

**Taipei American School**

**Business & Entrepreneurship 2020-2021**

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**2nd SEMESTER OVERVIEW**

The 2nd Semester of this class will continue much the same as first semester. ½ of the class time is devoted to Entrepreneurship and ½ of the class time is devoted to Business. For the Business-side we will continue to use our college-level textbook which is an introduction to Business concepts with quizzes and tests. For the Entrepreneurship-side we will continue to read books, watch movies, and do independent research on successful entrepreneurs and start-ups. We will also start a “Book Club” where we will read some books about entrepreneurship together and some books in small groups. Finally, you will complete one group project and one individual project this semester. The group project will revolve around your group’s book club, and the individual project will revolve around you imagining yourself as an entrepreneur and starting your own start-up.

**CLASS MATERIALS:**

-We still use the same textbook:

***Business: A Changing World, 9th Edition.* O.C. Ferrell, Geoffrey Hirt, Linda Ferrell (McGraw-Hill, 2014)** -You must have 1 copy of the textbook you check out and keep at home, and then we will have another copy you can use in the classroom.

**COURSE GENERAL SCHEDULE**

**January & February:**

**Business-Side: Managing for Quality & Competitiveness**

Textbook Chapters on Management

Ch 6 The Nature of Management

Ch 7 Organization, Teamwork, and Communication

Ch 8 Managing Service and Manufacturing Operations

TEST #1

**Entrepreneurship-Side: Group Project**

 Start small book club and group project

 Present Group Project

**March-April:**

**Business-Side: Marketing**

Textbook Chapters on Marketing

Ch 11 Customer-Driven Marketing

 Ch 12 Dimensions of Marketing Strategy

Ch 13 Digital Marketing & Social Networking

TEST #2

**Entrepreneurship-Side: Individual Project**

 Start and continue research on your own entrepreneurship idea

 Start work on your Individual Project

**May (if time)**

**Business-Side: Financing (if time)**

Ch 14 Accounting and Financial Statements

 Ch 15 Money and the Financial System

 Maybe Test #3?

**Entrepreneurship Side:**

 Present your Individual Project to the Class

**NOTE: There is no May Final Exam for this class**

**CLASSROOM EXPECTATIONS**

**Grading**

**Quizzes (20%)**

At the start of some class we will have an easy, short quiz to see if you did the assigned reading due that day. The homework reading should only take you about 15-20 minutes. While you take the quiz, you are allowed to use any notes you yourself took, but notes are not required. If you are present in class you MUST take the quiz; therefore, you are always responsible for the assigned readings on your own and posted in Canvas. No excuses!

**Homework & Class Participation (20%)**

Sometimes you may have short and easy homework assignments to turn in. In addition, you will often be asked to fill out the Class Participation Grading Rubric to assess your class participation during each week.

**Tests (30%)**

You will have 2 or 3 Tests this semester. Each test is worth 10-15% of the semester grade. The tests follow the Units of this course:

 Test #1 is based on Management

 Test #2 is based on Marketing

 Test #3 is based on Financing

So we will have the tests after we finish each part.

**Projects (30%)**

You will complete 1 Group Project for 15% and also 1 Individual Project for 15%

**CLASS POLICIES**

1. **Remember that if you are present in class you MUST always take the easy quiz at the start of every class based on the homework readings posted in Canvas.**
2. **If you are present in class you are responsible for any homework or group work due that day. All late work has a -1 letter grade each day late.**
3. **Remember part of your grade is class participation. If you do not pay attention in class and are off task (surfing the internet, etc.) then you cannot get a good grade in this class. Also if you want an A+ then you must actively participate in class.**