

# ROP CLASSES

CHANGING IMPOSSIBLE

to ...  
**impossible**

## Aztec Mall

by Lorena Delton



Five years ago, students in the Entrepreneurship Class at Barstow High School opened the Aztec Mall for the very first time. The big event took place in the classroom and was attended by students, staff, and parents. Each year, the event seems to get larger and more recognized and the classroom is no longer big

enough to contain the businesses and their customers. The event was moved to the boys' gym which provided space for students to expand their booths and further develop their brand. The location change brought more people to the Aztec Mall to buy goodies and other products.

When students start their year in entrepreneurship, Mrs. Kruse explains that this class will teach them how to create a business plan, create and develop their brand, understand the importance of careful documentation and financial awareness, and develop their ability to present their business ideas to potential investors. The first important step for the students is to come up with a name for their business. Towards the end of a textbook-heavy, academic, and skill strengthening first semester, students start preparing for their first big event to open and sell like a real business. (con't next page)

**Come support our  
businesses at the next  
opening of the  
Aztec Mall.**

**February 12th  
and April 2nd**

**Hope to see you there!**

(con't)

## Aztec Mall



Students hold three major Aztec Mall events: The Christmas Event in December, The Valentine's Day Event in February, and the Spring Event in April.

Mrs. Kruse supports student understanding of running their own business by inviting local business owners to speak to her class. This gives the students the opportunity to ask questions and get a realistic feel of what it is like to run a business in Barstow. After completing the three Aztec Mall events for the year, the students present their business plans and fast pitches to a panel of judges made up primarily of those guest speakers, school administrators.



As a culminating activity for the year, Mrs. Kruse takes the students on a field trip with the funds that were raised during the Aztec Mall events. They have toured Victoria Gardens, South Coast Plaza, and other successful retailers. Each trip includes a Q&A meeting with the top management of the facility. The field trip day always ends with a mentoring session at CSUSB with their nationally acclaimed entrepreneurship program's students and staff.

