

## **Packer Connection School Based Enterprise Syllabus**

### **Course Description**

School-Based Enterprises (SBEs) provide realistic and practical learning experiences that reinforce classroom instruction. Students will engage in activities that simulate real-world business operations. SBEs can sell products and services through a permanent location, a mobile kiosk, or Internet marketing. Products may include:

- Spirit wear
- Food and beverage items
- School supplies
- Signs and banners

Other SBEs may offer services such as creative design and advertising sales. SBEs are effective educational tools that help prepare students for the transition from school to work or college, providing valuable work experience and opportunities to build management, supervision, and leadership skills.

### **Course Objectives**

- Develop understanding of business operations
- Enhance management and leadership skills
- Gain practical work experience
- Learn effective marketing strategies
- Understand customer service principles

### **Required Materials**

- Pen
- Pencil
- School-Issued iPad

### **Grading Policy**

Grading will be based on a points system that includes:

- Fulfillment of weekly duties
- Assignment performance

- Participation in class activities

### **Class Policies and Expectations**

- Students must fill out a school-based enterprise contract to work in the store and handle funds.
- **Additional Policies:**
  - No profanity
  - No inappropriate music
  - No cellular devices during class

### **Course Schedule**

The course will cover various topics throughout the school year, including but not limited to:

- Introduction to School-Based Enterprises
- Marketing and Sales Strategies
- Financial Management
- Customer Service Skills
- Leadership and Teamwork