



Course Outline

Entrepreneurship: The Venture, (BDI3C) Grade 11, College Preparation

Ross Macdonald School

Credit: 1.0

Teacher: Mr. Huffman

Prerequisite: None

Policy Documents

[Curriculum Documents](#)

[Growing Success](#)

Course Description

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 school-based or student-run business. 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.

Assessment and Evaluation

The primary purpose of assessment and evaluation is to improve student learning (not just assigning a grade). It is an ongoing process and students will be given a variety of different opportunities to demonstrate their learning across all four categories of the achievement chart (Knowledge, Thinking, Communication, Application). This may include daily class work, group work, journals, oral responses, portfolios, student/teacher conferencing and independent work/tests. In order for students to meet their learning goals, they will learn to use success criteria to critically evaluate their own work and will receive feedback from teachers and peers.

A final grade will be assigned based on the following:

Summative Assessment Tasks (70% of final grade)

Summative evaluation given to assignments, tests, quizzes, and projects during the year.

Final Summative Assessment Tasks and/or Culminating Activities (30% of final grade)

Learning Skills and Work Habits

The following learning skills will be assessed throughout the year: Responsibility, Organization, Independent Work, Collaboration, Initiative and Self-Regulation.

Performance will be evaluated by the following categories: Excellent, Good, Satisfactory, Needs Improvement.

Deadlines and Late Assignments

Students are responsible for completing all assignments by the assigned due date and making alternate arrangements for missed evaluations.

Homework

Homework may include practice of skills taught in class, preparation or extension of in-class work. Consistent homework completion is essential for student success and it is my expectation that it be completed.

Academic Honesty

Students are responsible for being academically honest in all aspects of their schoolwork.

Rules and Expectations

Regular attendance and punctuality are expected, as they contribute to success at school and are important requirements in the workplace. The classroom is ours, not mine, not yours. Respect your classmates, the instructor and the equipment in the classroom.