

Entrepreneurship 20S Course Outline
Business and Marketing Education
Instructor: Mrs. E. Brown
Contact: ebrown@svsd.ca (204) 734-2118

1. Description: Entrepreneurship 20S is a highly interactive course that introduces students to Entrepreneurial life as well as business ownership. This course studies and applies creative thinking, the window of opportunity, Market research, managing resources, risks vs reward, and recognizing current trends in the global marketplace.
2. Rationale: The workplace of the 21st century is changing, there is a multitude of opportunities for young people to start their own businesses. Large companies are looking to hire young employees that can think creatively, problem solve and display skills in corporate entrepreneurship.
3. Goal: Students will create a comprehensive business plan that they will use to start their own micro-business.
4. Objectives: The course is broken down into 5 units. Each of these units has a general objective and several specific ones to accomplish it.
 - A. Discover the World of Entrepreneurship
 - A.1) Explains the difference between Entrepreneurship business ownership and Intrapreneurship.
 - A.3) Displays creative thinking and problem solving
 - A.3) Identify when problems are business opportunities.
 - A.4) Explores Entrepreneurship as a career opportunity
 - A.5) Describes the Venture Process
 - A.6) Analyzing Current Trends
 - B. A Window of Opportunity
 - B.1) Identifying Opportunities and Ideas
 - B.2) Evaluating Opportunities and Ideas
 - B.3) Variables
 - B.4) Researching New Ideas
 - B.5) Product or Service Development
 - C. Organizing a Business Venture
 - C.1) Analyzing the Business Plan Overview
 - C.2) Comparing Forms of Business Ownership
 - C.3) Financing a Venture
 - C.4) Completing Risk Assessments
 - C.5) Creating a Formal Business Plan
 - D. Launching the Business Venture
 - D.1) Implementing a record keeping strategy
 - D.2) Creating Promotional Material

- D.3) Launch the Venture
- D.4) Financial Statements

E. The Exit Strategy

- E.1) Assessing the Ventures success or failure
- E.2) Creating a Sales Pitch to sell the business or attract Investment Capital

5. Delivery Methods: The course includes lectures, films, case studies, discussions, debates, packages and simulations.
6. Evaluation: The course will use a variety of methods to determine the final grade of a student. There is a penalty for work that is turned in late and this is scored under professionalism. Students are expected to follow all of the policies outlined in the student handbook and the ones established for the business and marketing education courses. Assessments will be formative and summative. Assignments are given for the purpose of improvement and to determine if student learning has occurred. Summative assessment is designed to measure student achievement of the outcomes for the course. Summative assessments will include reports, practical, tests, and projects and these will make up the student's final grade for the semester.

Criteria	Marks Available
A. Unit Tests	30
B. Practical	20
C. Projects	30
D. Assignments	20
Total	100

❖ **All Formative Assignments, Projects and Assessments must be completed in order for a student to achieve this credit.**

7. Digital Citizenship You are here to learn and your device can be part of that learning experience. You will continue to learn when to use your device appropriately. In the event that you are not using your device respectfully or it is getting in the way of your learning you will be asked to put it in the instructors desk for the class or possibly longer. A denial of such a request will be seen as defiance and will lead to expanded intervention.

8. Class Expectations

Learning We are here to learn and our behavior will always represent that fact.

Respect- For ourselves, others and our environment

Responsibility- For our mistakes because this is the best way to learn and grow.

Safety- Always be considerate for the safety of others and your selves and act accordingly.