

# Northeast Metro Intermediate School District 916

## Course Syllabus

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**Class: Entrepreneurship, Travel & Tourism Teacher: Ms. Piper**

**Office Hours: 7:00-8:00 am daily**

**Program Code: 040800**

### **Attendance Policy**

One of the top five reasons employees aren't promoted and even terminated is due to attendance and punctuality. Classroom attendance and timeliness will follow school policy which mirrors workplace expectations.

\*\*A student who is either tardy or absent from school without contacting the instructor either via email, phone, or "Remind Me" text, will lose the 5-point daily professionalism points.

### **Course Description**

Junior and senior students will learn the fundamental concepts of sales and marketing as it applies to small business start-ups and specific to the travel and tourism industry. Social media & pop culture all play a role in reaching the needs and wants of the modern consumer and this will be explored as well.

In addition, students will have the opportunity to demonstrate leadership as they mentor, brand, and promote their peers enrolled in other Career and Tech programs.

Students will also develop, promote and execute an online store with opportunities for production, creativity, and profit. Finally, students leave with a working portfolio and business plan and up to **12 college credits!!!**

\*\*Students earning an A or B earn articulated **college credit** with either Century College, Normandale, Hennepin Tech, or Saint Paul College!!!

\*\*Look forward to Industry shadow opportunities and a field trip to the Mall of America along with adjoining hotels!

### **Essential Learning Outcomes**

1. Define and apply customer-centered service to the guest experience
2. Demonstrate a broad understanding of the 4-key operational areas of travel and tourism.
3. Apply leadership and mentorship to the branding and marketing needs of cross-disciplinary programs.
4. Formulate marketing strategies that incorporate psychological and sociological factors which influence consumers.
5. Demonstrate the ability to collect, process, and analyze data to make informed marketing decisions.
6. Promote personal and professional skills through the development of a comprehensive portfolio
7. Apply principles of entrepreneurship towards the planning of a small business start-up
8. Exhibit professionalism in regards to interpersonal and general workplace conduct.

### **Instructional Philosophy**

Students will be engaged in learning course concepts and skills through hands-on activities, class discussions, and project-based learning. Students will be held to high expectations regarding their quality of work and personal behavior. The ultimate goal is learning. Creating relevance through application is my top priority.

### **Major Projects and Assignments**

#### **1. Assignments**

Students will be expected to complete in-class activities and major projects throughout the course. Work will be graded and posted weekly upon completion. In addition, students will also be completing an e-portfolio for our final course unit.

#### **2. Projects/Tests/Quizzes**

- Projects will account for the majority of your grade. Projects allow students to show, rather than tell me what you know and can do. Additionally, exams and quizzes will be given upon completion of sub-sections and major units to assess retention of course subject matter.

#### **3. Technical Skill Assessment: NOCTI MBA Research: Standard Marketing (2 Credit) 8730 v1**

**Expectations:**

- Be respectful towards **all** members of the class understanding that there is a “no tolerance” policy regarding harassment of any sort. Consequences will be handled according to school policy and on an individual basis.
- Be on time and prepared for the daily activities. Being that this is a business course, we will model the expectations placed upon us in the “world of work.” Attendance/tardiness issues will also be handled according to a student’s home school policy.
- Turn-in assignments (including make-up work) on time. Late work is not acceptable on the job, and this expectation will be modeled accordingly

**Grading Scale**

<b>A</b>	<b>90-100</b>	<b>B</b>	<b>80-89</b>	<b>C</b>	<b>70-79</b>	<b>D</b>	<b>60-69</b>
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**Make-up Policy:**

Following an excused or unexcused absence, **YOU** are responsible for requesting make-up work. Additional days for make-up are at the discretion of the instructor.

**Parent Communication:**

Communication regarding grades is updated weekly. Other ways to contact the instructor is by phone, email, or the ‘**REMIND**’ app. If a parent/guardian is interested in additional or scheduled times to communicate, please let me know. I want your experience to be as positive and meaningful as possible.

**Extra Help/Extra Work time**

The instructor is available for additional help before school from 7:10-8:00 a.m. Other opportunities for help are available after school upon scheduling with the instructor.

**Computer Usage**

- Cheating is NOT Tolerated! You will receive a zero and a call to your parents/guardians. If the same work has been reproduced, both students will receive a zero. You must only be logged into your identified login and the assigned area of the computer.
- All students and parents have to read and sign NE Metro 916 Computer Usage Policy before students are allowed to use the computers. Students will be expected to follow the policy or they will lose computer privileges.

**Technology Policy**

Electronic devices (including but not limited to cell phones, Bluetooth devices, ear-buds, etc) are not to be seen during **direct instruction**. Opportunities for the integration and usage of technology will occur, however, at the discretion of the instructor.

**Teacher Contact Information**

**Name:** Dana Piper      **Email:**      [dpiper@916schools.org](mailto:dpiper@916schools.org)      **School Phone:** 651-415-5589

**Course Materials can be accessed through Schoology:** <https://schoolology.916schools.org/>

**Code:** D889-F84D-F3S5K

Please sign below that you have read and agree to all of the classroom policies.

Student Signature \_\_\_\_\_

Date \_\_\_\_\_

Parent Signature \_\_\_\_\_

Date \_\_\_\_\_