



0315

STAND-ALONE COURSE:  
BUSINESS INNOVATIONS (9)

10S/10E/10M

An Applied Commerce Education Course



# 0315: STAND-ALONE COURSE: BUSINESS INNOVATIONS (9) 10S/10E/10M

## Course Description

Business Innovations is an introductory course that 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 or simulations. It is the suggested introduction to all of the other courses offered in the applied commerce education subject area.

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

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

- SLO 9.1.1.1: Formulate questions to generate new ideas.
- SLO 9.1.1.2: Assess information and perspectives related to the thinking process.
- SLO 9.1.1.3: 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 9.2.1.1: Evaluate appropriate current technologies for use in business and industry.
- SLO 9.2.1.2: Utilize appropriate current technologies used in business and industry.
- SLO 9.2.1.3: Identify and use technology for specific tasks to improve productivity and efficiency.
- SLO 9.2.1.4: Assess the value of emerging trends in technology.

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

- SLO 9.2.2.1: 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 9.3.1.1: Define and use appropriate business language and terminology.
- SLO 9.3.1.2: Demonstrate appropriate business etiquette and protocols.
- SLO 9.3.1.3: Employ conflict resolution techniques.
- SLO 9.3.1.4: Produce business documents.
- SLO 9.3.1.5: 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 9.4.1.1: Differentiate between ethics and legal business practices.
- SLO 9.4.1.2: Discuss ethical business strategies.
- SLO 9.4.1.3: Discuss laws, codes, and regulations related to business.

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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 9.5.1.1: Describe historical influences on the evolution of business.

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

- SLO 9.5.2.1: Identify emerging trends in business.
- SLO 9.5.2.2: Analyze emerging trends in business.
- SLO 9.5.2.3: Predict trends in business.

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

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

- SLO 9.6.1.1: Demonstrate human sustainability practices while considering financial and environmental sustainability.
  - SLO 9.6.1.2: Demonstrate sustainable environmental practices while considering human and financial sustainability.
  - SLO 9.6.1.3: 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 9.7.1.1: Reflect on how culture impacts business decisions, which may include

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

SLO 9.7.1.2: 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 9.8.1.1: Demonstrate an ability to read and write text, use documents, work with numbers, communicate orally, use technology, learn continuously, and think critically.

SLO 9.8.1.2: Demonstrate positive attitude and behaviours, responsibility, adaptability, and safe work practices.

SLO 9.8.1.3: Demonstrate time management and punctuality.

SLO 9.8.1.4: 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 9.9.1.1: Explore education and career opportunities related to business.

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

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

SLO 9.10.1.1: Analyze the role of business.

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

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

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

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.

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**GLO 11.3:** Demonstrate an understanding of commerce.

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
- behavioural 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
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**GLO 11.4:** Demonstrate an understanding of retailing.

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.

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

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.

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**GLO 11.6:** Demonstrate an understanding of business finance.

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.

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**GLO 11.7:** Demonstrate an understanding of entrepreneurship.

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.

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**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
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