



0319

ENTREPRENEURSHIP STRAND:  
ENTREPRENEURSHIP (10)

20S/20E/20M

An Applied Commerce Education Course



# 0319: ENTREPRENEURSHIP STRAND: ENTREPRENEURSHIP (10) 20S/20E/20M

## Course Description

Entrepreneurship focuses on developing the foundational skills and ideas needed to plan and develop a business. This course is relevant to high school students since many are already involved in their communities, and are starting to recognize various needs and opportunities in their areas. Students begin by evaluating innovation, inventions, and innovative ideas. They learn the process of planning, marketing, and implementing a venture.

This course is designed for students interested in business principles related to the ownership and management of a business.

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### **Goal 1:** Demonstrate critical, creative, and innovative thinking.

#### **GLO 1.1:** Describe critical, creative, and innovative thinking.

- SLO 10.1.1.1: Formulate questions to generate new ideas.
- SLO 10.1.1.2: Assess information and perspectives related to the thinking process.
- SLO 10.1.1.3: Assess patterns and connections related to critical, creative, and innovative thinking.

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### **Goal 2:** Employ current and emerging technologies used in business and industry.

#### **GLO 2.1:** Employ current and emerging technologies used in business and industry.

- SLO 10.2.1.1: Evaluate appropriate current technologies for use in business and industry.
- SLO 10.2.1.2: Utilize appropriate current technologies used in business and industry.
- SLO 10.2.1.3: Identify and use technology for specific tasks to improve productivity and efficiency.
- SLO 10.2.1.4: Assess the value of emerging trends in technology.

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#### **GLO 2.2:** Demonstrate awareness of digital footprints.

- SLO 10.2.2.1: Analyze the impact of one's own digital footprint.
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**Goal 3:** Demonstrate business communication skills.

**GLO 3.1:** Demonstrate business communication skills.

- SLO 10.3.1.1: Define and use appropriate business language and terminology.
- SLO 10.3.1.2: Demonstrate appropriate business etiquette and protocols.
- SLO 10.3.1.3: Employ conflict resolution techniques.
- SLO 10.3.1.4: Produce business documents.
- SLO 10.3.1.5: Present information and ideas.

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**Goal 4:** Demonstrate an understanding of ethical and legal standards.

**GLO 4.1:** Demonstrate an understanding of ethical and legal standards.

- SLO 10.4.1.1: Differentiate between ethics and legal business practices.
- SLO 10.4.1.2: Discuss ethical business strategies.
- SLO 10.4.1.3: Discuss laws, codes, and regulations related to entrepreneurship.

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**Goal 5:** Identify historical influences and emerging trends as innovative sources for business.

**GLO 5.1:** Identify historical influences as innovative sources for business.

- SLO 10.5.1.1: Describe historical influences on the evolution of entrepreneurship.

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**GLO 5.2:** Analyze emerging trends in business.

- SLO 10.5.2.1: Identify emerging trends in entrepreneurship.
- SLO 10.5.2.2: Analyze emerging trends in entrepreneurship.
- SLO 10.5.2.3: Predict future trends in entrepreneurship.

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**Goal 6:** Demonstrate awareness of sustainability in business.

**GLO 6.1:** Demonstrate awareness of sustainability in business.

- SLO 10.6.1.1: Demonstrate human sustainability practices while considering financial and environmental sustainability.
  - SLO 10.6.1.2: Demonstrate sustainable environmental practices while considering human and financial sustainability.
  - SLO 10.6.1.3: Demonstrate sustainable financial practices while considering human and environmental sustainability.
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**Goal 7:** Demonstrate an understanding of the impact culture and diversity have on business.

**GLO 7.1:** Demonstrate an understanding of the impact culture and diversity have on business.

SLO 10.7.1.1: Reflect on how culture impacts business decisions, which may include

- short- and long-term goals
- values
- lifestyle
- family structure
- demographics

SLO 10.7.1.2: Examine First Nations, Métis, and Inuit perspectives and how they relate to business.

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**Goal 8:** Describe and demonstrate employability skills.

**GLO 8.1:** Describe and demonstrate employability skills.

SLO 10.8.1.1: Demonstrate an ability to read and write text, use documents, work with numbers, communicate orally, use technology, learn continuously, and think critically.

SLO 10.8.1.2: Demonstrate positive attitude and behaviours, responsibility, adaptability, and safe work practices.

SLO 10.8.1.3: Demonstrate time management and punctuality.

SLO 10.8.1.4: Demonstrate the ability to work with others and participate in projects and tasks.

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**Goal 9:** Explore education and career opportunities.

**GLO 9.1:** Explore education and career opportunities.

SLO 10.9.1.1: Explore education and career opportunities related to entrepreneurship.

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**Goal 10:** Analyze the role of business in society.

**GLO 10.1:** Analyze the role of business in society.

SLO 10.10.1.1: Analyze the role of entrepreneurship.

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**Goal 11:** Demonstrate an understanding of entrepreneurship and venture development.

**GLO 11.1:** Demonstrate an understanding of entrepreneurship.

- SLO 10.11.1.1: Define entrepreneurship.
  - SLO 10.11.1.2: Identify how creativity is essential to entrepreneurship.
  - SLO 10.11.1.3: Identify why innovation is essential to entrepreneurship.
  - SLO 10.11.1.4: Identify and evaluate the advantages and disadvantages of entrepreneurship.
  - SLO 10.11.1.5: Compare and contrast the difference between an idea and an opportunity.
  - SLO 10.11.1.6: Compare and contrast innovation and invention.
  - SLO 10.11.1.7: Identify characteristics and skills of successful entrepreneurs.
  - SLO 10.11.1.8: Evaluate your own entrepreneurial characteristics and skills.
  - SLO 10.11.1.9: Identify different forms of business ownership.
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**GLO 11.2:** Demonstrate an understanding of the role of digital commerce in entrepreneurship.

- SLO 10.11.2.1: Identify the role of digital commerce in entrepreneurship.
  - SLO 10.11.2.2: Integrate digital commerce in entrepreneurial plans where applicable.
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**GLO 11.3:** Demonstrate an understanding of market.

- SLO 10.11.3.1: Identify opportunities that exist in the marketplace.
  - SLO 10.11.3.2: Develop a target market profile that includes items, such as
    - demographic descriptors
    - psychographic descriptors
    - geographic descriptors
    - behavioural descriptors
  - SLO 10.11.3.3: Analyze the market to determine business viability.
  - SLO 10.11.3.4: Identify the external factors that may affect a business, which may include
    - competition
    - economy
    - politics
    - cultural trends
    - technology
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**GLO 11.4:** Demonstrate an understanding of the marketing mix.

SLO 10.11.4.1: Identify the elements of the marketing mix, which include

- product
- price
- promotion
- place (physical and digital)

SLO 10.11.4.2: Analyze product development strategies.

SLO 10.11.4.3: Analyze pricing strategies.

SLO 10.11.4.4: Analyze place and distribution strategies.

SLO 10.11.4.5: Analyze promotional strategies.

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**GLO 11.5:** Demonstrate an understanding of business finance.

SLO 10.11.5.1: Identify the difference between cost and price.

SLO 10.11.5.2: Calculate and explain

- total costs (cost of goods sold vs. expenses)
- cost per unit
- break-even point
- profit

SLO 10.11.5.3: Prepare a simple income statement.

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**GLO 11.6:** Demonstrate an understanding of the planning process.

SLO 10.11.6.1: Demonstrate an understanding of the three-stage planning process: plan, implement, evaluate.

SLO 10.11.6.2: Apply effective project management skills, which include

- essential task or question understanding
  - goal and target setting
  - time management
  - resource management
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**GLO 11.7:** Apply business strategies to complete an entrepreneurial venture.

SLO 10.11.7.1: Identify the various functions of business plans, which may include

- seeking investments
- strategy road map
- financing
- evaluations and controls

SLO 10.11.7.2: Analyze a basic business plan.

SLO 10.11.7.3: Identify the elements of a basic business plan, which includes

- company goals (planet, people, profit)
- product description
- pricing
- promotions
- place and distribution
- people (customer service)
- financing
- financial reports (income statement)

SLO 10.11.7.4: Implement a simple business plan in a market, which may include

- school community
- local community (trade shows, markets)
- e-commerce
- simulations

SLO 10.11.7.5: Evaluate the implementation phase of the business, which may include

- reflection
- financial statements analysis (income statement)
- goal and target analysis

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**Goal 12:** Demonstrate an understanding of leadership and management skills.

Goal 12 applies to 0316: Business Management (12).

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