

**COURSE ENT1010: CHALLENGE & OPPORTUNITY**

**Level:** Introductory

**Prerequisite:** None

**Description:** Students identify, compare and assess a variety of venture opportunities and ideas.

**Parameters:** No specialized equipment or facilities.

**Outcomes:** The student will:

**1. recognize and assess venture opportunities in their environment**

- 1.1 compile a list of opportunities; e.g., needs, wants, problems
- 1.2 describe and apply a decision-making model for potential entrepreneurial opportunities
- 1.3 demonstrate skills in problem solving and decision making

**2. generate ideas for possible venture opportunities in their environment**

- 2.1 demonstrate skills in generating ideas, alternatives and strategies
- 2.2 outline conditions needed to promote idea generation and change initiation
- 2.3 explain “failure of a business venture” as an opportunity to learn
- 2.4 show sensitivity and respect for the perspectives, needs, wants and priorities of others
- 2.5 demonstrate characteristics of creative thinking

**3. plan a venture**

- 3.1 identify various means of entering business including:
  - 3.1.1 start a new business
  - 3.1.2 purchase a business
  - 3.1.3 purchase a franchise
  - 3.1.4 multilevel marketing
- 3.2 analyze common forms of business ownership including:
  - 3.2.1 sole proprietorship
  - 3.2.2 partnership
  - 3.2.3 corporation
  - 3.2.4 franchise
  - 3.2.5 cooperative
  - 3.2.6 conglomerate
  - 3.2.7 multinational
  - 3.2.8 crown corporation
- 3.3 identify non-profit ventures; e.g., community organizations
- 3.4 describe briefly the process of creating a venture plan including:
  - 3.4.1 rationale
  - 3.4.2 goals/objectives
  - 3.4.3 research
  - 3.4.4 resources
  - 3.4.5 market analysis
  - 3.4.6 risk assessment
  - 3.4.7 financial analysis
  - 3.4.8 success strategy

- 3.5 describe the important components of a venture plan including:
  - 3.5.1 description/objectives
  - 3.5.2 market research and analysis
  - 3.5.3 marketing plan
  - 3.5.4 production/service plan
  - 3.5.5 financial plan
  - 3.5.6 human resources/organizational plan
- 3.6 describe regulations and social responsibilities that limit venture alternatives; e.g., legal, social, ethical, environmental, cultural, political, economic
- 4. assess a venture**
  - 4.1 describe criteria for assessing the feasibility of ideas and strategies
  - 4.2 apply feasibility criteria to venture alternatives
  - 4.3 prepare a feasibility analysis of a venture idea including:
    - 4.3.1 a brief description
    - 4.3.2 objectives
    - 4.3.3 resources required to achieve objectives
    - 4.3.4 time lines
- 5. demonstrate basic competencies**
  - 5.1 demonstrate fundamental skills to:
    - 5.1.1 communicate
    - 5.1.2 manage information
    - 5.1.3 use numbers
    - 5.1.4 think and solve problems
  - 5.2 demonstrate personal management skills to:
    - 5.2.1 demonstrate positive attitudes and behaviours
    - 5.2.2 be responsible
    - 5.2.3 be adaptable
    - 5.2.4 learn continuously
    - 5.2.5 work safely
  - 5.3 demonstrate teamwork skills to:
    - 5.3.1 work with others
    - 5.3.2 participate in projects and tasks
- 6. make personal connections to the cluster content and processes to inform possible pathway choices**
  - 6.1 complete/update a personal inventory; e.g., interests, values, beliefs, resources, prior learning and experiences
  - 6.2 create a connection between a personal inventory and occupational choices

**COURSE ENT1020: ELEMENTS OF A VENTURE PLAN**

**Level:** Introductory

**Prerequisite:** None

**Description:** Students learn the elements of a venture planning process.

**Parameters:** No specialized equipment or facilities.

**Outcomes:** The student will:

- 1. demonstrate goal-setting and problem-solving strategies that facilitate change**
  - 1.1 identify short-term and long-term goals for the selected venture
  - 1.2 create a mission statement for the venture
  - 1.3 describe operational policies consistent with the venture philosophy and business ethics
  - 1.4 research legal obligations that affect the venture
  - 1.5 outline a human resources plan
  - 1.6 establish a support network including:
    - 1.6.1 locating and designing potential support networks
    - 1.6.2 proposing strategies for securing and effectively using sources of support
- 2. describe potential risks and propose strategies for assessing risks related to a venture**
  - 2.1 analyze the types of potential risks including:
    - 2.1.1 physical
    - 2.1.2 financial
    - 2.1.3 human resources
  - 2.2 complete a risk assessment
  - 2.3 propose strategies to assess and minimize risk
- 3. describe strategies for securing resources and support required to implement a venture**
  - 3.1 analyze potential markets including:
    - 3.1.1 local
    - 3.1.2 regional
    - 3.1.3 national
    - 3.1.4 international/global
  - 3.2 relate market projections to trends and forecasts
  - 3.3 evaluate potential competition
  - 3.4 outline venture needs regarding the:
    - 3.4.1 target market
    - 3.4.2 product/service
    - 3.4.3 pricing
    - 3.4.4 location
  - 3.5 research and appraise potential changes in the market
- 4. select, plan and assess a venture**
  - 4.1 complete a venture plan including:
    - 4.1.1 purpose
    - 4.1.2 description/objectives
    - 4.1.3 market research and analysis
    - 4.1.4 marketing plan
    - 4.1.5 production/service plan

- 4.1.6 financial plan
- 4.1.7 human resources/organizational plan
- 4.2 analyze the venture plan and revise, as necessary
- 4.3 research various presentation techniques
- 4.4 present the venture plan
- 4.5 analyze and evaluate the outcome of the presentation
- 4.6 evaluate criteria used by other individuals and groups for a successful venture
- 4.7 evaluate the strengths and weaknesses of the venture
- 4.8 prepare a written critique assessing the venture
- 5. demonstrate qualities that initiate change**
  - 5.1 demonstrate initiative
  - 5.2 demonstrate flexibility
  - 5.3 demonstrate leadership/teamwork by:
    - 5.3.1 analyzing leadership styles
    - 5.3.2 evaluating leadership styles and their appropriateness to the success of the venture
  - 5.4 demonstrate skills
- 6. demonstrate basic competencies**
  - 6.1 demonstrate fundamental skills to:
    - 6.1.1 communicate
    - 6.1.2 manage information
    - 6.1.3 use numbers
    - 6.1.4 think and solve problems
  - 6.2 demonstrate personal management skills to:
    - 6.2.1 demonstrate positive attitudes and behaviours
    - 6.2.2 be responsible
    - 6.2.3 be adaptable
    - 6.2.4 learn continuously
    - 6.2.5 work safely
  - 6.3 demonstrate teamwork skills to:
    - 6.3.1 work with others
    - 6.3.2 participate in projects and tasks
- 7. make personal connections to the cluster content and processes to inform possible pathway choices**
  - 7.1 complete/update a personal inventory; e.g., interests, values, beliefs, resources, prior learning and experiences
  - 7.2 create a connection between a personal inventory and occupational choices

## **COURSE ENT1910: ENT PROJECT A**

**Level:** Introductory

**Prerequisite:** None

**Description:** Students develop project design and management skills to extend and enhance competencies and skills in other CTS courses through contexts that are personally relevant.

**Parameters:** Introductory project courses must connect with a minimum of two CTS courses, one of which must be at the introductory level and be in the same occupational area as the project course. The other CTS course(s) can be either at the same level or at the intermediate level from any occupational area.

Project courses cannot be connected to other project courses or practicum courses.

**All projects and/or performances, whether teacher- or student-led, must include a course outline or student proposal.**

### **Outcomes:**

The teacher/student will:

- 1. identify the connection between this project course and two or more CTS courses**
  - 1.1 identify the outcome(s) from each identified CTS course that support the project and/or performance deliverables
  - 1.2 explain how these outcomes are being connected to the project and/or performance deliverables
- 2. propose the project and/or performance**
  - 2.1 identify the project and/or performance by:
    - 2.1.1 preparing a plan
    - 2.1.2 clarifying the purposes
    - 2.1.3 defining the deliverables
    - 2.1.4 specifying time lines
    - 2.1.5 explaining terminology, tools and processes
    - 2.1.6 defining resources; e.g., materials, costs, staffing
  - 2.2 identify and comply with all related health and safety standards
  - 2.3 define assessment standards (indicators for success)
  - 2.4 present the proposal and obtain necessary approvals

The student will:

- 3. meet goals as defined within the plan**
  - 3.1 complete the project and/or performance as outlined
  - 3.2 monitor the project and/or performance and make necessary adjustments
  - 3.3 present the project and/or performance, indicating the:
    - 3.3.1 outcomes attained
    - 3.3.2 relationship of outcomes to goals originally set

- 3.4 evaluate the project and/or performance, indicating the:
  - 3.4.1 processes and strategies used
  - 3.4.2 recommendations on how the project and/or performance could have been improved
- 4. demonstrate basic competencies**
  - 4.1 demonstrate fundamental skills to:
    - 4.1.1 communicate
    - 4.1.2 manage information
    - 4.1.3 use numbers
    - 4.1.4 think and solve problems
  - 4.2 demonstrate personal management skills to:
    - 4.2.1 demonstrate positive attitudes and behaviours
    - 4.2.2 be responsible
    - 4.2.3 be adaptable
    - 4.2.4 learn continuously
    - 4.2.5 work safely
  - 4.3 demonstrate teamwork skills to:
    - 4.3.1 work with others
    - 4.3.2 participate in projects and tasks
- 5. make personal connections to the cluster content and processes to inform possible pathway choices**
  - 5.1 complete/update a personal inventory; e.g., interests, values, beliefs, resources, prior learning and experiences
  - 5.2 create a connection between a personal inventory and occupational choices