

St. Clair Catholic District School Board

STUDENT INFORMATION SHEET / OUTLINE OF COURSE OF STUDY

School:	Ursuline College Chatham		
Department:	Business	Program Head:	Mr. Dodok
Ministry Document:	The Ontario Curriculum Grades 11 and 12, Business Studies		
Course Title:	Entrepreneurship: Venture Planning in an Electronic Age	Course Type:	College
Grade: 12	Course Code: BDV 4C	Credit: Full	Prerequisite: None
Teacher(s):			

Course Description:

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 includes a website.

Curriculum:

	Strand	Students will:
1	E-Commerce and Venture Planning	<ul style="list-style-type: none"> • analyze the challenges and opportunities of doing business on the Internet; • evaluate the impact of e-commerce on small business; • evaluate elements of website design for a small business.
2	The Venture Concept	<ul style="list-style-type: none"> • analyze 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; • analyze the factors that would influence the form and type of their venture.
3	Preparing for Start-up	<ul style="list-style-type: none"> • analyze the key components of a venture plan; • organize the information and sources of information needed for the successful start-up of their venture; • determine the human and physical resources needed for their venture; • determine effective ways to manage their venture;

		<ul style="list-style-type: none"> • determine the legal requirements of their venture; • determine the financial requirements and sources of financing for their venture.
4	Targeting Customers	<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
5	Developing a Venture Plan	<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 for their proposed venture; • design a website as part of their venture plan; • assess and finalize the venture plan, including the website, and use it to assess the viability of their venture.

Assessment and Evaluation:

Term Work - 70% of overall mark (Quizzes, Tests, Assignments, Presentations, Case Studies, Projects)

Final Summative Evaluation - 30% of overall mark (Exam & Culminating Task - Venture Plan and Website)

Achievement Chart Category	Description	Weighting
Knowledge & Understanding	<ul style="list-style-type: none"> - knowledge of business content such as facts, vocabulary, terms and procedures - comprehension of the meaning and significance of business concepts, principles, theories, relationships 	25%
Thinking & Inquiry	<ul style="list-style-type: none"> - the use of critical and creative thinking skills and/or practices, e.g. planning and organizing a project, analyzing and interpreting information, evaluating business situations, decision making, problem solving 	20%
Application	<ul style="list-style-type: none"> - application of knowledge and skills to familiar contexts - transfer of knowledge and skills to new contexts - making connections within and between various contexts 	35%
Communication	<ul style="list-style-type: none"> - conveying of meaning through various forms (oral, visual, written, electronic) - effective use of conventions, vocabulary and terminology - communication for different audiences and purposes - clear and logical expression and organization of ideas 	20%

All Students Must abide by the Board's Acceptable Use Policy that can be found on the Board's website.

Key Dates, Special Events and Additional Considerations:

Teaching/ Learning Strategies:

Instruction in this course will include - but will not be limited to

Group work

Whole class activities

Labs

Videos

Pairs activities

Lectures

Presentations

Simulations

School, Department and Classroom Policies:

The following policies apply to this course:

- No food, drink, gum or water is allowed in the computer lab
- Respect each other and your teacher at all times
- Log into the computer at designated times only
- Use your day planner on a daily basis for assignments
- No CD players are to be on during class time
- Adhere to the School's Acceptable Use Police for Computers

To the Student and Parent(s) or Guardian(s):

We have read and understood this Student Information Sheet / Outline of Course of Study.

Course Code: BDV 4C **Subject:** Entrepreneurship in the Digital Age

Student:

Parent/Guardian

:

Date:

Date:
