**Daily Business Academy**

**STUDENT CONTRACT**

*“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”*

– *John Quincy Adams*

**POINT SYSTEM GRADING:**

* **You will earn grades for every project.**
* **Your overall grade will be averaged out amongst *all* of your teachers**
* **If you are in the Marketing/Advertising Department your grade will be solely determined by your Marketing teacher.**

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| --- | --- |
| **GRADE** |  |
| **A** | 90-100 |
| **B** | 80-89 |
| **C** | 70-79 |
| **NC** | Below 60-Students who receive an NC will not receive credit for the class. Class may be taken again with permission of the teacher and counselor. Students may not attempt the class more than twice. |

**WHAT MATTERS FOR GRADES?**

Meeting Deadlines for Assignments (grades go down one full grade for every week that the assignment is late.)

Following Directions

Effort

Creativity

Professionalism

Leadership

Participation

**Business Academy Cohorts**

These three classes will rotate every four weeks. The marketing and advertising department is an essential part of the academy that will remain in the same class during the duration of the trimester due to the technical learning curve of the software being taught.

**Leadership:**

Daily’s Leadership is run for the students, by the students. The purpose of the leadership cohort is to practice writing business plans for our school with the goal of creating revenue that will be used to fund student-lead school projects and produce those projects. While learning the essentials of running a company the primary goals of the cohort are to encourage a high standard of scholarship, promote order and discipline within the context of a democracy, foster cooperation between the administration, staff and student body, to initiate and supervise all student activities and fund-raisers, and to create student leaders. Leadership provides students with the opportunity to participate in the planning and execution of activities and to learn constructive leadership procedures. All students enrolled at DHS are represented through The Business Academy. This four-week course will promote teamwork, responsibility, and self-discipline.

**Sales:** In this class you will learn to communicate effectively with your peers, adults, and new acquaintances in a professional setting. It is crucial to be able to speak in public, in front of others, and in a small or large group. In our class, we will be learning about appropriate voice tone, body language, and how to convey information appropriately. We will learn and use Power Point presentations, YouTube videos and other presentation techniques. In addition to public speaking we will create ties with the community. We will use our public speaking expertise to work with the community to help us fund and complete projects that will help our school.

**Career Essentials:** The Careeressentials cohort is to teach our students the essential skills of getting and retaining a job. Students will create a portfolio that they will be able to use when applying for jobs as well as obtain interviewing skills, dress for success techniques and conflict-resolution techniques in the course of the class.

**\*Marketing and Advertising:** During the course of the trimester, Marketing/Advertising students will use various software programs including Adobe Photoshop, Illustrator and MS Word to go through the entire process of creating fliers, logos and company seals. The process will include rough comps, tight comps and final presentations to clients.

Marketing/Advertising students will learn the principles of design, color theory, how to bid jobs, and how to make presentations.  Students in the Marketing/Advertising Unit will remain with their teacher for the full length of the trimester.

**CLASSROOM RULES**

**1. KEEP ROOM CLEAN**

* No food or drinks allowed in the classroom or places with electrical equipment.
* Clean up after yourself.
* Put all supplies back where they belong when you are finished using them.
* Do not tag or otherwise mark any of the equipment, furniture or walls.

**2. PROFESSIONAL CONDUCT**

* Sit in assigned seat only
* No inappropriate language or behavior. Business-appropriate language is to be used at all times.
* No cell phones. Cell phones will be taken by teacher and returned by office at the end of the day.  
  Music allowed **only** from Internet with headphones while working independently and then *only* with permission of teacher.
* No speaking while teacher is speaking
* Professional conduct at all times
* Respect all students, visitors and teachers.
* Any student caught removing or tampering with any equipment will be immediately suspended.
* Computers are intended for classroom projects only. No personal use of computers.
* Use only equipment assigned to you. If there is a problem with equipment please let the teacher know immediately.
* Business attire (no jeans) is to be worn (Boys=shirt and tie, Girls= skirt or slacks and blouse) when making formal presentations and when meeting community and business leaders.
* Failure to follow rules may lead to suspension and/or removal from the class.

**3. SAFETY**

* No throwing, flicking or rolling objects across the room or tables.
* No threatening behavior that threatens anyone or the equipment in any way.

***Allan F. Daily High School has an 80% mandatory attendance policy for all classes.***

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, have read and understand all of the rules and

(Please print)

requirements listed above.

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature of Parent/Legal Guardian: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_