



MGT 210: Entrepreneurship: Managing the Small Business
St. Thomas Aquinas College
Clarkstown High School North
Mr. Kyle O'Grady
Full School Year (2025-2026)
Period 7- Room 512

kogrady@ccsd.edu

Office Hours in Room 410
Wednesday's- 6:40-7:25 AM
Thursday's- 2:00-2:45 PM

➤Course Description:

The *Entrepreneurship: Managing the Small Business* course introduces students to entrepreneurship and small business operations through lectures, discussions, projects, and hands-on experiences. Students will explore business foundations, financing, and performance management while developing promotional strategies in advertising, sales promotion, public relations, and personal selling. Each student will also complete a comprehensive business plan.

Students gain direct experience through the **North Store**, rotating as both student workers and managers in a year-long **Manager Portfolio Project**. Responsibilities include operations, finance, marketing, supply chain, and leadership.

➤Manager Role-Specific Assignments

To ensure that students apply textbook knowledge to authentic experiences, each manager role is directly aligned to specific textbook units and live North Store responsibilities:

- **CFO/Data Analyst → Unit 12 (Financing) + Unit 10 (Financial Statements):**
Students will use real financial information from the North Store's Square POS system to prepare accurate financial statements. They will analyze sales data to identify patterns, forecast demand, and make evidence-based recommendations for adjusting inventory, pricing strategies, and promotional tactics. This role develops financial literacy and the ability to evaluate the financial health of a business in real time.
- **Marketing/Social Media → Unit 7 (Marketing Plan):**
Students will design, launch, and manage integrated marketing campaigns for the North Store. This includes developing in-school promotional materials, producing social media content, and analyzing campaign effectiveness through both sales data and digital engagement metrics (e.g., impressions, likes, shares). Students will use *WeVideo* to create professional media for posting on

the official North Store Instagram account.

- **Event Planning → Unit 9 (Location & Facilities):**
Students will research, plan, and execute sales promotions and special events for the North Store. Responsibilities include coordinating with local businesses, corporate sponsors, and internal stakeholders such as the Culinary Arts program, DECA, and Language Clubs. This role emphasizes negotiation, project management, and logistical planning while showcasing how business events can drive community engagement and sales.
- **Vendor, Inventory, Shopping, & Nutrition Managers → Unit 15 (Supply Chain & Nutrition Labeling Laws) + Unit 21 (Operations/Inventory):**
Students will oversee supply chain operations by comparing vendor options, evaluating costs, and ensuring compliance with nutrition and labeling standards. They will use data to track product performance, conduct competitor analysis through surveys and taste tests, and recommend new products for introduction. This role teaches operational efficiency, consumer research, and strategic product development.
- **Shift Manager → Unit 19 (Leadership, Management, Time Pressure):**
Students will be responsible for scheduling shifts, supervising student workers, and conducting performance reviews. They will analyze leadership strategies and practice conflict resolution, delegation, and team motivation. This role emphasizes decision-making under time pressure and builds human resource management skills.
- **Apparel Manager → Unit 9 (Location Plan: Retail/Store Design) + Unit 15 (Product Development: Branding/Packaging):**
Students will study current fashion and branding trends to design original North Store apparel and merchandise. They will collaborate with vendors on production and work with marketing managers to promote and sell the merchandise. This role integrates creative design with practical retail management and marketing execution.

➤Crash Course Mini-Projects

The course also includes a series of “**Crash Course**” mini-projects, each supported by guest speakers, field trips, or live industry experiences:

- **Social Media Marketing:** Guest speakers will introduce tools such as *WeVideo*, enabling students to design and edit content for real-world campaigns. Students will then collaborate on a large-scale social media marketing project for the Clarkstown Central School District’s annual **STEAMFest**, working behind the scenes to develop themes, color palettes, typography, mascots, logos, and promotional content.
- **Small Business Product Development & Marketing Research:** Students will explore the product development process through a field trip to **Dr. Davies Farm**, a guest speaker session, and a student-organized product taste-testing event featuring local businesses. This crash course emphasizes consumer research, data collection, and product positioning.
- **Financial Recordkeeping & Analysis:** With the guidance of a guest speaker, students will learn practical financial skills such as record keeping, cash flow management, break-even analysis, and performance evaluation. These skills will then be applied to financial decision-making for the North Store.

- **Leadership & Management:** Students will explore leadership styles, management under time pressure, and delegation strategies. The unit will culminate in a professional leadership seminar at **Yankee Stadium**, where students will meet with executives and gain insight into management within one of the world's most successful sports franchises.

Finally, students will complete **individual quarterly projects** that align with the major unit themes and allow them to synthesize their learning into polished deliverables.

➤ Learning Objectives:

- **Understand the foundations of entrepreneurship** by identifying the key functions, roles, and responsibilities of small business owners.
- **Develop financial literacy** by learning how to build, fund, and manage a small business for sustainability and investment readiness.
- **Apply marketing and promotion strategies** through advertising, public relations, sales promotion, and personal selling.
- **Create and present a comprehensive business plan** that demonstrates the ability to plan, organize, and promote a small business venture.
- **Gain hands-on experience in business operations** by managing inventory, ordering, sales, and financial systems in the “North Store.”
- **Strengthen problem-solving, collaboration, and decision-making skills** through project-based and real-world entrepreneurial activities.

➤ Academic Integrity Statement

Academic Integrity, a commitment to honesty, fairness, respect, and responsibility, is the foundation of the learning process. All members of the St. Thomas Aquinas College community are held to the highest standards of academic honesty. While we recognize the participatory nature of education, we take academic integrity very seriously, and the College policy on academic dishonesty details consequences that can include dismissal from the College. That policy can be found in both the Student Handbook and the College Catalog.

As a student in this class, you must demonstrate your commitment to academic integrity by submitting work that originates in your own thinking and imagination, your ability to analyze and evaluate information, and your own knowledge, that you have done yourself, and that represents your very best efforts. When appropriate, your work should be supplemented and supported by other sources; however, you must always ensure that these sources are properly cited using the recommended documentation system.

➤ Academic Disability Statement

St. Thomas Aquinas College and Clarkstown High School North value an environment of mutual respect and participation. There may be aspects of the instruction or design of this course that create obstacles to your full involvement. Students are encouraged to meet with the instructor to discuss strategies and accommodations in line with any individualized Education Plan (IEP) or Section 504 Plan. Students requiring accommodations for a documented disability should notify the instructor before the end of the first week of class.

➤ **Textbook:** Small Business Management: Launching & Growing Entrepreneurial Ventures, 20th Edition - Justin G. Longenecker; J. William Petty; Leslie E. Palich; Frank Hoy

➤ **Evaluation:**

Grading will be based on:

- a. Participation, Effort, and Attendance
- b. Projects
- c. Classwork Assignments

Course Work/Homework	10-20 Points Each
Quarterly Individual Project	100 Points Each
Manager Portfolio Project	50 Points Per Section
Weekly Do Now/Exit Tickets	5 Points Each

Sequence:

Quarter 1: Foundation of Entrepreneurship (Chapters 1, 2 & 14)- 9/2/2025- 10/31/2025

Theme: Entrepreneurial Foundations & Customer Focus

- **Week 1:** Orientation – Introduction to course expectations, the North Store, and manager roles.
- **Weeks 2–3:** Units 1 + 2 Combined – Entrepreneurial motivations, ethics, integrity, customer relationship management (CRM), customer service, and consumer behavior.
- **Weeks 4–5:** Crash Course – Social Media Marketing. Branding, posting strategies, digital engagement, guest speaker, and project launch for STEAMFest.
- **Weeks 6–7:** Portfolio Round #1 – Students rotate into first manager role assignments, applying lessons from Units 1 & 2.
- **Weeks 8–9:** Portfolio Round #2 – Students rotate into new roles, reflect, and adapt to leadership and customer engagement tasks.
- **Week 10:** Quarterly Project #1 – Entrepreneur Spotlight Presentation.

Quarter 2: Building & Financing the Small Business (Chapters 3, 4, 5, 7, 8, 15, 16, 17)- 11/3/2025- 1/23/26

Theme: Market Research & Product Development

- **Weeks 1–2:** Unit 7 – The Marketing Plan. SWOT analysis, segmentation, targeting, value propositions, and the 4Ps.

- **Weeks 3–4:** *Crash Course – Market Research.* Field trip to Dr. Davies Farm, guest speaker, taste testing, survey design, focus groups, and observational research.
- **Weeks 5–6:** *Portfolio Round #3 – Students rotate into third set of manager roles.*
- **Weeks 7–8:** *Portfolio Round #4 – Students rotate again and refine role-based skills.*
- **Weeks 9–10:** *Quarterly Project #2 – Product Pitch.* Students design and present a new product or product improvement based on collected data.

Quarter 3: Managing for Performance & Investment Readiness (Chapters 10, 11, 19, 21)-
1/26/26 - 4/10/26

Theme: Finance, Budgeting & Growth

- **Weeks 1–2:** *Unit 10 – Understanding Financial Statements.* Income statement, balance sheet, cash flow, ratio analysis.
- **Weeks 3–4:** *Crash Course – Budgeting & Finance.* Guest speaker and hands-on project on budgeting, break-even analysis, dashboards, and financial forecasting.
- **Weeks 5–6:** *Portfolio Round #5 – Students rotate into new manager roles.*
- **Weeks 7–8:** *Portfolio Round #6 – Students rotate into different roles, focusing on financial and operational leadership.*
- **Weeks 9–10:** *Quarterly Project #3 – Shark Tank Finance Challenge.* Students pitch a product/ service with a detailed financial analysis, including ROI and investment strategies.

Quarter 4: Creating a Business Plan (Chapter 6)- 4/13/26- 6/16/

Theme: Leadership, Operations & Capstone

- **Weeks 1–2:** *Unit 21 – Operations & Inventory Management.* Inventory systems, quality management, efficiency improvement.
- **Weeks 3–4:** *Crash Course – Leadership & Management.* Guest speaker and Yankee Stadium trip with executives. Focus on leadership styles, delegation, scheduling, and conflict resolution.
- **Weeks 5–6:** *Portfolio Round #7 – Students rotate into their final manager role.*
- **Weeks 7–8:** *Portfolio Round #8 – Final rotations; students demonstrate mastery of their roles through independent management.*
- **Weeks 9–10:** *Quarterly Project #4 – Capstone Business Plan.* Students compile work into a professional business plan and presentation reflecting their year-long learning.

I have read and agree to the classroom policies:

Student's Name	Parent's Name
Email	Parent's Email
	Parent's Phone Number