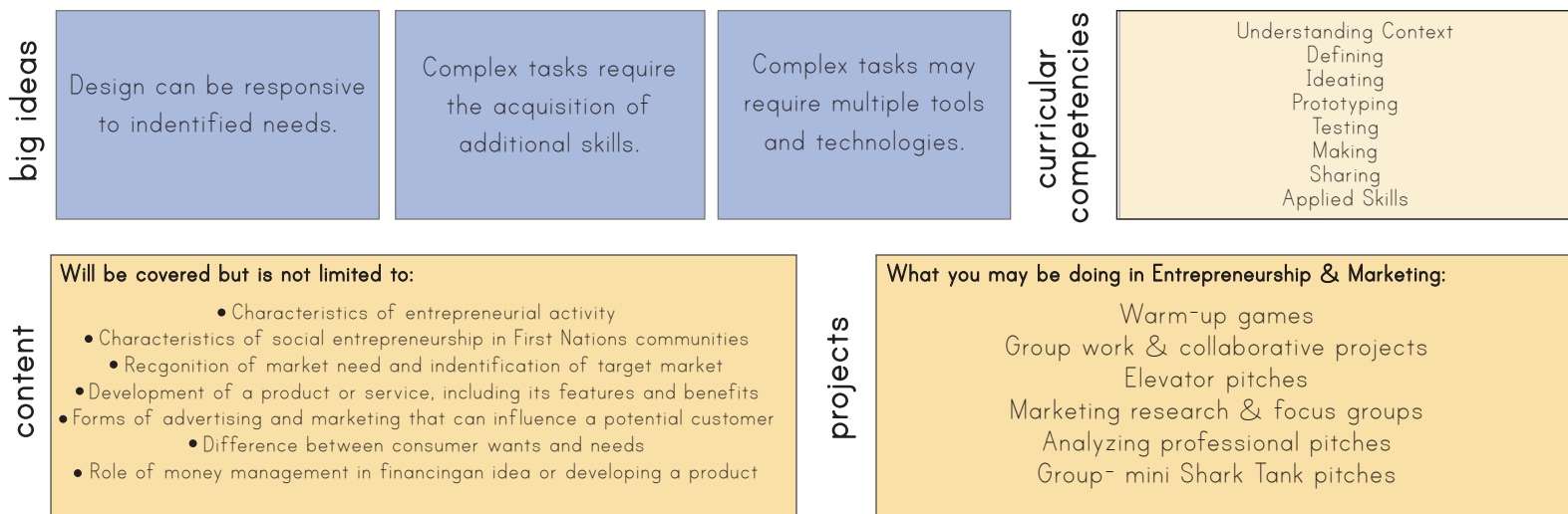


ENTREPRENEURSHIP & MARKETING with Ms. Sihota

Entrepreneurship & Marketing 8 is a course which provides students with the opportunity to gain basic knowledge and the general understanding of what it means to own, operate & promote a small business. You will be introduced to the concept of entrepreneurial spirit and ways of thinking while building a hypothetical company with a small team. When building your business you will conduct **actual** marketing research to obtain the most accurate information on a specific target market, solidify an idea which you will then present to your peers.



Learning Expectation

Almost all assignments are project-based and require students to incorporate appropriate tools & basic skills to successfully complete their projects. Students are required to problem solve when coming across a problem, apply theory to create extensions of the requirements outlined on their assignment & demonstrate proof they are exploring the programs.

Each unit will be composed with a lesson (sometimes brief), occasional group learning & discussions, labs that allow students to practice specific skills, assignments that will encourage students to apply multiple concepts together within the unit & finally a final project.

Students are expected to do more than what is being asked. If you are applying theory & techniques to enhance your work by creating extensions of what is being asked of you, you will earn yourself an A. If you create work that is exactly what is being highlighted without **thinking creatively or thinking critically**, you have not quite earned yourself an A.

Units

Units in Media Design will always have a lecture, discussion, labs, assignments and a final project or summative assessment. Within that unit all curricular competencies will be covered, including a reflection. Some units will have strict deadlines and some units you will be working at your own pace with one large deadline & the student create timelines in between to complete all tasks at their own pace. This allows students to complete labs and assignments that they are stronger in, quicker and allow enough time to focus on areas that they need to strengthen. This also simulates what it would be like to have a clients at once with tight timelines.

Rubrics

<p>A Student completed required elements of this assignment and provided extensions of what was being asked of them. Student added elements and content that were relevant and applicable to their work. Student fully understood the concepts, theory & skills being taught and can apply them for future use.</p>	<p>B Student completed required elements of this assignment and did a efficient job elaborating on those specific requirements. Student understood the required concepts that were being taught and understood why the assignment was relevant and important. There was an attempt to apply concepts and theory to create extensions.</p>	<p>C+ Student completed most of the required elements of this assignment and made obvious attempts to apply the concepts, theory and skills to those requirements. Student understood the basic concepts and would be able to apply those basics to future work.</p>	<p>C Student completed less than 60% of the required elements outlined. Student understood the basics of the topic & general theory of the material being taught however, they would have difficulties applying these concepts to future work.</p>	types of assessment	<p>Assignments Projects Discussions Professionalism Reflections</p>
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ENTREPRENEURSHIP & MARKETING

w i t h

Ms. Sihota

Rules

Plagiarism, cheating, or copying of assignments will result in a mark of zero (0) for all parties involved. Parents, Guardians, grade counsellors and administration will be notified and a note will be added to the student's school file. Please review plagiarism and cheating in the Student Handbook. Students will learn how to use media appropriately without breaking copyright laws.

lab policies

- Food, drinks and gum are NOT permitted in the classroom unless given permission by Ms. Sihota
- Headphones/MP3's/cell phones are not permitted in the computer lab. Turn these off and kept in the cupboard behind Ms. Sihota's desk during class
- Personal use of the Internet is NOT permitted during class when provided with the laptops - ask if you are unsure.
- Ms. Sihota has a ZERO tolerance policy for video games. First step will be a conversation, second step will be an email/phone call home and third step will be a conversation with administration.
- Please notify the teacher immediately of any equipment that is not working properly.
 - Problem solving is encouraged before reporting to Ms. Sihota
- DO NOT write on desks. DO NOT deface equipment. Email home and partnership with administration will be an immediate consequence.
- Your assigned computer station needs to be cleaned up at the end of each class & chair must be pushed in.

attendance

- Regular attendance is required for success in this course. This course focuses on hands-on computer use & each class is vital both for instruction and software use.
- It is expected that you arrive on time. If you are late, enter the room quietly without disrupting the class & when a moment presents itself - please provide Ms. Sihota with an explanation. If student is late two times in a row, a conversation with parents or guardians will take place. First time late or absent, is a conversation, second absence is an email or phone call home and third time is a conversation with administration.
- **You** are responsible for catching up on any kind of missed work.
- If you are absent, come see me **BEFORE** your first class back so that you are caught up and prepared for the next class.

Just because you miss class (excused or not) does not exempt you from completing all of the work.

classmates & teacher partnership policies

- Teachers and classmates are to be respected at all times. This includes any replacement teacher who may teach the class.
- There is a zero-tolerance policy for bullying, teasing, and/or insulting and immediate action with administration will take place.
- Inappropriate behaviour is up to the discretion of Ms. Sihota. Whatever she deems is offensive could result in disciplinary action.

partnership policies

- Assignments, projects and labs must be handed in by their due dates. Ms. Sihota will mark work that is handed in on time as a priority. If work is not submitted by the appropriate deadline, she will mark it when she has time. Priority is given to those who practice good behaviours when it comes to punctuality and timeliness with their assignments.
 - This means that you run the risk of not having Ms. Sihota mark it and therefore, ending up with a zero for that specific assignment, project or lab on interms or report cards.

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