

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

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

COURSE ENT2030: MARKETING THE VENTURE

Level: Intermediate

Prerequisite: None

Description: Students appraise various marketing strategies and formulate a marketing strategy for a venture.

Parameters: No specialized equipment or facilities.

Outcomes: The student will:

1. describe various marketing strategies in terms of their suitability in reaching the target market for the venture

- 1.1 differentiate between primary and secondary data
- 1.2 conduct basic marketing research from the following sources in order to identify the primary target customer:
 - 1.2.1 primary sources; e.g., observing, interviewing potential customers
 - 1.2.2 secondary sources; e.g., trade magazines, news articles, the Yellow Pages, Statistics Canada
- 1.3 describe the primary target customer for the venture in terms of:
 - 1.3.1 psychographics; e.g., lifestyle, buying habits, attitudes, opinions
 - 1.3.2 demographics; e.g., education level, income, age
 - 1.3.3 geographic; e.g., geographic area
- 1.4 use statistical information to identify the number of potential customers within the marketing area
- 1.5 analyze the following particular ventures in terms of the marketing mix:
 - 1.5.1 product service characteristics; e.g., unique selling points
 - 1.5.2 pricing
 - 1.5.3 distribution channels
 - 1.5.4 promotion

2. describe and implement a marketing strategy for a particular venture

- 2.1 apply the concept of marketing to a particular venture
- 2.2 analyze the relationship between marketing and other venture decisions
- 2.3 describe the decisions that must be made when completing a marketing plan
- 2.4 research sources of assistance and information and create a support network

3. identify the strengths and weaknesses of the marketing strategy and revise the strategy, as necessary

- 3.1 identify various marketing strategies for their applicability in terms of marketing mix for a target market
- 3.2 justify the importance of a marketing program for the venture including:
 - 3.2.1 economic
 - 3.2.2 social
 - 3.2.3 business
- 3.3 compare the various techniques of promotion such as:
 - 3.3.1 advertising
 - 3.3.2 personal selling
 - 3.3.3 free publicity

- 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

COURSE ENT3010: MANAGING THE VENTURE

Level: Advanced

Prerequisite: None

Description: Students develop management procedures for a venture.

Parameters: No specialized equipment or facilities.

Supporting Course: ENT2040: Create the Venture

Outcomes: The student will:

- 1. describe management procedures necessary to implement the venture**
 - 1.1 evaluate the objectives and goals of the venture plan
 - 1.2 create an organizational structure to achieve the goals and objectives of the venture
- 2. manage the venture by making decisions**
 - 2.1 create a plan of action to fulfill venture requirements in terms of:
 - 2.1.1 capital
 - 2.1.2 labour
 - 2.1.3 marketing
 - 2.1.4 production/service
 - 2.2 appraise government regulations dealing with:
 - 2.2.1 health; e.g., *Public Health Act*
 - 2.2.2 safety; e.g., *Occupational Health and Safety Act*
 - 2.2.3 compensation
 - 2.2.4 terms and conditions of employment; e.g., *Canada Labour Code, Employment Standards Act*
 - 2.3 describe ethical and unethical business practices
 - 2.4 create and maintain effective internal/external communication functions
- 3. manage the venture by managing human resources**
 - 3.1 describe the necessary components/strategies of:
 - 3.1.1 recruitment
 - 3.1.2 human resource development
 - 3.2 explain the role of the human resources area within business
 - 3.3 explain the characteristics for a supervisor role
 - 3.4 describe the tangible and intangible components of recognition
- 4. manage the venture by managing finances**
 - 4.1 describe source documents including:
 - 4.1.1 sales receipts
 - 4.1.2 cash register records
 - 4.1.3 cheque stubs
 - 4.2 describe accounting functions including:
 - 4.2.1 cash flow
 - 4.2.2 profit and loss
 - 4.2.3 balance sheet

- 4.3 perform banking functions including:
 - 4.3.1 identify banking institutions
 - 4.3.2 properly complete various forms
- 4.4 create a sample payroll
- 4.5 explain the function of accounts receivable and accounts payable in relation to cash flow
- 5. describe procedures to monitor and revise the venture plan**
 - 5.1 evaluate the impact of working conditions on organizational culture
 - 5.2 explain the impact of morale on productivity
 - 5.3 demonstrate dispute resolution strategies
 - 5.4 demonstrate negotiating skills
 - 5.5 propose a system to deal with tardiness and absenteeism
 - 5.6 devise a plan to encourage:
 - 5.6.1 team building
 - 5.6.2 professionalism
 - 5.7 complete a performance appraisal
- 6. describe the monitoring procedure and revisions to the venture plan**
 - 6.1 identify factors in the venture plan that require monitoring including:
 - 6.1.1 cash flow
 - 6.1.2 customer/client satisfaction
 - 6.1.3 human resource effectiveness
 - 6.1.4 supplies and inventory
 - 6.1.5 other factors
 - 6.2 create a time line indicating when and how often each factor will be monitored
 - 6.3 explain external factors that may affect the venture including:
 - 6.3.1 fluctuating economy
 - 6.3.2 fads
 - 6.3.3 seasonal variations
 - 6.4 propose adjustments to remedy inconsistencies
 - 6.5 identify strategies for changing a plan in progress
 - 6.6 describe circumstances when it may be appropriate to downsize or terminate the venture
 - 6.7 devise a plan to address the requirements and responsibilities involved in downsizing or terminating a venture
- 7. demonstrate basic competencies**
 - 7.1 demonstrate fundamental skills to:
 - 7.1.1 communicate
 - 7.1.2 manage information
 - 7.1.3 use numbers
 - 7.1.4 think and solve problems
 - 7.2 demonstrate personal management skills to:
 - 7.2.1 demonstrate positive attitudes and behaviours
 - 7.2.2 be responsible
 - 7.2.3 be adaptable
 - 7.2.4 learn continuously
 - 7.2.5 work safely
 - 7.3 demonstrate teamwork skills to:
 - 7.3.1 work with others
 - 7.3.2 participate in projects and tasks
- 8. create a transitional strategy to accommodate personal changes and build personal values**
 - 8.1 identify short-term and long-term goals
 - 8.2 identify steps to achieve goals

COURSE ENT3020: EXPANDING THE VENTURE

Level: Advanced

Prerequisite: None

Description: Students explore and assess the elements of success in expanding a venture.

Parameters: No specialized equipment or facilities.

Outcomes: The student will:

1. describe the rationale for expanding a particular venture

- 1.1 analyze the rationale for expanding a particular venture, taking into consideration:
 - 1.1.1 personal criteria; e.g., values, goals, expertise
 - 1.1.2 economic criteria
 - 1.1.3 financial criteria
 - 1.1.4 social/ethical criteria
 - 1.1.5 personal definition of a successful venture
- 1.2 compare personal philosophy with venture goals
- 1.3 evaluate the options available for expansion including:
 - 1.3.1 vertical or horizontal expansion
 - 1.3.2 diversification

2. identify the options available and describe an expansion strategy

- 2.1 identify and appraise the conditions that indicate the possibility for expansion
- 2.2 predict the impact of expansion on the roles within the venture
- 2.3 devise realistic goal expectations for expansion
- 2.4 identify possible directions for expansion
- 2.5 explain the concept of franchising as a means of expanding business
- 2.6 evaluate the benefits and risks
- 2.7 explain the process of establishing franchises

3. describe a plan to expand a particular venture

- 3.1 analyze the limitations resulting from the type of venture involved
- 3.2 design a plan for implementing the expansion
- 3.3 devise a strategy to achieve the expansion that includes:
 - 3.3.1 managing
 - 3.3.2 financing
 - 3.3.3 promotion

4. describe the elements of success in the expanded venture

- 4.1 identify the social consequences
- 4.2 analyze the degree of success in achieving the financial goals
- 4.3 predict the need for future/continued expansion

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. create a transitional strategy to accommodate personal changes and build personal values**
 - 6.1 identify short-term and long-term goals
 - 6.2 identify steps to achieve goals

COURSE ENT3910: ENT PROJECT D

Level: Advanced

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: Advanced project courses must connect with a minimum of two CTS courses, one of which must be at the advanced level and be in the same occupational area as the project course. The other CTS course(s) must be at least 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. create a transitional strategy to accommodate personal changes and build personal values**
 - 5.1 identify short-term and long-term goals
 - 5.2 identify steps to achieve goals

COURSE ENT3920: ENT PROJECT E

Level: Advanced

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: Advanced project courses must connect with a minimum of two CTS courses, one of which must be at the advanced level and be in the same occupational area as the project course. The other CTS course(s) must be at least 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. create a transitional strategy to accommodate personal changes and build personal values**
 - 5.1 identify short-term and long-term goals
 - 5.2 identify steps to achieve goals

COURSE ENT3950: ENT ADVANCED PRACTICUM

Level: Advanced

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 introductory (1XXX) 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. create a transitional strategy to accommodate personal changes and build personal values

- 4.1 identify short-term and long-term goals
- 4.2 identify steps to achieve goals