

Berrien Springs Partnership Lab Syllabus and Instructor Qualifications

Course: Mini Makers Entrepreneur Course

Grade or Age Levels: Ages 8 - 12

FORMAT: In-Person

DAY AND TIME OF THE WEEK: Tuesdays 10:00 AM - 11:30 AM

TOTAL REQUIRED HRS: 18 hours (in-class instruction)

ADD'L POSSIBLE HOURS: none

TOTAL SEMESTER HOURS POSSIBLE: 18 *

LOCATION: Village of Stevensville: Village Hall, 5768 St. Joseph Avenue, Stevensville MI 49127

INSTRUCTOR: Taylor Sebrechts

CONTACT INFORMATION: taylorsebrechts@gmail.com

INSTRUCTOR QUALIFICATIONS

Taylor is a former elementary school teacher turned entrepreneur with a passion for creativity, community, and hands-on learning. After teaching for four years, she launched *Brush + Bloom* (formerly *The Turquoise Top Hat*) in 2015—a thriving small business known for its unique home décor, DIY workshops, houseplants, and pop-up shopping experiences. Over the past decade, Taylor has managed retail spaces, led a team of six employees, and organized the popular Stevensville Mother's Day Market vendor event. Her background in both education and business gives her a unique ability to teach with clarity, encouragement, and real-world insight, inspiring others to grow their own creative ventures.

COURSE DESCRIPTION:

This course is designed to instruct students on how to develop their creative passion or hobby into a small-scale business. Students will learn the basics of creating and pricing products, marketing their business, how to sell physical products in a local market, and how to scale a business. Students will engage in weekly hands-on lessons focused on logo creation, packaging, marketing strategies, and more. Students will also practice setting up a vendor display with a course culmination of a maker's market at the annual Stevensville Mother's Day Market in May.

COURSE OBJECTIVE:

*Students will gain a general knowledge of

- developing and creating a handmade product
- using material costs to price a handmade product, including wholesale and retail pricing
- marketing materials used in business
- creating a brand identity, including business name, logo, etc.
- selling physical products and providing stellar customer service.

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

All classes abide by the following:

- 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.

3) This is a pass/fail course. If students successfully complete their weekly class projects and final project with effort, they will receive a passing grade.

CLASS SPECIFIC ASSESSMENT:

All students will participate in a maker's market, where they will set up a booth display and sell their items to customers. Students will be required to have a professional setup, including signage, and provide customers with a great experience while marketing their creations.

CLASS POLICIES:

Attendance: Please contact me before class if your child will be absent or ill. Text message is preferred. Arrangements can be made for your child to arrive early to a future session to get caught up.

Behavior: If your student is disrespectful in class, distractive or puts other students in danger, I will ask they be picked up early. Students are expected to actively participate in class.

Cell Phones: We understand the need for students to have cell phones in case of emergencies. Cell phones should be silenced and out of sight during instructional time. Students are welcome to bring a bag or pouch to store their phone in. Phones may only be used during break times or when permitted by the instructor.

Weather: I follow the local district for closures. If the district the class is held in closes, we will not have class. Safety is our number one priority, so if you are not comfortable traveling please contact me and other arrangements can be made for a future session.

Additional Registration is not required at the site but we will ask participants and their guardians to fill out a liability release form at the beginning of the first class.

Syllabus/Outline: Weekly Breakdown of Project-Based Learning Activity

Class dates are subject to change based on weather cancellations and emergencies

WEEK	DATE	CLASS OVERVIEW
1	Tues. January 20th 10 AM - 11:30 AM	Introductions & Product Ideas: We will begin with introductions and brainstorming ideas for a product to create and sell (or share a hobby/product they already make). Students will outline and detail a product, including “stand out” features and selling points. Group will share ideas and provide feedback.
2	Tues. January 27th 10 AM - 11:30 AM	Business Development: Students will select a name for their business/products. Students will design a basic logo on paper and will then take turns creating their design in Canva.
3	Tues. February 3rd 10 AM - 11:30 AM	Branding: Students will discuss the importance of branding to business strategies. Students will examine various businesses and their brand strategies. Students will create a brand identity, including brand colors and voice. Students will use their brand identity and business info to design a mock business card.
4	Tues, February 24th 10:00-11:30 AM	Pricing & Sourcing (Day 1): Students will discuss the importance of sourcing materials to be cost-effective when creating products. Students will examine various locations/providers to determine where to purchase the most cost-effective materials. Students will use math techniques to determine the cost of sample materials in several example pricing scenarios.
5	Tues, March 10th 10:00-11:30 AM	Pricing & Sourcing (Day 2): Students will create a pricing sheet by researching materials used in the production of their products. Students will develop individual product pricing using basic math and create a pricing line sheet for wholesale and retail. Students will share their pricing strategies with other students and receive feedback.
6	Tues, March 24th 10:00-11:30 AM	Marketing: Students will discuss the different marketing strategies that brands use to promote their products and their effectiveness. Students will create a print advertisement (poster) that promotes their individual product using physical and digital methods (art supplies, Canva, etc.).
7	Tues, April 14th 10:00 AM - 11:30 AM	Product Production (Day 1): During production days, students have the opportunity to do ANY and ALL of the following: <ul style="list-style-type: none"> - Make products in class (must not require tools OR be messy) - Bring in products to receive feedback from peers/instructor - Create labels, packaging, and other print materials under the guidance of the instructor. - Work on pricing strategy with individual instruction
8	Tues, April 28th 10:00 AM - 11:30 AM	Product Production (Day 2): During production days, students have the opportunity to do ANY and ALL of the following: <ul style="list-style-type: none"> - Make products in class (must not require tools OR be messy) - Bring in products to receive feedback from peers/instructor - Create labels, packaging, and other print materials under the guidance of the instructor. - Work on pricing strategy with individual instruction
9	Friday May 8th 10:00 AM - 12:00 PM *Set up day	SET UP DAY: Students will bring ALL products, displays, and signage to Village Hall to set up their booth in the Village Garage. Students will follow their setup blueprint, get feedback on the “shopability” of their table, and have pictures taken to use for future events. *All products can stay on site for market day.
10	Saturday, May 9th 9:30 AM - 2 PM (in Village Garage)	MARKET DAY: (specific market day instructions will be provided during class) Students will arrive by 9:30 AM. Market begins at 10:00 AM. Students may leave once they sell out OR at 2:00 PM. Students are welcome to stay for the entirety of the market (4 PM) if they wish!