

Term: 2017 -2018

Email: aaron.ferguson@ouhsd.k12.ca.us

Title: Intro to Entrepreneurship

Room: E-114

Instructor: Aaron Ferguson

Date and Time: Monday - Friday 7:15am - 8:05am

Textbook:

- 7 Habits of Highly Effective Teens - Sean Covey

These policies and schedules are subject to change if unforeseen circumstances arise.

Objective: This course is designed to help you understand: 1) Who you are; 2) Who you want to be; 3) How to get there; and 4) How to market yourself. The goal is to uncover what you are passionate about and how to find the best job for those passions and your personality. You will learn habits that, if applied, will improve your ability to be success for the rest of your life. You will develop a portfolio of documents including: a resume, a cover letter, job applications, interview strategies and more. Lastly, you will learn how to market yourself to the ever changing world we live in. Our goal this year to make you confident and give you the tools to be successful.

Grades:

Semester 1		Semester 2		Grades	
20 – Weekly Task (40%)	200pts	20 – Weekly Task (40%)	200pts	A	100 - 90%
2 – Guru Day (20%)	100pts	2 – Guru Day (20%)	100pts	B	89 - 80%
Passion Poster / 7 Habits (20%)	100pts	Job Readiness Project (20%)	100pts	C	79 - 70%
Career Exploration Project (20%)	100pts	Website (20%)	100pts	D	69 - 60%
Total	500pts	Total	500pts	F	59 - 0%

Weekly Tasks:

There will be a total of 20-Weekly Tasks per semester

- Each Weekly Task will be worth 10pts
- Weekly Tasks are due by Thursday @ 11:59pm
- Late Weekly Tasks will not be accepted
- Topics can range from a variety of sources (Networking, Professionalism, Current Events, etc.)

Guru Days:

There will be a total of 2 Guru Days per semester

- Each Guru Day will be worth 100pts
- Students may work in groups with approval from the instructor
- The purpose of Guru Day is to learn new skills and present them to the class
- The rules to each Guru day may vary

Passion Poster / 7 Habits Project:

This project will be complete in conjunction with reading the text “7 Habits of Highly Effective Teens” by Stephen Covey.

- The Passion Poster / 7 Habits Project will be worth 100pts
- Late projects will lose 10% for every day it is late
- The project will be completed and presented in groups of 4 - 6
- Each group will be assigned a Habit to teach, model and market to the class

Career Exploration Project:

This project will ask students to backwards map their future from a desired job to the schooling and training required to attain that job.

- The Career Exploration Project will be worth 100pts
- Late projects will lose 10% for every day it is late
- The project will be completed individually
- Students will be asked to use a variety of resources to accomplish their project

Job Readiness Project:

This project will ask students to create an up to date and professional package that is ready to take to the job market.

- The Job Readiness Project will be worth 100pts
- Late projects will lose 10% for every day it is late
- The project will include a resume, a cover letter, job applications and searches
- Each student will participate in several rounds of interviews to develop their skills

Website:

This project give students the ability to display all of their hard work to an authentic audience. The website will then be in conjunction with the student’s other AoB courses.

- The Website will be worth 100pts
- Late projects will lose 10% for every day it is late
- The project will be completed individually
- Students will be asked to learn Google Sites as well as other applications to produce a quality product

Academic Honesty:

Students or groups who copy, or allow others to copy their weekly tasks or projects, will **ALL** receive a zero on the assignment. Splitting the work among your group members and then sharing the answers by copying is just that: “copying” and violates the Oxnard Union Policy on Academic Honesty.

You are expected to work diligently to answer the assigned questions and are encouraged to check with another group or the instructor to be sure your answers are correct.

Altruism Credit:

The students of the Academy of Business are consistently encouraged to show acts of altruism. Any student who completes approved and signed community service will be given “Altruism Credit” at the rate of 5 pts per 1 hour of service.

Attendance:

The students of the Academy of Business are expected to attend class consistently and punctually. Any student that exceeds 5 unexcused absences per semester may be subject from removal from the Academy.

Weekly Schedule:

SEMESTER 1	
1st Quarter	
8/28 - 9/1	Weekly Task: 1.01 - Get to Know You
9/4 - 9/8	Weekly Task: 1.02 - Vision Board 1
9/11 - 9/15	Weekly Task: 1.03 - Passion Poster 1 - Identify your Passions and Personality Traits
9/18 - 9/22	Weekly Task: 1.04 - Passion Poster 2 - Strengths Finder and Work Values
9/25 - 9/29	Weekly Task: 1.05 - Passion Poster 3 - Assembling your Poster
10/2 - 10/6	Weekly Task: 1.06 - Guru Day
10/9 - 10/13	Weekly Task: 1.07 - Website Development
10/16 - 10/20	Weekly Task: 1.08 - 7 Habits: 1 - Be Proactive
10/23 - 10/27	Weekly Task: 1.09 - 7 Habits: 2 - Begin With The End In Mind
2nd Quarter	
10/30 - 11/3	Weekly Task: 1.10 - 7 Habits: 3 - Put First Things First
11/6 - 11/10	Weekly Task: 1.11 - 7 Habits: 4 - Think Win-Win
11/13 - 11/17	Weekly Task: 1.12 - 7 Habits: 5 - Seek First to Understand, Then To Be Understood
11/20 - 11/24	THANKSGIVING BREAK
11/27 - 12/1	Weekly Task: 1.13 - 7 Habits: 6 - Synergy
12/4 - 12/8	Weekly Task: 1.14 - 7 Habits: 7 - Sharpen the Saw
12/11 - 12/15	Weekly Task: 1.15 - Website Development
12/18 - 12/22	Weekly Task: 1.16 - Guru Day
12/25 - 1/5	WINTER BREAK
1/8 - 1/12	Weekly Task: 1.17 - Career Exploration 1 - Careers
1/15 - 1/19	Weekly Task: 1.18 - Career Exploration 2 - Colleges
1/22 - 1/26	Weekly Task: 1.19 - Career Exploration 3 - Reflection

SEMESTER 2	
3rd Quarter	
1/29 - 2/2	Weekly Task: 2.01 - Job Readiness 1 - Resume 1
2/5 - 2/9	Weekly Task: 2.02 - Job Readiness 2 - Resume 2
2/12 - 2/16	Weekly Task: 2.03 - Job Readiness 3 - Cover Letter
2/19 - 2/23	Weekly Task: 2.04 - Job Readiness 4 - Job Search and Applications
2/26 - 3/2	Weekly Task: 2.05 - Job Readiness 5 - Interviews
3/5 - 3/9	Weekly Task: 2.06 - Networking 1
3/12 - 3/16	Weekly Task: 2.07 - Networking 2
3/19 - 3/23	Weekly Task: 2.08 - Guru Day
3/26 - 3/30	SPRING BREAK
4/2 - 4/6	Weekly Task: 2.09 - Website Development
4/9 - 4/13	Weekly Task: 2.10 - Upcycle Project
4th Quarter	
4/16 - 4/20	Weekly Task: 2.11 - 4 P's of Marketing
4/23 - 4/27	Weekly Task: 2.12 - Market Research
4/30 - 5/4	Weekly Task: 2.13 - Marketing Your Personal Brand
5/7 - 5/11	Weekly Task: 2.14 - 4s and 5s
5/14 - 5/18	Weekly Task: 2.15 - Pitch and Paperclip
5/21 - 5/25	Weekly Task: 2.16 - Guru Day
5/28 - 6/1	Weekly Task: 2.17 - Vision Board 2
6/4 - 6/8	Weekly Task: 2.18 - Website Development
6/11 - 6/15	Weekly Task: 2.19 - Website Completion