



Cardinal Leger Secondary School

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We believe that each one, created in the image and likeness of God, is called by name into the Dufferin-Peel community to realize the Ontario Catholic School Graduate Expectations to the fullest extent possible as we all journey from the early years to vocation.

COURSE OUTLINE

Department:	Business and Technology
Course:	Entrepreneurship: Venture Planning in an Electronic Age
Course Code:	BDV 4C1

Common Course Calendar	Course Description:	
	<p>This course provides students with the opportunity to develop and apply entrepreneurial skills through the creation of a venture plan that capitalizes on the potential of e-commerce. Students will research and identify an opportunity for a venture. They will then complete the components of a venture plan that include a website.</p> <p>This course helps students to meet the Ontario Catholic School Graduate Expectations by promoting effective communication, decision-making, problem-solving, time and resource management skills.</p>	
Ministry/ICE Curriculum Documents	Strand/Unit Title	Corresponding Catholic Graduate Expectation Indicators for each Strand/Unit
	<p>E-Commerce and Venture Planning</p> <ul style="list-style-type: none"> Analyse the challenges and opportunities of doing business over the Internet; Evaluate the impact of e-commerce on small business; Evaluate elements of website design for a small business. <p>The Venture Concept</p> <ul style="list-style-type: none"> Analyse the challenges and opportunities of the start-up phase of a business life cycle; Identify and evaluate entrepreneurial opportunities in their community in order to select one well suited to their interests and capabilities; Generate ideas that match their selected entrepreneurial opportunity and assess the idea that is most appropriate for a new venture; Analyse the factors that would influence the form and type of Their venture. <p>Preparing for Start-up</p> <ul style="list-style-type: none"> Analyse the key components of a venture plan; Organize the information and sources of information for the successful start-up of their venture plan; Determine the human and physical resources necessary for their venture; Determine effective ways to manage their venture; Determine the legal requirements of their venture; Determine the financial requirements of their venture. <p>Targeting Customers</p> <ul style="list-style-type: none"> Analyze the size and composition of the potential market for their venture; Develop effective promotional strategies for their venture. <p>Developing a Venture Plan</p> <ul style="list-style-type: none"> Produce, using appropriate computer software, the elements of a venture plan, including a production plan, marketing plan, human resources plan, management plan, and financial plan that are most appropriate; Design a website as part of their venture plan; Assess and finalize the venture plan to assess the viability of their venture. 	<p>CGE2e</p> <p>CGE2b</p> <p>CGE3c</p> <p>CGE3f</p> <p>CGE4f</p>

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Assessment and Evaluation:

Category Weightings	Weight %
Knowledge/Understanding	20
Thinking	25
Application	30
Communication	25

Final Summative Assessments	Overall Weighting
Term Work	70 %
Exam	20%
Culminating Task	10%
	100%

Learning Skills and Work Habits

E= excellent G= good S=satisfactory N= needs improvement

Responsibility	<ul style="list-style-type: none"> takes responsibility for and manages own behavior completes and submits class work, homework, and assignments according to agreed-upon timelines
Organization	<ul style="list-style-type: none"> establishes priorities and manages time identifies, gathers, evaluates, and uses information, technology, and resources to complete tasks
Independent Work	<ul style="list-style-type: none"> independently monitors, assesses, and revises plans to complete and meet goals uses class time appropriately to complete tasks
Collaboration	<ul style="list-style-type: none"> accepts various roles and an equitable share work in a group builds healthy peer-to-peer relationships
Initiative	<ul style="list-style-type: none"> Looks for and acts on new ideas and opportunities Approaches new tasks with a positive attitude
Self-Regulation	<ul style="list-style-type: none"> Sets own goals and monitors progress towards achieving them Seeks clarification or assistance when needed