

MODULE CURRICULUM AND ASSESSMENT STANDARDS:

SECTION F: ADVANCED LEVEL

The following pages define the curriculum and assessment standards for the advanced level of Enterprise and Innovation.

Advanced level modules demand a higher level of expertise and help prepare students for entry into the workplace or a related post-secondary program.

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MODULE ENT3010: MANAGING THE VENTURE

Level: Advanced

Theme: Making It Happen

Prerequisite: None

Module Description: Students develop management procedures for a venture.

Module Parameters: No specialized equipment or facilities.

Supporting Module: ENT2040 Implementing the Venture

Curriculum and Assessment Standards

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> • describe management procedures necessary to implement the venture • manage the venture by performing the following functions: <ul style="list-style-type: none"> – making decisions – managing human resources – managing finances 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> • an organizational chart outlining the structure of one of the following: <ul style="list-style-type: none"> – his or her own venture. <p><i>Assessment Tool</i> <i>Framework for Assessing Organizational Chart, ENT3010–1</i></p> <p><i>Standard</i> <i>A minimum performance rating of 3 in each applicable area of assessment</i></p>	10
	<ul style="list-style-type: none"> • a portfolio. For each job title, describe a minimum of five of the following: <ul style="list-style-type: none"> – management functions – components of effective leadership – motivation – dispute resolution – team building. <p><i>Assessment Tool</i> <i>Framework for Assessing Organizational Chart, ENT3010–1</i></p> <p><i>Standard</i> <i>A minimum performance rating of 3 in each applicable area of assessment</i></p>	20

MODULE ENT3010: MANAGING THE VENTURE (continued)

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> • describe critical risks, and develop contingency procedures • describe the monitoring procedure and revisions to the venture plan 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> • a contingency plan: Given three problem scenarios, the student will develop a contingency plan for each example: <ul style="list-style-type: none"> – drop-in demand for product – human resource complication – major delay in production – new competition in the market. <p><i>Assessment Tool</i> <i>Framework for Assessing Contingency Plans, ENT3010–2</i></p> <p><i>Standard</i> <i>A minimum performance rating of 3 in each applicable area of assessment</i></p>	45
	<ul style="list-style-type: none"> • an oral presentation on the status of the venture addressing the following: <ul style="list-style-type: none"> – current position, highlighting the strengths, weaknesses and revisions necessary. <p><i>Assessment Tool</i> <i>Framework for Assessing Venture Progress, ENT3010–3</i></p> <p><i>Standard</i> <i>A minimum performance rating of 3 in each applicable area of assessment</i></p>	20
	<ul style="list-style-type: none"> • reflection record consisting of identification of personally significant knowledge, skills and attitudes within the context of management. <p><i>Assessment Tool</i> <i>Framework for Assessing a Reflection Record, ENT3010–4</i></p> <p><i>Standard</i> <i>A minimum of five of nine criteria must be completed with supportive evidence as outlined</i></p>	5

MODULE ENT3010: MANAGING THE VENTURE (continued)

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> demonstrate basic competencies. 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> observations of individual effort and interpersonal interaction during the learning process. <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	<p>Integrated throughout</p>

Concept	Specific Learner Expectations	Notes
<p>Making Decisions</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> evaluate the objectives and goals of the venture plan create an organizational structure to achieve the goals and objectives of the venture create a plan of action to fulfill venture requirements in terms of: <ul style="list-style-type: none"> capital labour marketing production/service appraise government regulations dealing with: <ul style="list-style-type: none"> health (<i>Public Health Act</i>) safety (<i>Occupational Health and Safety Act</i>) compensation terms and conditions of employment (Canada Labor Code, <i>Employment Standards Act</i>) describe ethical and unethical business practices create and maintain effective internal/external communication functions. 	<p>WHMIS See: ATEC Occupational Standards.</p>

MODULE ENT3010: MANAGING THE VENTURE (continued)

Concept	Specific Learner Expectations	Notes
<p>Managing Human Resources</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • describe the necessary components/strategies of: <ul style="list-style-type: none"> – recruitment – human resources development • explain the role of the Human Relations Department within business • explain characteristics for a supervisor role • describe the components of recognition: <ul style="list-style-type: none"> – tangible – intangible • evaluate impact of working conditions on organizational culture • explain impact of morale on productivity • demonstrate dispute resolution strategies • demonstrate negotiating skills • propose a system to deal with tardiness and absenteeism • devise a plan to encourage: <ul style="list-style-type: none"> – team building – professionalism • complete a performance appraisal. 	<p>E.g., pay, days off, Certificate of Performance.</p>
<p>Managing Finances</p>	<ul style="list-style-type: none"> • describe source documents: <ul style="list-style-type: none"> – sales receipts – cash register records – cheque stubs • describe accounting functions: <ul style="list-style-type: none"> – cash flow – profit and loss – balance sheet • perform banking functions: <ul style="list-style-type: none"> – identify banking institutions – properly complete various forms • create a sample payroll • explain the function of accounts receivable and accounts payable in relation to cash flow. 	

MODULE ENT3010: MANAGING THE VENTURE (continued)

Concept	Specific Learner Expectations	Notes
Monitoring	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • identify factors in the venture plan that require monitoring: <ul style="list-style-type: none"> – cash flow – customer/client satisfaction – human resources effectiveness – supplies and inventory – other factors • create a timeline indicating when and how often each factor would be monitored • explain external factors that may affect the venture: <ul style="list-style-type: none"> – fluctuating economy – fads – seasonal variations • propose adjustments to remedy inconsistencies • identify strategies for changing a plan in progress • describe circumstances when it may be appropriate to downsize or terminate the venture • devise a plan addressing the requirements and responsibilities involved in downsizing or terminating a venture. 	

MODULE ENT3020: EXPANDING THE VENTURE

Level: Advanced

Theme: Making It Happen

Prerequisite: None

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

Module Parameters: No specialized equipment or facilities.

Curriculum and Assessment Standards

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> • describe the rationale for expanding a particular venture • identify the options available, and describe an expansion strategy 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> • a written synopsis and/or oral presentation that includes: <ul style="list-style-type: none"> – the rationale for expansion taking into consideration <ul style="list-style-type: none"> • personal criteria: <ul style="list-style-type: none"> - values - goals - expertise • economic criteria • financial considerations • social/ethical considerations • personal definition of a “successful” venture – an analysis of options available which could include: <ul style="list-style-type: none"> • managing, financing, promotion strategies • vertical or horizontal expansion • diversification – the rationale for selection one of the above options: <ul style="list-style-type: none"> • taking into consideration personal philosophy • a plan for implementation. <p><i>Assessment Tool</i> <i>Framework for Assessing Expansion of the Venture, ENT3020–1</i></p> <p><i>Standard</i> <i>A minimum performance rating of 3 in each applicable area of assessment</i></p>	<p>40</p>

MODULE ENT3020: EXPANDING THE VENTURE (continued)

Concept	Specific Learner Expectations	Notes
Analyzing Expansion Potential	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • analyze the rationale for expanding a particular venture, taking into consideration: <ul style="list-style-type: none"> – personal criteria: <ul style="list-style-type: none"> • values • goals • expertise – economic criteria – financial considerations – social/ethical considerations – personal definition of a “successful” venture • compare personal philosophy with venture goals • evaluate the options available for expansion: <ul style="list-style-type: none"> – vertical or horizontal expansion – diversification. 	
Making the Decision	<ul style="list-style-type: none"> • identify and appraise the conditions that indicate the possibility for expansion • predict the impact of expansion on the roles within the venture • devise realistic goal expectations for expansion • identify possible directions for expansion. 	
Developing the Expansion	<ul style="list-style-type: none"> • analyze the limitations resulting from the type of venture involved • design a plan for implementing the expansion • devise a strategy to achieve the expansion: <ul style="list-style-type: none"> – managing – financing – promotion. 	
Monitoring and Assessing the Expansion	<ul style="list-style-type: none"> • identify the social consequences • analyze the degree of success in achieving the financial goals • evaluate the elements of “success” (as personally defined) of the expanded venture • predict the need for future/continued expansion. 	

MODULE ENT3020: EXPANDING THE VENTURE (continued)

Concept	Specific Learner Expectations	Notes
Franchising	<p><i>The student should:</i></p> <ul style="list-style-type: none">• explain the concept of franchising as a means of expanding business• evaluate the benefits and risks• explain the process of establishing franchises• explain career opportunities within franchising.	