Course Description
Business INCubator blends entrepreneurship lessons with an experiential approach to business subjects, designed to foster innovation and an understanding of successful enterprises. Students create and fully develop their own product or service idea in an authentic learning environment by using hands-on problem solving. The classroom instructor, real-world entrepreneurs, and business experts serve as coaches and mentors, guiding student teams through the process of ideation, market research, and business plan development. Over the course of the year, student teams learn about marketing, accounting, human resources, and legal aspects of running a business. The course culminates with “Pitch Week,” where student teams pitch their innovative idea in front of actual investors, trying to secure funding to turn their business plan into reality.

Course Goals and Objectives
This course is designed to introduce students to a real world experience of entrepreneurship and business concepts. Upon completing the course, students should be able to:
- complete a Business Model Canvas to capture business ideas
- comprehend basic business concepts
- work within a team structure
- obtain and process information to make decisions and solve problems
- plan, organize and prioritize work (projects)
- communicate with people inside and outside their organization (formally or informally)

Coaches:
Coaches provide authentic business expertise in a specific area. They come into the classroom for a short period of time (2-5 days) to provide all students with a real-world context for a specific curricular area. The coach operates in a co-teaching approach where the coach and classroom teacher plan and present together.

Mentors:
Mentors are assigned to one team and will follow them through the entire process providing them with feedback and encouragement. While there are some days when the mentors will be present in class, most of this communication will occur outside of school time perhaps through email or phone calls.

Grading/Assessment
This will not feel like a traditional class, with traditional testing. You will be assessed on your understanding, explanation, interpretation, and application of specific concepts to your business idea. There will be a combination of individual and team grades. Teamwork will be very important. Below is a tentative breakdown of activities that will be completed for assessment and grades.

Communicate Effectively 25%  
- Basecamp Collaboration (Schedule, To-Do List, Communicating, etc.)
- Daily Class Work/Assignments

Collaboration with Teammates to Create and Meet Goals 25%  
- Group Peer Assessments
- Daily Class Work/Assignments

Understand & Apply Business Literacy & Fundamentals 25%  
- Daily Class Work/Assignments
Business Model Canvas - Practice
Business Model Canvas - Final
Customer Problem Interviews
Customer Solution Interviews

Produce and Deliver an Effective Presentation 25%
- Pitch/Presentation Reflections
- Unit Sharebacks
- MVP Pitch
- MVP Validation Checkpoints (2nd semester)

**please note that the standards above will each consist of Summative & Formative grades. The Summative Assignments are weighted at 90% & Formative Assignments at 10%**

Final Exams
- 1st Semester - Final Exam Test (MVP Pitch Reflection, Business Content Knowledge)
- 2nd Semester - Final Academic Pitch, Investor Brochure, Pitch Night Participation, Final Reflection Video

If you are absent for a presentation, it is your responsibility to contact Mr. Peckhart to schedule a makeup date/time for your presentation. Points may be deducted for failure to notify the teacher of your absence.

**please note that students may be removed from the course at the end of Semester 1 if it is deemed necessary after coordinating with parents/guardians, school counselors, Naperville North administration, etc.**

**Academic Honesty**
It is expected that all material submitted for this course are the actual work of the individual whose name appears on the materials. Research information must be properly documented. Violations of academic honesty include, but are not limited to cheating, plagiarism, and receiving help on a test. A student found guilty of academic dishonesty is subject to failure for the assignment in question. **Cheating (COPY/PASTE IS CHEATING) is defined as taking someone else’s work or sharing your work with another student!**

**Bullying/Harassment:**
It is the expectation that you conduct yourself with respect for yourself, our school, your peers, and the NNHS community as a whole. Physical and emotional safety in the classroom is a priority.