

Course Outline

School Name: KEEWAYTINOOK INTERNET HIGH SCHOOL

Department Name: Business Studies

Ministry of Education Course Title: Entrepreneurship: The Venture

Grade Level: 11

Ministry Course Code: *BDI3C*

Teacher's Name: Angela Batsford-Mermans
Lorne Goring

Developed by: Angela Batsford-Mermans Date: September 2015
Lorne Goring

Revision Date:

Developed from: The Ontario Curriculum, Grades 11 and 12, Business Studies,
2006

Text: None


Prerequisite: None

Credits: One

Length: 110 hours

Principal's Name: Kevin Dempsey

Principal's Approval (signature)



Approval Date: September 8, 2015

Course Description/Rationale

This course focuses on ways in which entrepreneurs recognize opportunities, generate ideas, and organize resources to plan successful ventures that enable them to achieve their goals. Students will create a venture plan for a micro-business in their community. Through hands-on experiences, students will have opportunities to develop the values, traits, and skills most often associated with successful entrepreneurs.

Overall Curriculum Expectations

Enterprising People and Entrepreneurs

- analyse the characteristics and contributions of enterprising people;
- compare the characteristics and contributions of various entrepreneurs;
- assess their own entrepreneurial and enterprising potential.

Ideas and Opportunities for New Ventures

- explain the importance of invention and innovation to venture creation;
- analyse various methods of generating ideas and identifying opportunities to satisfy needs and wants;
- generate realistic new ideas and identify possible opportunities for a school-based or student-run business;
- conduct primary and secondary marketing research to evaluate the idea or opportunity for their proposed venture.

The Benefits of a Venture Plan

- assess the importance of having a venture plan;
- analyse the structure and content of a venture plan;
- explain how to evaluate and revise a venture plan.

Developing and Completing a Venture Plan for the Proposed Business

- analyse the resources required to run their chosen venture;
- complete the components of an effective production plan for their chosen venture;
- complete the components of an effective marketing plan for their chosen venture;
- complete the components of an effective financial plan for their chosen venture;
- produce, using appropriate software, a venture plan for their chosen venture.

Course Content

Unit	Length
1. Entrepreneurship and Entrepreneurs	27
2. Ideas and Opportunities for New Ventures	26
3. The Business Plan: Resources and Production	27
4. The Business Plan: Money and Marketing	30
Total	110 hours

Unit Descriptions

Unit 1 – Entrepreneurship and Entrepreneurs

In this unit, students will learn about entrepreneurs and explore the various roles businesses play in the community. They will discuss the characteristics shared by successful entrepreneurs, and think about which characteristics they themselves possess or could develop. They will also investigate the importance of creativity in fostering innovations and inventions in business.

Unit 2 – Ideas and Opportunities for New Ventures

This unit will give students an opportunity to analyse some of the venture ideas they have been thinking about. Through the lesson activities, students will find out how entrepreneurs get ideas for their ventures and how they conduct market research to see if their ideas will succeed. Students will also explore the types of costs involved in running a business and learn how these can be used to determine prices. A goal for the end of the unit is for students to be ready to choose an idea to develop into a venture plan for the course.

Unit 3 – The Business Plan: Resources and Production

In this unit, students will begin writing their business plans for the course venture. Unit 3 Focuses on the parts of the plan related to resources and production. Here, students will have an opportunity to learn about the people and organizations that can help them with their business plans. Students will explore examples of business plans online.

Unit 4 – The Business Plan: Money and Marketing

In this unit, students will complete their financial plans and conduct market research for their course ventures. They will also learn business-related skills, such as how to deal with customers, how to write business letters, how to create multimedia presentations, and how to be effective leaders. At the end of the unit, students will prepare to present their business plans to a panel of judges.

Teaching/Learning Strategies

The order of units and activities given in the course profile will be followed because of the sequential nature of the learning.

The 110 of instruction is organized into four units of 41 lessons that will be presented to students in remote northern communities via the internet. Teacher and students will communicate over the internet while mentors in the classrooms will assume the role of liaison between the teacher and student.

A variety of strategies will be used in the online delivery of this course. Teaching/learning strategies will include, but not be limited to the following:

- Case study
- Reflecting
- Independent Study
- Mentoring
- Modeling
- Reading
- On-line inquiry
- Hands-on activities
- Cooperative learning
- Brainstorming
- Computer-assisted instruction
- Media production (online field trips)

Evaluation

The final grade will be determined as follows:

- Seventy per cent of the grade will be based on evaluation conducted throughout the course. This portion of the grade should reflect the student's most consistent level of achievement throughout the course, although special consideration should be given to more recent evidence of achievement.
- Thirty per cent of the grade will be based on a final evaluation administered at or towards the end of the course. This evaluation will be based on evidence from the following: a portfolio and presentation. The final evaluation allows the student an opportunity to demonstrate comprehensive achievement of the overall expectations for the course.

Ontario Ministry of Education. (2010). *Growing Success: Assessment, Evaluation and Reporting in Ontario Schools*. Toronto ON: Queen's Printer for Ontario.

Type of assessment	Category	Details	Weighting (%)
Formative (70%)	Knowledge/Understanding	- describe the effect that changes brought about by entrepreneurs have had on the lives of people; - identify the skills required for entrepreneurial success.	13
	Thinking/Inquiry	- analyse specific financial goals for their chosen venture; - use methods of marketing research to determine whether demand exists for their proposed good or service.	19
	Communication	- demonstrate the effective use of business communication techniques when developing, carrying out, and presenting their venture plan; - use appropriate information technology to produce their venture plan.	19
	Application	- revise the components of their venture plan and use them to produce a complete venture plan; - conduct a self-assessment of their entrepreneurial characteristics and skills.	19
Summative (30%)	Business Plan Portfolio (20%)	Knowledge/Understanding	3
		Thinking/Inquiry	4
	Business Plan Presentation (10%)	Communication	4
		Application	4
		Knowledge/Understanding	3
		Thinking/Inquiry	4
		Communication	4
		Application	4
		TOTAL	100%

Assessment/Evaluation Strategies

Students benefit from having a variety of methods of assessment, with a focus on *assessment for learning* and *assessment as learning*. Assessment methods for this course include the following:

- informal observations and conversations with students
- self-assessment
- peer-assessment
- more formal assessments of student work
- rubrics
- checklists
- a culminating project (writing and presenting a business plan)

Assessment strategies vary across activities, and are included in the Teacher's Resource for each activity.

Resources

Chrona, J.L. (2011). *Entrepreneurship 11: Teacher resource*. Toronto, ON: Nelson Education Ltd.

Chrona, J.L. (2011). *Entrepreneurship 11*. Toronto, ON: Nelson Education Ltd.

Ontario Ministry of Education. (2010). *Growing success: Assessment, evaluation and reporting in Ontario schools*. Toronto, ON: Queen's Printer for Ontario.

Ontario Ministry of Education. (2006). *The Ontario curriculum grades 11 and 12: Business studies*. Toronto, ON: Queen's Printer for Ontario.

Program Planning

This course is offered to students living in isolated northern Ontario communities which do not have access to regular high school facilities, equipment or teachers associated with secondary education. This course uses the internet for instruction, demonstration and research. It utilized a student-centered semi-virtual classroom which capitalizes on the strengths of internet program delivery to minimize the disadvantages of geographic remoteness.

Students are presented with 110 hours of instruction/activity via the internet over the period of the course. All lessons, assignments, questions, and course material is presented in this manner, with approved print materials available as a student resource in each classroom. The student and instructor communicate via the internet, while a classroom mentor assists students in completing tasks in a timely manner and provides tutoring as required.