collaboration with classmates to produce a final product. |  |
| **Oral Presentations**: Public speaking and presentation skills related to a specific topic. |  |
| **3. Homework** | **Total of 20%** |
| **Completion**: Turning in assignments on time. |  |
| **Accuracy**: Demonstrating understanding through correct and well-reasoned responses. |  |
| **Effort**: Showing consistent effort in completing all parts of the homework. |  |
| **4. Classwork / Class Participation** | **Total of 10%** |
| **Active Involvement**: Regular contributions during class discussions. |  |
| **Engagement**: Showing interest in the subject and participating in activities or debates. |  |
| **Daily Work**: Completing worksheets, reading assignments, and other tasks during class time. |  |
| **Group/Pair Activities**: Working with classmates on assignments or labs, depending on the subject. |  |
| **5. Behavior and Conduct** | **Total of 10%** |
| **Classroom Behavior**: Maintaining appropriate behavior and respect for peers and the teacher. |  |
| **Punctuality**: Being on time for class regularly. |  |

## Late Work and Makeup Policy

Timely submission of assignments is essential for success in this class. The following policy outlines expectations for late work and how to handle makeup assignments for missed work due to absences.

**Late Work Policy**

1. **Assignments Submitted After the Due Date**:
   * Work turned in after the deadline will be subject to a grade reduction of **10% per day** for up to **five days**. After five days, late work will not be accepted unless special circumstances apply.
   * Assignments submitted more than five days late may receive a maximum grade of **50%** if accepted.
2. **Extensions**:
   * If you are unable to meet a deadline due to extenuating circumstances (e.g., illness, family emergency), you must communicate with the teacher **before the due date** to request an extension.
   * Extensions are granted at the teacher's discretion and must be supported with appropriate documentation when necessary.
3. **Chronic Late Submissions**:
   * Repeated failure to submit assignments on time may result in additional consequences, such as parent/guardian notification, meetings with the teacher, or referral to administration.

**Makeup Work Policy**

1. **Excused Absences**:
   * If you miss class due to an excused absence (e.g., illness, school event), you are responsible for obtaining any missed assignments and notes.
   * You will have **the same number of days you were absent** to submit any missed work without penalty (e.g., if you were absent for two days, you have two days to turn in the makeup work).
2. **Unexcused Absences**:
   * Work missed due to an unexcused absence may be submitted, but it will be subject to the late work policy outlined above.
3. **Missed Quizzes/Exams**:
   * If you miss a quiz or exam due to an excused absence, it is your responsibility to schedule a makeup exam with the teacher within **one week** of your return to class.
   * Makeup quizzes/exams for unexcused absences may result in a grade penalty.
4. **In-Class Participation**:
   * If you miss a class activity that involves participation, such as group work or discussions, it may be difficult to make up. In such cases, alternate assignments may be given at the teacher’s discretion.

By following this policy, you can stay on track with your work and avoid unnecessary grade penalties. Communication is key—if you're experiencing difficulties that may affect your ability to meet deadlines, please reach out to the teacher as early as possible.

## Academic Integrity Statement:

Academic integrity is the foundation of a successful and respectful learning environment. In this class, students are expected to uphold the highest standards of honesty and integrity in all academic work. This means that all assignments, assessments, projects, and exams must be completed individually unless collaboration is expressly permitted by the instructor.

Any form of academic dishonesty, including but not limited to plagiarism, cheating, fabrication, or unauthorized collaboration, will not be tolerated. Plagiarism involves presenting someone else’s words, ideas, or work as your own without proper citation. Cheating includes using unauthorized materials, information, or aids during an exam or on an assignment. Fabrication refers to falsifying data, research, or information in any work submitted.

Students found violating these policies will face disciplinary consequences, which may include a failing grade on the assignment, a reduced course grade, or further action according to school policies. All students are encouraged to seek clarification from the instructor if they are unsure about what constitutes academic dishonesty.

By committing to academic integrity, you not only ensure fairness and respect in the classroom but also contribute to your personal growth and success.

## Classroom Etiquette/Behavior Expectations

In this class, we strive to create a positive and respectful learning environment where everyone feels valued and can succeed. The following guidelines outline expectations for student behavior to ensure that all members of the class can learn and participate effectively:

**Respect for Others**

* Treat classmates, teachers, and all members of the school community with kindness and respect at all times.
* Listen when others are speaking and avoid interrupting.
* Value diverse opinions and perspectives, even if they differ from your own.

**Professional Communication**

* Use appropriate and respectful language during discussions, both in person and online.
* When disagreeing, express your thoughts calmly and constructively.
* Avoid disruptive behavior, such as talking out of turn, making distracting noises, or using offensive language.

**Punctuality and Preparedness**

* Arrive on time to class and be ready to begin when the bell rings.
* Bring all necessary materials (e.g., textbooks, notebooks, assignments) and be prepared to engage in class activities.
* Complete homework and assignments on time, and come prepared to contribute to discussions.

**Active Participation**

* Engage actively in class activities, discussions, and group work.
* Raise your hand to speak and wait to be called upon during class discussions.
* Stay focused and avoid side conversations or distractions during lessons.

**Technology Use**

* Use electronic devices (e.g., laptops, tablets, phones) only for academic purposes and with the teacher’s permission.
* Refrain from using devices for non-academic activities (e.g., texting, gaming, or social media) during class time.

**Respect for the Learning Environment**

* Keep the classroom clean and organized by picking up after yourself.
* Respect classroom materials and school property.
* Follow any additional rules or procedures specific to the classroom setting.

**Conflict Resolution**

* Address conflicts or issues with peers in a respectful and mature manner.
* If needed, seek help from the teacher to resolve any disagreements or misunderstandings.

By adhering to these guidelines, we can maintain a supportive and professional classroom environment where everyone feels safe, respected, and ready to learn. Students who consistently fail to meet these expectations may face consequences, including removal from class or referral to school administration.

## Emergency or Contingency Plans

If an emergency arises, you will be informed about what to do at that time. You are expected to check phone messages every morning before coming to school in case something has occurred. If something happens at school while you are here, you will be informed of what to do at that time.