



Westside Secondary School

Orangeville, Ontario, Canada

519.938.9355

<http://www.ugdsb.on.ca/westside>

Course: BDI 3C- Entrepreneurship: The Venture

Teacher: Ms. Dhoot

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Program leader: Mr. Marchildon

Course Description: This course focuses on ways in which entrepreneurs recognize opportunities, generate ideas, and organize resources to plan successful ventures that enable them to achieve their goals. Students will create a venture plan for a school-based or student-run business. Through hands-on experiences, students will have opportunities to develop the values, traits, and skills most often associated with successful entrepreneurs.

(Prerequisites: None)

| Area of Study | Overall Expectations. By the end of the course, students will: |
|---|--|
| Enterprising People and Entrepreneurs | <ul style="list-style-type: none"> - Analyse the characteristics and contributions of enterprising people; - Compare the characteristics and contributions of various entrepreneurs; - Assess their own entrepreneurial and enterprising potential. |
| Ideas and Opportunities for New Ventures | <ul style="list-style-type: none"> - Explain the importance of invention and innovation to venture creation; - Analyse various methods of generating ideas and identifying opportunities to satisfy needs and wants; - Generate realistic new ideas and identify possible opportunities for a school-based or student-run business; - Conduct primary and secondary marketing research to evaluate the idea or opportunity for their proposed venture. |
| The Benefits of a Venture Plan | <ul style="list-style-type: none"> - Assess the importance of having a venture plan; - Analyse the structure and content of a venture plan; - Explain how to evaluate and revise a venture plan. |
| Developing and Completing a Venture Plan for the Proposed Business | <ul style="list-style-type: none"> - Analyse the resources required to run their chosen venture; - Complete the components of an effective production plan for their chosen venture; - Complete the components of an effective marketing plan for their chosen venture; - Complete the components of an effective financial plan for their chosen venture; - Produce, using appropriate software, a venture plan for their chosen venture. |

Assessment and Evaluation:

Formative assessments are used to improve student learning by providing varied opportunities to demonstrate an understanding of course expectations in preparation for summative evaluations. Summative evaluations test groups of key expectations. Failure to complete a summative evaluation may result in the expectations of the course not being met and the credit not being granted.

Achievement Categories:

Student learning is assessed and evaluated with respect to the following four categories of knowledge and skills:

- ★ Knowledge and Understanding: 25%
- ★ Thinking and Inquiry: 25%
- ★ Communication: 25%
- ★ Application: 25%

Term Work is worth 70% of final mark & Final Evaluation is worth 30% of final mark.

| | Term Work (70%) |
|--|-------------------------------------|
| Unit of Study | Summative Evaluations |
| Enterprising People and Entrepreneurs | - Test |
| Ideas and Opportunities for New Ventures | - Assignment |
| The Benefits of a Venture Plan | - Assignment |
| Developing and Completing a Venture Plan for the Proposed Business | - Assignment |
| | Final Summative (30%) |
| | - Final Culminating (Business Plan) |

Assignment/ Late Policy:

- Students are expected to complete all assigned work and submit it by the teacher's established due date. Every attempt will be made to encourage students to complete all assigned work on time so their grade represents their actual achievement. For late and missed summative assessments, please see the ***Westside Students' Contract for Missing Evidence of Learning***.
- Extra help is *always* available, however, it is each student's responsibility to make every effort to arrange appointments during non-instructional hours of the day.

The following soft skills will be assessed:

Responsibility, Organization, Independent Work, Collaboration, Initiative, Self - Regulation

More details about Westside's Assessment and Evaluation Policy is available at:

<http://www.ugdsb.ca/westside/wpcontent/uploads/sites/74/2016/12/Westside-Assessment.pdf>

Electronic Devices:

- The business department at Westside has a policy that no electronic devices (eg. Cell phones, tablets, iPods, laptops, mp3 players, etc.) are allowed to be used during evaluations - Each student is required to have a calculator available when needed. Please, nothing fancy is required. The calculator just needs to add, subtract, multiply and divide.

Student Conduct/ Expectations:

Every student enrolled in business studies at Westside is expected to:

- ★ Be on time to class
- ★ Be prepared for class each and every day. This means you bring a writing utensil and paper - actively participate in class discussions
- ★ Complete homework assigned
- ★ Learn to problem solve using the techniques you will learn in class

For more information on the rules of conduct, please refer to the school's website at:

<http://www.ugdsb.on.ca/westside>

Final Assessments/Examinations Culminating activities for each unit must be completed by the student in order to achieve the credit. Failure to complete any one of them may result in loss of credit. There are no extensions or exemptions for final assessments without the approval from an administrator.

I have read and understand the course outline:

Name: _____ Signature: _____

Parent/Guardian Name : _____ Signature: _____

Parent/Guardian email: _____