

# Berrien Springs Partnership Lab Syllabus and Instructor Qualifications

LABS (CLASSES) ARE PROVIDED AS AN EDUCATIONAL SOURCE FOR PBL (PROJECT BASED LEARNING)

## **COMMUNITY CLASS TITLE: Prosper Arts E-commerce Entrepreneurs**

**GRADE OR AGE LEVELS:** Grades 8-12

**Maximum Students:** 16 maximum (4 students minimum per class)

**FORMAT:** IN-PERSON

**DAY AND TIME OF THE WEEK:** Thursdays 1:00 -2:45 January 12 - March 16

**TOTAL REQUIRED HRS:** 80 percent (8 classes)

**ADD'L POSSIBLE HRS (OPTIONAL TIME):** TBD

**TOTAL SEMESTER HOURS POSSIBLE:** 17.5 hours

**LOCATION:** 117 W Ferry St. Berrien Springs Mi. - Studio is located above the Rabbit Yarn shop. Parking is on the street and the entrance is in the back. (Look for the green Prosper Arts signs)

**INSTRUCTOR:** *Heather West*

**CONTACT INFORMATION:** Heather's Phone: 269-351-2351 (call or text)

## REGISTRATION AT SITE ADDITIONAL REQUIRED?

Yes. You will receive an email with a waiver to sign or it can be filled out at the first class.

## INSTRUCTOR QUALIFICATIONS:

Mrs. West has owned and operated a business creating and selling varieties of art for the past 5 years.

## COURSE DESCRIPTION (OVERVIEW):

In this class, we will be creating an online store using the Etsy platform. We will learn how to format and create listings, do market research, select a target audience, optimize search engines, and how to package and ship products. Each student will have to design and make at least one product to sell. I will have supplies available for making various textiles such as

shirts, totes, or vinyl stickers and will assist students with their creations. Everyone will also get to experience making a sale and shipping their merchandise!

The last day of class I will teach principles of business finance, selling on other platforms such as amazon, and send home a packet of information an aspiring Entrepreneur should be aware of.

Every student will end the class with a fully functioning E-store that they can choose to continue to use or close.

Every student will need to have a tablet or laptop to work from during class and access to a bank account and routing number with at least \$20 available. This can be a youth account or a parent's checking or savings. The fee for publishing a listing is 60 cents so the cost is very minimal. I will send more information prior to class start and please feel free to text me with any questions!

### SYLLABUS/OUTLINE: WEEKLY BREAKDOWN OF PROJECT-BASED LEARNING LAB ACTIVITIES:

This is a rough guideline. I will move at the pace that is most beneficial to students.

Week 1: Create Profile/Store

Week 2: Branding and Storefront

Week 3: Product design and market research

Week 4: Production

Week 5: Listing photos with professional photography

Week 6: Create listings

Week 7: Packaging design

Week 8: Packaging production

Week 9: Making a sale

Week 10: Financial analysis and prep for the future

### COURSE OBJECTIVES AND APPROXIMATE TARGET DATES:

By the end of the semester, students should have all projects complete and there will be an optional "gallery" for students to display their art for others to enjoy. The gallery will be on a Sunday afternoon. Date and time TBD.

**STUDENT ASSESSMENT - what will be used to evaluate student progress and/or end of semester pass/fail status?**

- 1) Student agrees to attend at least 80% of class sessions/lessons offered. Attendance is kept online and tracked by Partnership staff. Failure to meet 80% or be on track to meet 80% may result in program discontinuation.
- 2) The Partnership Student Assessment or Performance Form is filled out by the teacher and turned in to Partnership staff. The link to this form is found on the web page for this class. Failing marks for lack of participation, behavior issues, practice time, etc. may result in program discontinuation.

**Class-specific assessment:**

The Partnership Student Assessment form is filled out by the teacher and turned in to the Partnership staff.

**ADDITIONAL RESOURCES: (online, books, video, etc.):**

<https://www.pinterest.com/4thrprogram/kids-multicultural-arts-crafts/>

**CLASS POLICIES: ATTENDANCE, BEHAVIOR, WEATHER, ETC.**

**Attendance:** Students are required to attend at least 8 classes for the semester. Please notify in advance by text if your student will be absent.

**Weather:** If classes are canceled due to weather, a text will be sent out at least two hours prior to class start times. Snow days will coincide with berrien springs public schools.

**Behavior:** Students are expected to treat others with kindness, listen, and follow instructions.

**Other:** There will be open studio time (TBD) at the end of the semester to give your students a chance to finish any projects.

Snacks will be provided during each class so please contact Heather with any dietary restrictions. Parents are welcome to stay during class in the coffee/lounge area!