

EMPIRE ACADEMY of BUSINESS and LEADERSHIP

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TABLE OF CONTENTS

01

OUR MISSION

Mission, Core Values, Goals

02

CURRICULUM

Pathways, Class Settings, Student
Assessment

03

ATHLETICS

Athletics as a Pathway, Facilities,
Sports Teams

04

DAILY LIFE, CAMPUS, AND ENVIRONMENT

Teachers, School Days and Physical Campus

05

COMMUNITY AND CULTURE

Connections to Community, Traditions, etc.



OUR MISSION

Mission, Core Values, Goals





ABOUT THE INSTITUTE

Empire Academy is a top tier Public Magnet School for Business and Leadership.

Our students are innovative, business minded, quick-thinking, and most importantly, versatile.

Our application process involves the submission of a creative video, two teacher recommendation letters, an official transcript, and an online interview.



WHY BUSINESS?

- **Business skills are relevant in virtually all career paths**
 - **Marketing**
 - **Advertisement**
 - **Finance**
 - **Communication**
- **By teaching students soft skills and having them practice in the industry, we are building a future of highly skilled, knowledgeable, and experienced individuals.**



**Education is not
preparation for life;
education is life itself.**

John Dewey



MISSION STATEMENT

We envision our institution as a **launchpad** for the next generation of **leaders**, where education is a **personalized journey** tailored to each student's passions. Whether through **athletics, business, or specialized pathways**, students gain hands-on experiences and real-world insights through **internships** and **professional partnerships**. We blend creativity, discipline, and entrepreneurial thinking to empower students to **chart their own course**, preparing them for success in their chosen fields and a future full of possibilities. (OpenAI GPT-4o)



ULTIMATE GOAL

- As aforementioned, we want to create an environment where students can truly reach their **full potential**.
- Additionally, we aim to create a future society of people with exceptional **soft skills** as well as **high technical capabilities**
- Therefore, our school is a **social efficiency-** and **social mobility-focused** model.

OUR VALUES

DISCIPLINE

Managing money, taking calculated risks, and understanding the habits of a good business owner, all require good discipline.

CREATIVITY

Aesthetics, marketing campaigns, building clientele, community engagement -- all of these things need creativity, a core value in the business world.

PROBLEM SOLVING AND CRITICAL THINKING

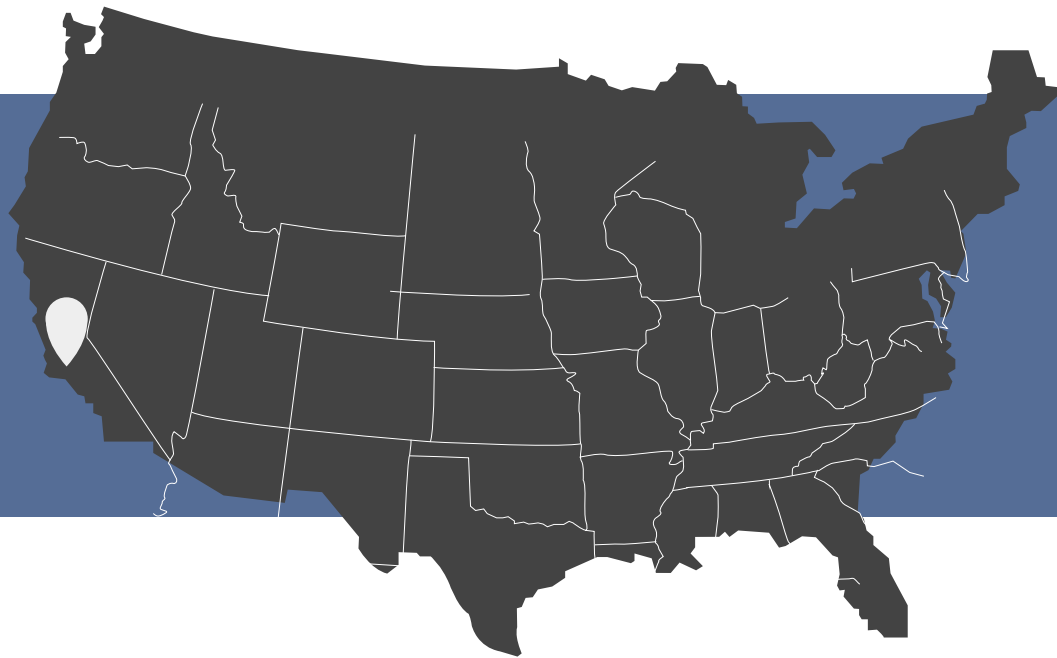
Problem solving is what powers innovation in the world around us and our students are prepared to tackle new and difficult problems.

RESOURCEFULNESS

Using all of the tools that one has access to is the best way to maximize efficiency and make the best out of your career.



LOCATION



Located in the heart
of Silicon Valley, our
institution places
our students in the
premier location for
immersion into the
world of Business
and Technology.

PALO ALTO, CALIFORNIA



CURRICULUM

Pathways, Student Assessment



PATHWAYS

**ENTREPRENEURSHIP
+
BUSINESS
ADMINISTRATION**



**BUSINESS
LAW**



**ATHLETICS +
SPORTS
MANAGEMENT**



FINANCE



**HOSPITALITY
+
TOURISM**

PATHWAYS

ENTREPRENEURSHIP



+ BUSINESS ADMINISTRATION

YEAR 1: **Entrepreneurship education** and Money Management

YEAR 2: Work with a **nearby small business** to learn processes and assist with smaller tasks (internship)

YEAR 3: **Create** or manage a **real-world store** (shifts) - manage a location, inventory management, employees, funding, sales, **with a group of people**

YEAR 4: **Continue expanding**, focus on **marketing** to audiences and make a profit, and **college prep**



BUSINESS LAW

YEAR 1: **Business Law education** and Money Management

YEAR 2: Work with a **legal firm** to help manage and learn from them

YEAR 3: Continue work as a legal assistant and slowly **transition into a higher role**

YEAR 4: Begin to look for colleges with **specialized law programs**, intro to **Bar**, assist with applications, and **college prep**





FINANCE

YEAR 1: **Financial education** and Money Management

YEAR 2: **Work with a nearby bank or financial management company** to understand the concepts of finance. This could potentially be an internship as well.

YEAR 3: Open a **finance portfolio** after sufficient training, and manage the portfolio throughout the term. Students are provided with \$500 in initial capital.

YEAR 4: **Partnership with a financial consultancy**, if they accept you, you are given an opportunity to manage **OTHER** portfolios with a school **advisor**. If you don't get accepted, continue to grow your own portfolio and learn to manage assets. Also, **college prep** is involved.



HOSPITALITY & TOURISM

YEAR 1: **Hospitality and Tourism education** and Money Management

YEAR 2: **Work with a nearby hotel** and help to understand how they manage daily situations.

YEAR 3: **Study Abroad / Study Away** program to see how tourism and hospitality are done in another location

YEAR 4: **Attend important meetings** for the hospitality location with heavy focus on **marketing** services for the location, **college prep**

PATHWAYS



ATHLETICS

(See Athletics Chapter)



UNIQUE CLASSES



BUSINESS HUMANITIES

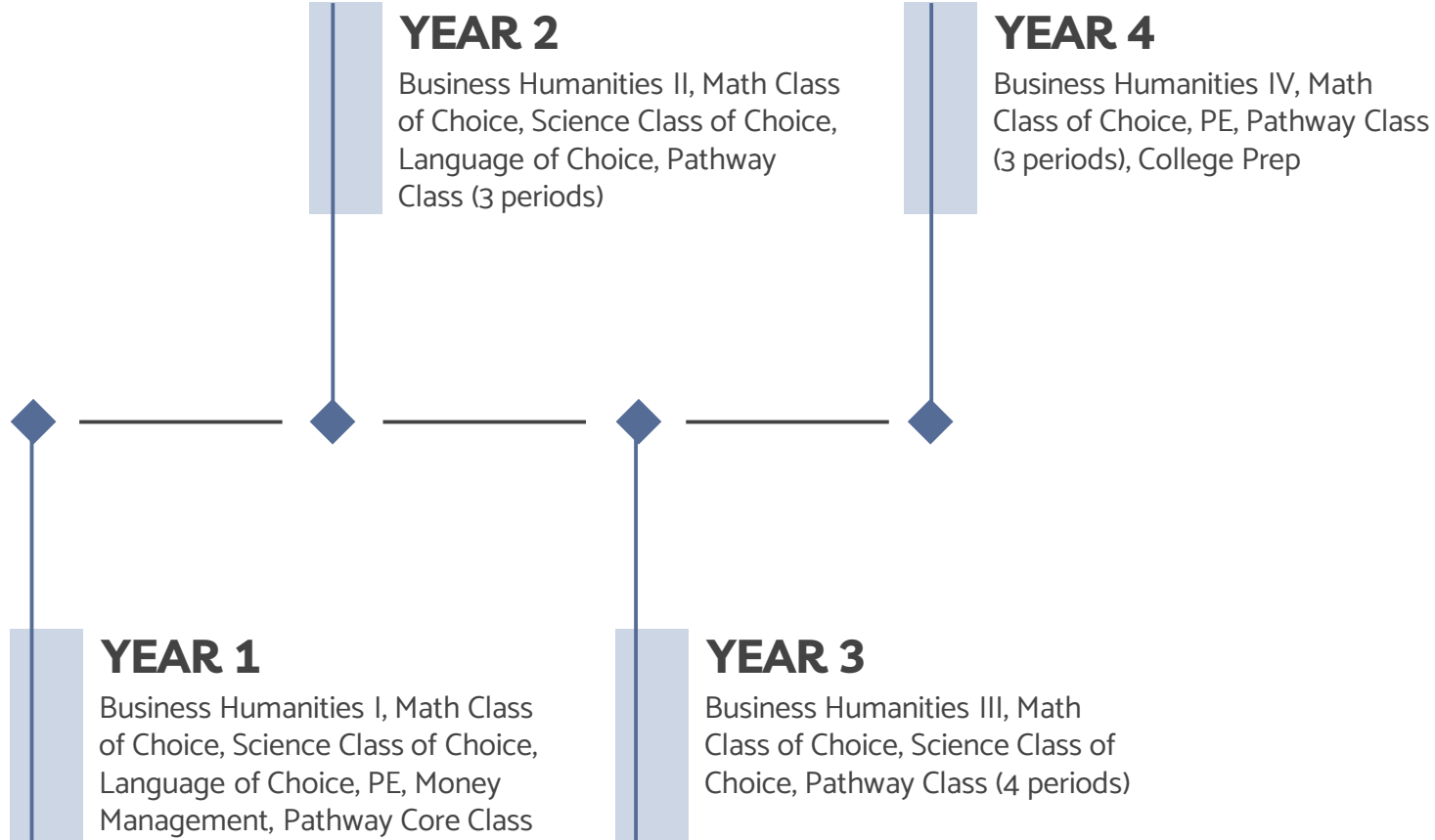
Humanities taught in a business context: including **effective communication**, **conflict management**, business **ethics** around the world, and the **history** of business

MONEY MANAGEMENT

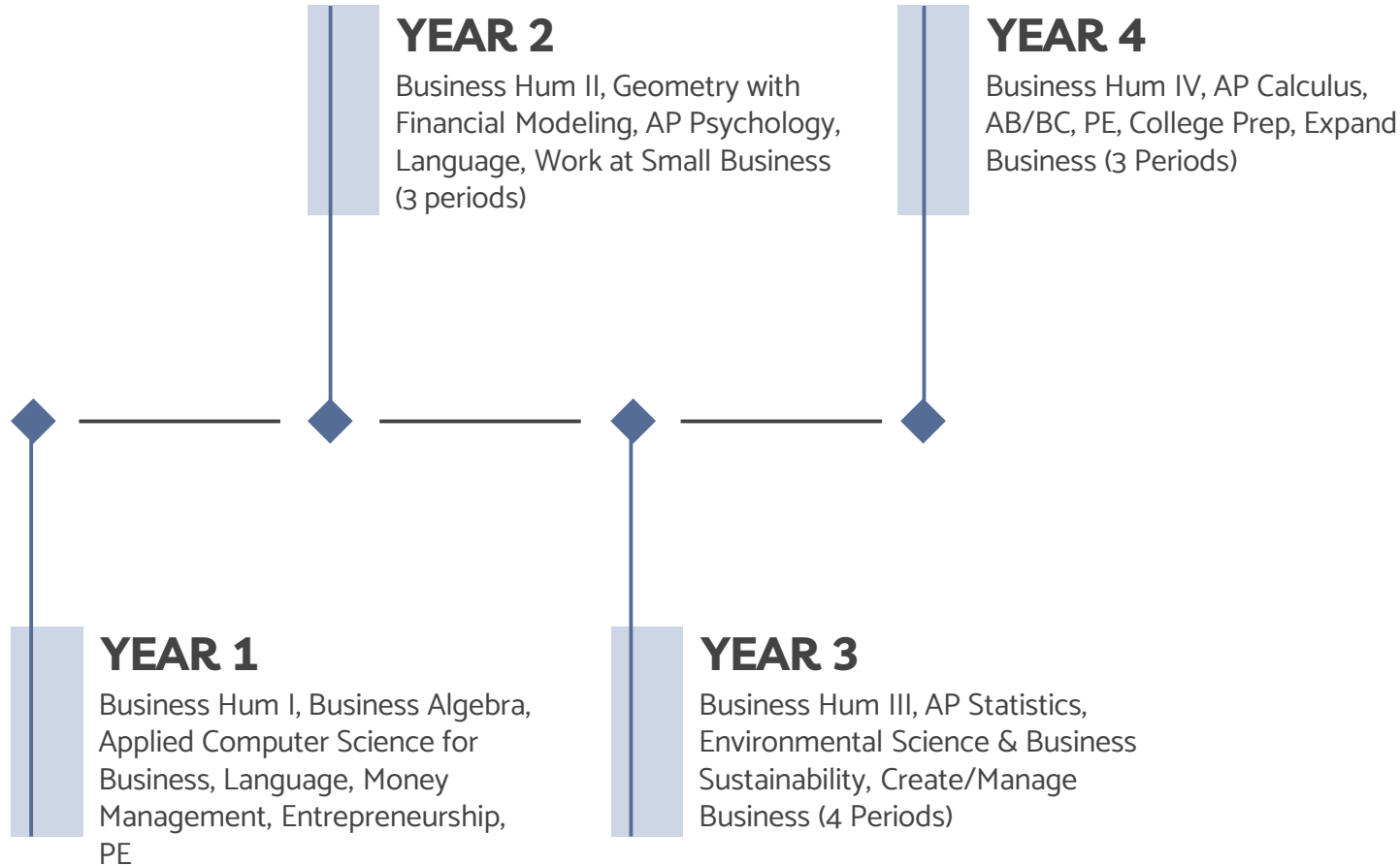


This class focuses on building a **healthy relationship** with **money**, by learning how to begin investing, how to properly **budget money**, and more. This is a gen ed class as this is a **foundational course** important to all pathways.

TIMELINE OVER 4 YEARS



EXAMPLE TIMELINE: ENTREPRENEURSHIP



Grading Policy (non-cumulative)



Academic Core Classes (Assignments)

- Grading focused on effort and creativity
- There will be no busy work, and most assignments will be like our “Math Modeling” class in school
- **1-4** grading scale
 - Similar to “Math Modeling”

Academic Core Classes (Testing/Projects)

- **Tests are DECA-style roleplays** where students are placed in a modeling scenario, and must pitch their idea, or propose a policy to their “judge”.
- Individual projects and presentations focused on **application**.
- **Letter** grading scale

Pathway Classes (Internship or Project)

- Students must submit a **portfolio** of the work they have done **biweekly** for the organization
- They will be graded on the **effort** they presented and the **impact** that they had
- **Letter** grading scale

Artificial Intelligence Policy

- Our school understands that AI use is **prevalent** in the industry and **essential** for its future
- We emphasize **responsible use** of the technology that powers the business world, so AI can be used with free reign
- Our assessments are designed for the **application** of topics, so AI cannot be used for cheating purposes



ATHLETICS

Sports Teams, Athletics as a Pathway



WELCOME TO



THE SHARK TANK

MEET THE EMPIRE HAMMERHEADS

AN ORGANIZATION OF THE STUDENTS, BY THE STUDENTS, AND FOR THE STUDENTS.

EMPIRE ACADEMY ATHLETICS ARE DIVISION I IN FOOTBALL, SOCCER, BASKETBALL, BASEBALL, TENNIS, AND MOST IMPORTANTLY, GOLF.



OUR MASCOT, BLITZ





ATHLETICS AS A PATHWAY

Athletics and Sports Management

YEAR 1: Sports and Money Management

YEAR 2: **Manage** high school sports team

YEAR 3: Athletes have a heavier focus on **athletics**, if interested in Sports Management, work with a **Stanford University** Athletics program

YEAR 4: Athletes **play for a college** if accepted. If not, they continue to focus on athletics, **college prep** and life management skills. Sports management: College prep and continue under Stanford



DAILY LIFE, CAMPUS, AND ENVIRONMENT

Teachers, School days and Physical campus



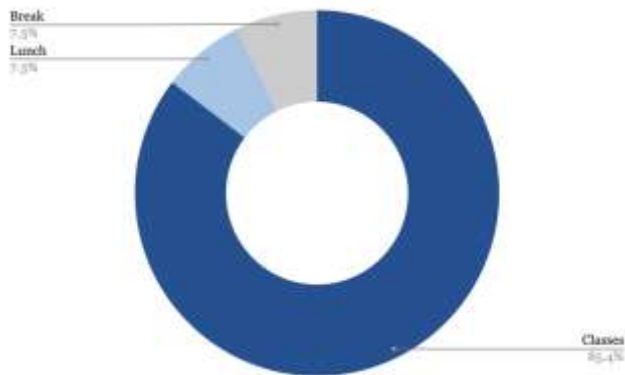
- Teachers are called **Consultants**
 - Experts in their Fields
 - Trained to teach subjects in **business contexts** and apply them with **projects**
- Students will also have **Advisors**
 - They will guide them through their pathway **capstone projects**
 - Apart from guidance, they will also monitor progress and prevent **catastrophic mistakes.**

- **Classes are called Conferences**
 - **There are Open Classrooms, Conference Rooms, and Suites for classes to meet**
- **Students wear Business Casual attire daily, and wear Business Formal on special events**
- **There are also therapy rooms, gardens, and other outdoor spaces for individual and group meetings**

TYPICAL SCHOOL DAY / YEAR



- Starts at 8 A.M. and ends at 2:50 P.M.
- 7 classes for 50 minutes each
 - (5 hours, 50 mins total)
- 30 minute break period, 30 minute lunch period
- Total time of 6 hours, 50 mins



School is open for 180 school days, starting in September and ending in June. It follows the vacation schedule of Stanford University.

SNEAK PEEK



COMMUNITY AND CULTURE

Connections to Community, Traditions, etc.



Connection to Community

- Our students must have **AT LEAST 50** hours of community service per year.
 - They can use these hours, especially if they obtain more, during **school spirit events**
- The school fosters community interaction through the **small business collaborations**, and fosters diversity through the rather open **application process**



EMPIRE TANK

Teams of students come up with a useless, poorly designed product that they will promote in front of their whole sector through a **Shark Tank** pitch.



HOUR OF AUCTION

Students will **bid** for hand-selected items. However, instead of using real money, they will use the **community service** hours that they have accumulated from Fall to Spring to outbid their colleagues.



UNIQUE TRADITIONS



TRADITIONS CONT.



EMPIRE GALA

(WINTER, SPRING)



These functions will be an opportunity for students in each pathway to present their progress. It is a formal event with food and a ballroom dance at the end.



HAMMERHEAD WEEK

(SPIRIT WEEK, SECTOR WARS,
EMPIRE FESTIVAL)

This is the Empire “**Homecoming Week**”, which also acts as “**Spirit Week**”. Throughout the week, there will be sector **competitions** (between grade levels), including **fundraising** and spirit week **participation**. On the Friday of Hammerhead Week, there will be a **Pep Rally**, called **Sector Wars** and on the Saturday, there will be a dance called the **Empire Festival**.

EMPIRE GRAND BALL

This is Empire Academy's Prom, a **celebration** of the Sector 3 and Sector 4 Students.



EMPIRE ASCENSION

This is Empire Academy's Graduation, a grand event in which our Sector 4 Students get sent off into the **REAL WORLD.**



TRADITIONS CONT.



THANKS

Questions?

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