

Business Innovations 10S
Applied Commerce Education (ACE) - Entrepreneurship Strand

SVRSS

Mrs. Brown

What is a business and how do they operate? Are you interested in one day starting your own business? Do you want to learn how businesses affect your everyday life?

Business Innovations is an introductory course which allows students to sample the various strands within the Applied Commerce Education program. The course offers students the opportunity to explore commerce related topics such as economics, entrepreneurship, business, marketing, technology and finance. Throughout the course, students will apply the concepts and strategies they learn to a variety of creative business projects and/or simulations. Business Innovations is designed to appeal to students who are curious about exploring the world of business and everything it has to offer; it is suggested as an introduction to all of the other courses offered in the Applied Commerce Education subject area.

Assessment

Projects, quizzes, and tests are 85% of the final grade.

A final test is held prior to exam week that is 15% of the final grade.

Technology Breaks

Word – Chapter 1-4 “Summary” with alternative Word assignments

Excel – Chapter 5-8 “Summary” with alternative Excel assignments

Online - MYBLUEPRINT PROFILE

- DIGITAL CITIZENSHIP – Everfi Ignition

PORTFOLIOS

Junior Achievement – Economics for Success



Textbook – Principles of Business, Marketing, and Finance 2017 (Chapters 1, 2, 4, 5, 6, 10, 11, 12, 15, 16, 17, 23) – “_” These chapters may not be covered due to time

Goal 11: Demonstrate an understanding of the concepts and principles of business.

GLO 11.1: Demonstrate an understanding of business.

Chapter 1 - Introduction to Business and Economics

Page 4

SLO 9.11.1.1: Define business.

SLO 9.11.1.2: Demonstrate an understanding of a need and a want and the relationship to business opportunities.

SLO 9.11.1.3: Differentiate between a good and a service.

SLO 9.11.1.4: Demonstrate an understanding of the various business types, which may include:

- service
- merchandise
- manufacture
- non-profit
- not-for-profit



SLO 9.11.1.5: Compare and contrast the various forms of business ownership, which may

include:

- sole proprietorship
- partnership
- corporation
- cooperative
- franchise



SLO 9.11.1.6: Demonstrate an understanding of franchising and franchise ownership.

SLO 9.11.1.7: Demonstrate an understanding of the various functions within a business, which may include:

- finance
- management
- human resources
- information technology services
- marketing
- production
- research and development



GLO 11.2: Demonstrate an understanding of how the economy impacts business decisions.

Chapter 2 - Economic Activity

Page 22

Chapter 4 - Business in the Free Enterprise

Page 62

Chapter 5 - Business in a Global Economy

Page 82

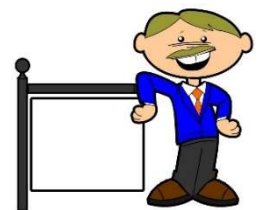
SLO 9.11.2.1: Define economy.

SLO 9.11.2.2 Compare and contrast the various types of economic systems, which may include:

- market (capitalism)
- command (communism)
- traditional
- mixed

SLO 9.11.2.3 Demonstrate an understanding of the contributions and benefits each sector makes to the Canadian economy, which may include:

- business sector
- financial sector
- household sector
- foreign/global markets (imports, exports, trade partners, trade agreements)
- government



SLO 9.11.2.4 Demonstrate an understanding of elements of the business cycle, which may include:

- expansion and growth
- recession and contraction
- inflation

SLO 9.11.2.5: Demonstrate an understanding of the Law of Supply and Demand.

SLO 9.11.2.6: Demonstrate an understanding of the various factors that affect Supply and Demand.

SLO 9.11.2.7: Explain the impact of globalization on Canadian business and the Canadian

economy.

GLO 11.3: Demonstrate an understanding of commerce.

Chapter 15 - Money and Banking

Page 294

Chapter 16 - Credit

Page 314

SLO 9.11.3.1: Identify and analyze business strategies related to the various elements of the marketing mix, which may include:

- product
- price
- promotion
- place (e.g., brick-and-mortar, digital, etc.)
- public image
- people (customer service)

SLO 9.11.3.2: Define target market.

SLO 9.11.3.3: Identify and analyze marketing strategies that appeal to a target market.

SLO 9.11.3.4: Demonstrate an understanding of market segment variables, which may include:

- demographic variables
- psychographic variables
- geographic variables
- behavioral variables

SLO 9.11.3.5: Create marketing material for a specific product or service that appeals to a target market, which may include:

- print
- television
- radio
- web
- digital



GLO 11.4: Demonstrate an understanding of retailing.

Chapter 10 - Marketing

Page 184

Chapter 11 - Product, Price, and Place

Page 204

Chapter 12 - Promotion

Page 234

SLO 9.11.4.1: Define retailing.

SLO 9.11.4.2: Examine the role of retailing in business.

SLO 9.11.4.3: Demonstrate how to calculate gross profit.

SLO 9.11.4.4: Identify and analyze effective customer service strategies.

SLO 9.11.4.5: Demonstrate the ability to handle money and process cash sales.

GLO 11.5: Demonstrate an understanding of personal finance.

Chapter 23 - Digital Citizenship

SLO 9.11.5.1: Demonstrate an understanding of marketing strategies and their effect on personal consumer decisions.

SLO 9.11.5.2: Identify how personal ethics plays a role in purchasing decisions.

SLO 9.11.5.3: Demonstrate an understanding of basic money management principles,

which may include:

- earning income
- budgeting and saving
- controlling debt
- preventing identity theft

SLO 9.11.5.4: Calculate basic consumer purchases, which may include:

- tax
- discounts
- unit costs

SLO 9.11.5.5: Demonstrate an understanding of financial institutions, banking accounts, and basic investment options.

GLO 11.6: Demonstrate an understanding of business finance.

Chapter 17 - Financial Management

Page 334

SLO 9.11.6.1: Define assets, liabilities, owner's equity, revenue, and expenses.

SLO 9.11.6.2: Examine the role of accounting in business.

SLO 9.11.6.3: Construct a simple income statement and balance sheet.

GLO 11.7: Demonstrate an understanding of entrepreneurship.

Chapter 6 - Entrepreneurship

Page 102

SLO 9.11.7.1: Define entrepreneurship.

SLO 9.11.7.2: Define invention, innovation, and creativity as it relates to entrepreneurship.

SLO 9.11.7.3: Explore the characteristics and skills of an entrepreneur.

SLO 9.11.7.4: Explore the value of small business in our economy.

SLO 9.11.7.5: Develop and propose a unique idea for an invention or innovative product.

GLO 11.8: Apply basic business principles and concepts.

SLO 9.11.8.1: Apply business principles and concepts to business scenarios, which may include:

- community partnerships
- school events or activities
- simulations
- pop-up stores
- case studies
- fundraising

