



0327

ENTREPRENEURSHIP STRAND:
VENTURE DEVELOPMENT (11)

30S/30E/30M

An Applied Commerce Education Course

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Course Description

Venture Development builds upon the concepts and ideas studied in Entrepreneurship (0319). Students focus on planning, creating, implementing, evaluating, and growing their own business venture. Venture Development is designed for students interested in starting their own business and in furthering their knowledge of business ownership and management principles.

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

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

- SLO 11.1.1.1: Formulate questions to generate new ideas.
- SLO 11.1.1.2: Assess information and perspectives related to the thinking process.
- SLO 11.1.1.3: Assess patterns and connections related to critical, creative, and innovative thinking.

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 11.2.1.1: Evaluate appropriate current technologies for use in business and industry.
- SLO 11.2.1.2: Utilize appropriate current technologies used in business and industry.
- SLO 11.2.1.3: Identify and use technology for specific tasks to improve productivity and efficiency.
- SLO 11.2.1.4: Formulate a plan to utilize emerging trends in technology.

GLO 2.2: Demonstrate awareness of digital footprints.

- SLO 11.2.2.1: 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 11.3.1.1: Define and use appropriate business language and terminology.
- SLO 11.3.1.2: Demonstrate appropriate business etiquette and protocols.
- SLO 11.3.1.3: Employ conflict resolution techniques.
- SLO 11.3.1.4: Produce business documents.
- SLO 11.3.1.5: Present information and ideas.

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

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

- SLO 11.4.1.1: Differentiate between ethics and legal business practices.
- SLO 11.4.1.2: Discuss ethical business strategies.
- SLO 11.4.1.3: Discuss laws, codes, and regulations related to entrepreneurship.

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 11.5.1.1: Describe historical influences on the evolution of entrepreneurship.

GLO 5.2: Analyze emerging trends in business.

- SLO 11.5.2.1: Identify emerging trends in entrepreneurship.
 - SLO 11.5.2.2: Analyze emerging trends in entrepreneurship.
 - SLO 11.5.2.3: 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 11.6.1.1: Demonstrate human sustainability practices while considering financial and environmental sustainability.
- SLO 11.6.1.2: Demonstrate sustainable environmental practices while considering human and financial sustainability.
- SLO 11.6.1.3: Demonstrate sustainable financial practices while considering human and environmental sustainability.

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 11.7.1.1: Reflect on how culture impacts business decisions, which may include
- short- and long-term goals
 - values
 - lifestyle
 - family structure
 - demographics
- SLO 11.7.1.2: Examine First Nations, Métis, and Inuit perspectives and how they relate to business.

Goal 8: Describe and demonstrate employability skills.

GLO 8.1: Describe and demonstrate employability skills.

- SLO 11.8.1.1: Demonstrate an ability to read and write text, use documents, work with numbers, communicate orally, use technology, learn continuously, and think critically.
- SLO 11.8.1.2: Demonstrate positive attitude and behaviours, responsibility, adaptability, and safe work practices.
- SLO 11.8.1.3: Demonstrate time management and punctuality.
- SLO 11.8.1.4: 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 11.9.1.1: Explore education and career opportunities related to entrepreneurship.

Goal 10: Analyze the role of business in society.

GLO 10.1: Analyze the role of business in society.

SLO 11.10.1.1: Analyze the role of entrepreneurship.

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

GLO 11.1: Demonstrate an understanding of entrepreneurship.

SLO 11.11.1.1: Define entrepreneurship.

SLO 11.11.1.2: Analyze how creativity is essential to entrepreneurship.

SLO 11.10.1.3: Analyze why innovation is essential to entrepreneurship.

GLO 11.2: Demonstrate an understanding of the role of digital commerce in entrepreneurship.

SLO 11.11.2.1: Analyze the role of digital commerce in entrepreneurship.

SLO 11.11.2.2: Integrate digital commerce in entrepreneurial plans where applicable.

GLO 11.3: Demonstrate an understanding of market.

SLO 11.11.3.1: Analyze the marketplace to identify needs and wants.

SLO 11.11.3.2: Develop business strategies that appeal to specific target markets.

SLO 11.11.3.3: Evaluate and assess an industry's current profile and future outlook.

SLO 11.11.3.4: Analyze 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 11.11.4.1: Analyze the elements of the marketing mix, which include

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

SLO 11.11.4.2: Construct product development strategies.

SLO 11.11.4.3: Construct pricing strategies.

SLO 11.11.4.4: Construct place and distribution strategies.

SLO 11.11.4.5: Construct promotional strategies.

GLO 11.5: Demonstrate an understanding of business finance.

SLO 11.11.5.1: Identify the difference between cost and price.

SLO 11.11.5.2: Calculate and analyze

- total costs (cost of goods sold vs. expenses)
- cost per unit
- break-even analysis (fixed expenses, variable expenses)
- profit
- start-up capital

SLO 11.11.5.3: Prepare a comparative income statement.

SLO 11.11.5.4: Demonstrate the ability to analyze financial statements to make business decisions.

GLO 11.6: Demonstrate an understanding of the planning process.

SLO 11.11.6.1: Apply the three-stage planning process: plan, implement, evaluate.

SLO 11.11.6.2: Prove 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 11.11.7.1: Identify and discuss legal considerations related to entrepreneurial ventures, such as
- licences
 - trademarks
 - patents
 - copyright
 - zoning laws
 - health and safety
 - food handler certification
 - contracts and agreements
- SLO 11.11.7.2: Analyze a comprehensive business plan.
- SLO 11.11.7.3: Develop a comprehensive business plan, which includes
- executive summary
 - company profile
 - market research and analysis
 - sales and marketing
 - operations
 - financial reports (which may include break-even analysis, balance sheet, income statement, cash flow projections)
- SLO 11.11.7.4: Develop a formal presentation on a business plan, which may include
- venture proposal
 - product pitch
 - investor pitch
 - trade show
- SLO 11.11.7.5: Utilize one's own business plan to complete the following business functions:
- investment seeking
 - strategy road map
 - financing
 - evaluations and controls
- SLO 11.11.7.6: Construct a revised business plan based on evaluation and reflections for growth.

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

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