

***Entrepreneurship***  
Grovetown High School / Marketing Management Pathway  
2024 - 2025

**I. Teacher: Mr. Foust**

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Grovetown High School Room 601

TravisFoust.com

- Bachelors Business Administration - University of Georgia, 2002
- Masters of Arts in Teaching - Augusta State University, 2018
- Specialists Instructional Technology - Kennesaw State University, 2022
- Endorsed in Gifted Education, 2022
- 12 years professional and business experience - military instructor, technology business owner, Realtor/real estate investor

**Welcome to *Entrepreneurship*!** I look forward to working with you and your child this year. The following information is designed to acquaint you with my expectations and guidelines in order to prepare everyone for a successful school year. My goal is your success! Please reach out to me anytime, I'm here to help!

**Mr. Foust**

**Textbook:** Clark, Basteri, Gassen and Walker. (2019). *Marketing Dynamics*, 4th ed. Goodheart-Wilcox.

**II. Entrepreneurship Course Description:** Expect rigor and be ready to try your very best everyday, expect to be pushed and challenged; you will learn and hopefully have fun in the process! Entrepreneurship is an in-depth and detailed study focusing on business ownership and management with specific emphasis on small business ownership. This course builds on the theories learned in Marketing Principles by providing practical application scenarios which test these theories. I will encourage students to be creative thinkers and risk takers. You will focus on recognizing a business opportunity, starting a business based on the recognized opportunity, and operating and maintaining that business. Students should participate in work-based learning activities, DECA, and our school based enterprise. (citation: the below Entrepreneurship standard)

**III. Course Objectives:** See Standards located at the link below  
<https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Documents/Marketing-and-Entrepreneurship.pdf>

**IV. Materials Needed:** Students will use technology in the classroom as well as outside of class. Students also need paper, notebook, and a pen or pencil for use in class.

## **V. Communication:**

Students must join the **Google Classroom** class that corresponds to their class period. I will notify students of the code in class and it will be posted on my website by the first day of class.

Students will find assignments and resources posted in Google Classroom that we use for in-class assignments, projects and in preparation for some assessments. Students are responsible for missed assignments due to absences and all information will be available to them in Google Classroom.

## **VI. Cell Phone / Electronic Device Usage Policy in Class**

**NO** personal cell phone or electronic devices should be OUT, ON, or IN USE during class. This includes earbuds and listening to music in class. Additionally, students may **not** take an electronic device with them to the restroom during class. Electronic devices may still be used during class change and during lunch. We have computers in class that students will use for our assignments.

If we must use personal electronic devices for academic purposes such as creating a promotional video or utilizing a digital resource that is not readily available on our computers, I will make the use very well defined in class. Note: This is not just my rule, this is a district wide rule. Discipline: detention and/or Saturday School, and possible recommendation for long-term suspension.

## **VII. Grading Criteria:**

Formatives (classwork, homework, mini-projects, quizzes and employability skills) - 40%

Summatives (major projects, presentations, tests and other major assessment) - 60%

***\*Late work may not receive full credit. Students are encouraged to communicate regularly with Mr. Foust.***

## **VIII. Behavioral Expectations and Employability Skills: Respect is the number 1 rule!**

Your behavior should be how you would act as if this were your paying job. Our classroom is a drama-free zone and I will work to provide an environment with mutual respect for everyone. Employability skills are part of our curriculum and include punctuality, communication skills and conflict resolution just to name a few. As such, you will be assessed on these skills. If you continually fail to show progress in any of the employability skills your employability skills grade will have deductions. My goal is to have you learn and grow your employability skills so you are READY for college and/or a career post high school! We will demonstrate professional behavior. I have zero tolerance for profanity.

## **IX. Pace of the Course:**

**Course Pacing Guide Summary:**

<b>1st nine weeks</b> <ol style="list-style-type: none"> <li>1. Characteristics of Entrepreneurship and Team Building - Std. 1 &amp; 2 (2 weeks)</li> <li>2. Goal Setting, Time Management and Career Inventory - Std. 1 (2 weeks)</li> <li>3. Presentation Skills (Case studies) - Std. 1 &amp; 2 (2 weeks)</li> <li>4. Types of Ownership and Entrepreneurial Ventures (Incorporate technology and presentation skills) - Std. 1 &amp; 2 (3 weeks)</li> </ol>	<b>3rd nine weeks</b> <ol style="list-style-type: none"> <li>1. Sourcing Goods, Location Analysis, Role of Gov't, Risk, and Marketing Mix – Std. 5 (4 weeks)</li> <li>2. Create a Marketing plan - Std. 6 (1 weeks)</li> <li>3. Creating a Business plan - Std. 3 (3 weeks)</li> <li>4. Create Digital Promotions for Business Plan to include video – Std. 3 (2 weeks)</li> </ol>
<b>2nd nine weeks</b> <ol style="list-style-type: none"> <li>1. Preparing to Start a Business (including researching) – Std. 3 (4 weeks)</li> <li>2. Selecting a Business &amp; Financial Organization (include personal finance topics) - Std. 4 (5 weeks)</li> </ol>	<b>4th nine weeks</b> <ol style="list-style-type: none"> <li>1. Presenting business plans - Std. 1, 2 and 3 (1 week)</li> <li>2. Successfully managing a business venture - Std. 7 (9 weeks)</li> </ol>

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Acknowledgement of receipt, review and understanding of course  
syllabus for: ***Entrepreneurship***

The parties below acknowledge they have read and understood the information contained in this syllabus.

Please contact Mr. Foust with any questions or concerns and return the first week of school.

\_\_\_\_\_  
Student Printed Name

\_\_\_\_\_  
Parent or Guardian Printed Name

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

\_\_\_\_\_  
Parent or Guardian Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date