

The Catalyst
Course Syllabus
Global Business and Entrepreneurship
Humanities and Social Sciences
Education and Instruction

TheCatalystSTL.com, TheCatalystSTL@gmail.com, [@TheCatalystSTL](https://www.instagram.com/TheCatalystSTL)

Instructors: Justin Hildebrand
Phone: (314) 496-1267
E-mail: justinhildebrand@claytonschools.net
Twitter/Instagram: @MrHildeTeaches

Jessica Kennedy
Phone: (314) 518-2552
E-mail: jkennedy@ladueschools.net

Christine Tilley
Phone: (314) 401-7210
E-mail: ctilley@brentwoodmoschools.org

Course Description and Purpose:

The Catalyst is an advanced, entrepreneurial approach to education that is designed to give high school students hands-on, real world experience in a profession of their choice. Students are able to gain experience working with real businesses, assisting and learning through meaningful projects. In addition to important profession-based learning skills the students acquire, they also gain 21st century skills such as problem solving, time and project management skills, business ethics and self-discipline. They will be given seed money to develop their own “passion project”, a new business idea. Students will participate in the internship program. The course will culminate in a pitch competition where students will have an opportunity to win scholarships and more. Due to the time sensitivity of business partnerships and internship placement, no students will be enrolled past the 1st of September.

Materials for Class

Transportation Permission Slip (to be completed later in the semester)
Device (tablet, Chromebook, smart phone)
Professional Dress (minimum 5 different options)
Notebook/Folder
Sign-in to Google Classroom and Calendar
GroupMe access
Zoom access

Grade Distribution

Misc. Assignments/Homework/Activities	10%
Student Choice Projects	80%
Final Pitch	10%

Dual Credit:

Students enrolled in The Catalyst have the opportunity to earn 3 credits through the University of Missouri - St. Louis. Additional information of how to enroll and proper procedures will be provided by your instructor at a later date.

Professionalism/Expectations:

Students are expected to behave in a professional manner at all times. This includes, but is not limited to dealings with industry professionals, instructors, site visits, and other experiences. Examples:

- Driving to Catalyst Space
- Driving to Site Visits
- Communication (in person or electronically)
- Meetings
- Device usage

Course Outline: (including but not limited to)

- Unit 1: Professionalism
 - Human Relations/Employability skills
 - Correspondence (email, professional letters)
 - Social media presence
 - Professional documents (resume, cover letter, application)
 - Global Business and Etiquette
- Unit 2: Independent Learning and Student Choice
 - Mentorship Program
 - Passion Project
 - Lean Canvas
 - Sales
 - Promotion (advertising, visual merchandising)
 - Public Relations
 - Ethics
 - Pitch Competition(s)
 - Charitable Event
 - Social Justice Campaign
 - Internship Program
- Unit 3: Career Exploration
 - Speaker Panels (scheduled on Tuesdays and Thursdays, twice a month)
 - Marketing
 - Finance
 - Sales
 - Real Estate
 - Nonprofits
 - Social Media
 - Entrepreneurship
 - Sports and Entertainment
 - Journalism
 - Law
 - Hospitality
 - Logistics/Management
 - Health Care
 - Information Technologies
 - Engineering/Manufacturing
- Unit 4: Community Engagement
 - Charitable Work (once a month)
 - Site Visits (scheduled on Tuesdays and Thursdays)
 - Workshops (as appropriate)

Course Objectives:

The student should be able to:

- Apply knowledge to real-world problems in a real-world work experience setting.
- Develop sound decision-making skills through professional-based work experience.
- Describe and demonstrate appropriate professional conduct in a work environment.
- Develop a professional vision that values diversity in the workplace.

Announcements and Email:

Communication between the instructor and students will take place through email, phone calls and personal visits by the instructor. It is the responsibility of the student to check emails and phone messages daily. Professional communication to the instructor should always include some form of student identification. In those cases where an email is necessary, the student must include a descriptive subject and the message must include your full name, followed by the appropriate course information. For security reasons, emails that do not include an appropriate subject heading and student information will not be opened.

Dress:

Students are expected to be professionally dressed while in contact with any business professional. Students may dress in casual attire while working independently. Please refer to the dress code outline provided by your instructors.

Academic Honesty:

The policies stated in each district's handbook will be followed. The document explains those types of behavior that would be considered academic dishonesty. You are responsible for reading this document and abiding by the guidelines described therein. Note that plagiarism includes, but is not limited to, failure to give credit for help received on a homework assignment. Also note that all assignments are to be done individually, unless specified otherwise. You may talk to classmates and other students about an assignment, but you must do all the work yourself from beginning to end. Two or more students may sit down together and discuss an assignment as they are working on it, but each student must do his/her own work in completing the assignment.

Grading:

Professionalism/Daily Work (prep, punctuality, dress, engagement, device usage)

- 10 points each (as assigned)
- Will be deducted if using phone/device inappropriately

Activities (site visits, panel prep, community service)

- 10 points each

Major Projects (resume, cover letter, portfolios)

- 50 points each

Student Choice (Internships, partner projects, pitches)

- 100 points each

Due Dates:

All assignments must be turned in by the announced due dates. Assignments turned in after the due date expires receive no credit.

Attendance:

You are expected to attend your professional-based work experience every day. Not attending your professional-based work experience will impact your final course grade. Students are expected to notify their industry mentor prior to any absence. Students are also expected to be on time to meetings and presentations. 15 minutes early is always a good plan.

Weekly Internship Progress Reports:

All students must submit a weekly progress report at the beginning of class on Wednesday each week. The weekly report must include information regarding the work completed for the week, the total hours the student worked for the week and a short reflection regarding what the student learned that week. Specific details regarding the format of the weekly progress report will be provided by the instructor.

Industry Mentor Evaluation:

The industry mentor will conduct a mid-term and final evaluation of the student's work and progress during their professional-based work experience. An evaluation form will be provided to the student and industry mentor by the university instructor. The industry mentor will submit the mid-term and final evaluation of the student's work to the university instructor. The industry mentor will be encouraged to share the mid-term and final evaluations with the student. However, the mid-term and final evaluation will not be shared with the student without the consent of the industry mentor's permission.

Final Reflective Report:

Students will write a reflective essay at the semester's end, addressing the course objectives and the student's professional accomplishments. The reflective essay will allow the student to internalize their professional-based work experience and reflect on its impact on the student's educational and career aspirations.