

COURSE ENT2010: ANALYZING VENTURES

Level: Intermediate

Prerequisite: None

Description: Students gather and analyze data to make informed decisions about the feasibility of ventures.

Parameters: No specialized equipment or facilities.

Outcomes: The student will:

1. describe and apply various methods for analyzing and evaluating ventures

1.1 describe various methods for analyzing and evaluating ventures including:

1.1.1 personal criteria

1.1.2 market analysis; e.g., provide results of market research, collecting both primary and secondary data, and indicate the advantages and disadvantages of each

1.1.3 industry analysis

1.1.4 financial analysis; describe the following potential risks involved in ventures: financial, personal, legal, societal, environmental

1.1.5 financial plan/projection; analyze various ventures or case studies through an analysis of such aspects as: working capital/cash flow, operating expenses, financial ratios, profitability

1.1.6 human resources analysis

1.1.7 product/service evaluation; analyze and compare ventures in terms of: personal criteria, human resources, production, managing, marketing, distribution, technical feasibility, general acceptance, competition, legalities

2. describe criteria important to the success of various ventures

2.1 describe the success of various ventures in terms of:

2.1.1 personal criteria

2.1.2 effectiveness of human resources

2.1.3 customer benefits

2.1.4 ability to raise capital

2.1.5 return on investment

2.1.6 growth potential

2.1.7 technical feasibility

2.1.8 simplicity of manufacturing

2.1.9 ease of operation

2.1.10 quality of product/service

2.1.11 marketability

2.1.12 size of market

2.1.13 advertising potential

2.2 outline various primary data collection methods including:

2.2.1 observation

2.2.2 surveys

2.2.3 questionnaires

- 2.3 identify sources of secondary data including:
 - 2.3.1 libraries; e.g., school, public, government
 - 2.3.2 associations; e.g., business, professional
 - 2.3.3 journals; e.g., trade, business, professional
 - 2.3.4 publications; e.g., federal, provincial, municipal
- 2.4 compare various venture plans in terms of:
 - 2.4.1 market analyses
 - 2.4.2 operating plans
 - 2.4.3 financial plans
- 3. analyze research, compare a variety of ventures and make informed decisions about the feasibility of each venture**
 - 3.1 use the data presented and evaluate the strengths and weaknesses of each venture
 - 3.2 select the most feasible venture based on the analyzed data
 - 3.3 prepare a written critique, including an in-depth analysis and assessment of a venture
 - 3.4 compare various venture plans in terms of:
 - 3.4.1 market analyses
 - 3.4.2 operating plans
 - 3.4.3 financial plan
- 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. identify possible life roles related to the skills and content of this cluster**
 - 5.1 recognize and then analyze the opportunities and barriers in the immediate environment
 - 5.2 identify potential resources to minimize barriers and maximize opportunities

COURSE ENT2020: FINANCING VENTURES

Level: Intermediate

Prerequisite: None

Description: Students compare various sources of financing and choose the method that is best for financing the venture.

Parameters: No specialized equipment or facilities.

Supporting Course: ENT1010: Challenge & Opportunity

Outcomes: The student will:

1. identify the advantages and disadvantages of financial options

- 1.1 analyze various sources of equity capital including:
 - 1.1.1 personal capital; e.g., self, family, friends
 - 1.1.2 venture capital; e.g., venture capitalists, business “angels”
 - 1.1.3 partnerships
 - 1.1.4 shares
 - 1.1.5 stocks/bonds
- 1.2 analyze various sources of debt financing including:
 - 1.2.1 personal savings
 - 1.2.2 family/friends
 - 1.2.3 financial institutions; e.g., banks, credit unions, trust companies, government organizations
 - 1.2.4 loan sharks
 - 1.2.5 debentures
 - 1.2.6 mortgages
- 1.3 research and evaluate various financial options in terms of:
 - 1.3.1 advantages/disadvantages
 - 1.3.2 inherent risks
 - 1.3.3 costs
 - 1.3.4 stresses
 - 1.3.5 relationships
 - 1.3.6 decision-making power
- 1.4 select the financial alternatives that best meet the needs of the venture

2. describe various sources of financing for ventures

- 2.1 compare and contrast equity capital and debt financing
- 2.2 categorize given examples of equity capital and debt financing
- 2.3 explain other terms relevant to financing ventures
- 2.4 describe sources of equity capital and debt financing within the local community
- 2.5 describe other sources of financing and assistance including:
 - 2.5.1 suppliers
 - 2.5.2 memberships
 - 2.5.3 fundraising
 - 2.5.4 sales
 - 2.5.5 societies

- 2.5.6 foundations
- 2.5.7 government
- 3. demonstrate the differences between short- and long-term financing**
 - 3.1 identify financial needs at various stages of ventures
 - 3.2 distinguish between fixed and variable costs
 - 3.3 explain a “break-even analysis” for ventures
 - 3.4 distinguish between short- and long-term financing
 - 3.5 prepare a sample cash flow
- 4. demonstrate the process of applying for different types of financing**
 - 4.1 locate, compile and complete loan applications with local financial institutions
- 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. identify possible life roles related to the skills and content of this cluster**
 - 6.1 recognize and then analyze the opportunities and barriers in the immediate environment
 - 6.2 identify potential resources to minimize barriers and maximize opportunities

- 3.3.4 sales promotion
- 3.3.5 merchandising
- 3.3.6 trade shows
- 3.4 analyze cost-benefit factors in the selection of alternative marketing strategies
- 3.5 devise a promotional strategy, within a predetermined budget, for the particular venture
- 3.6 evaluate the strengths and weaknesses of the marketing strategy and revise, as necessary
- 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. identify possible life roles related to the skills and content of this cluster**
 - 5.1 recognize and then analyze the opportunities and barriers in the immediate environment
 - 5.2 identify potential resources to minimize barriers and maximize opportunities

COURSE ENT2040: CREATE THE VENTURE

Level: Intermediate

Prerequisite: None

Description: Students create and assess a venture plan.

Parameters: No specialized equipment or facilities.

Supporting Courses: ENT1010: Challenge & Opportunity
ENT1020: Elements of a Venture Plan

Outcomes: The student will:

1. implement a venture

- 1.1 identify the startup requirements for the venture
- 1.2 select the form of business ownership for the venture
- 1.3 analyze why businesses fail and illustrate the consequences of poor and/or inadequate planning
- 1.4 devise and implement a market plan considering:
 - 1.4.1 sales and distribution
 - 1.4.2 advertising
 - 1.4.3 pricing
- 1.5 explain the need for and limitations of a budget and its implications in the financial plan of the venture including:
 - 1.5.1 income
 - 1.5.2 expenditures; e.g., production, labour, distribution, marketing
- 1.6 prepare a cash flow projection
- 1.7 identify human resource needs and how these are to be met
- 1.8 identify career ladders for personnel

2. describe management procedures required to start the venture

- 2.1 describe the functions of management
- 2.2 identify procedures required to start a venture

3. demonstrate leadership qualities in implementing the venture

- 3.1 explain management models and leadership styles
- 3.2 demonstrate problem-solving and decision-making abilities at each implementation stage of the venture
- 3.3 explain short- and long-range plans for the venture

4. assess the venture

- 4.1 design a strategy for measuring, monitoring and controlling results against the plans
- 4.2 describe the product or service in terms of:
 - 4.2.1 characteristics; e.g., quality, excellence
 - 4.2.2 labour; e.g., availability, efficiency, effectiveness
 - 4.2.3 suppliers
 - 4.2.4 equipment/technology
 - 4.2.5 property and facilities
 - 4.2.6 cost data

- 4.3 compare and contrast various ways of assessing ventures
- 4.4 identify a set of criteria to assess the venture
- 4.5 explain personal/individual motives in relation to the development and creation of the venture
- 4.6 relate leadership strategies to venture analysis
- 4.7 evaluate the lifestyle implications of the venture
- 4.8 analyze the venture in terms of change and trends projected for the future
- 4.9 prepare a written critique of the venture

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. identify possible life roles related to the skills and content of this cluster

- 6.1 recognize and then analyze the opportunities and barriers in the immediate environment
- 6.2 identify potential resources to minimize barriers and maximize opportunities

COURSE ENT2910: ENT PROJECT B

Level: Intermediate

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: Intermediate project courses must connect with a minimum of two CTS courses, one of which must be at the intermediate level and be in the same occupational area as the project course. The other CTS course(s) can be at any 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. identify possible life roles related to the skills and content of this cluster**
 - 5.1 recognize and then analyze the opportunities and barriers in the immediate environment
 - 5.2 identify potential resources to minimize barriers and maximize opportunities

COURSE ENT2920: ENT PROJECT C

Level: Intermediate

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: Intermediate project courses must connect with a minimum of two CTS courses, one of which must be at the intermediate level and be in the same occupational area as the project course. The other CTS course(s) can be at any 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. identify possible life roles related to the skills and content of this cluster**
 - 5.1 recognize and then analyze the opportunities and barriers in the immediate environment
 - 5.2 identify potential resources to minimize barriers and maximize opportunities

COURSE ENT2950: ENT INTERMEDIATE PRACTICUM

Level: Intermediate

Prerequisite: None

Description: Students apply prior learning and demonstrate the attitudes, skills and knowledge required by an external organization to achieve a credential/credentials or an articulation.

Parameters: This practicum course, which may be delivered on- or off-campus, should be accessed only by students continuing to work toward attaining a recognized credential/credentials or an articulation offered by an external organization. This course must be connected to at least one CTS course from the same occupational area and cannot be used in conjunction with any advanced (3XXX) level course. A practicum course cannot be delivered as a stand-alone course, cannot be combined with a CTS project course and cannot be used in conjunction with the Registered Apprenticeship Program or the Green Certificate Program.

Outcomes: The student will:

- 1. perform assigned tasks and responsibilities, as required by the organization granting the credential(s) or articulation**
 - 1.1 identify regulations and regulatory bodies related to the credential(s) or articulation
 - 1.2 describe personal roles and responsibilities, including:
 - 1.2.1 key responsibilities
 - 1.2.2 support functions/responsibilities/expectations
 - 1.2.3 code of ethics and/or conduct
 - 1.3 describe personal work responsibilities and categorize them as:
 - 1.3.1 routine tasks; e.g., daily, weekly, monthly, yearly
 - 1.3.2 non-routine tasks; e.g., emergencies
 - 1.3.3 tasks requiring personal judgement
 - 1.3.4 tasks requiring approval of a supervisor
 - 1.4 demonstrate basic employability skills and perform assigned tasks and responsibilities related to the credential(s) or articulation
- 2. analyze personal performance in relation to established standards**
 - 2.1 evaluate application of the attitudes, skills and knowledge developed in related CTS courses
 - 2.2 evaluate standards of performance in terms of:
 - 2.2.1 quality of work
 - 2.2.2 quantity of work
 - 2.3 evaluate adherence to workplace legislation related to health and safety
 - 2.4 evaluate the performance requirements of an individual who is trained, experienced and employed in a related occupation in terms of:
 - 2.4.1 training and certification
 - 2.4.2 interpersonal skills
 - 2.4.3 technical skills
 - 2.4.4 ethics

3. demonstrate basic competencies

3.1 demonstrate fundamental skills to:

- 3.1.1 communicate
- 3.1.2 manage information
- 3.1.3 use numbers
- 3.1.4 think and solve problems

3.2 demonstrate personal management skills to:

- 3.2.1 demonstrate positive attitudes and behaviours
- 3.2.2 be responsible
- 3.2.3 be adaptable
- 3.2.4 learn continuously
- 3.2.5 work safely

3.3 demonstrate teamwork skills to:

- 3.3.1 work with others
- 3.3.2 participate in projects and tasks

4. identify possible life roles related to the skills and content of this cluster

- 4.1 recognize and then analyze the opportunities and barriers in the immediate environment
- 4.2 identify potential resources to minimize barriers and maximize opportunities