

# ENTERPRISE AND INNOVATION

## SECTION H: LINKAGES/TRANSITIONS

This section of the Guide has been designed to provide an overview of linkages and transitions of CTS modules with a number of organizations. The charts and information presented in this section will assist CTS students and teachers in understanding the potential application of CTS modules as students move into the workplace.

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## LINKAGES/TRANSITIONS

### LINKAGES

#### With Other CTS Strands

In Enterprise and Innovation, students have the opportunity to develop and implement venture plans. These venture plans could be community-, public-service or profit-related. Students are

encouraged to link the competencies they have developed through past experiences, hobbies and interests with and between core and complementary courses. Linkages between Enterprise and Innovation and other programs will vary according to the type and sophistication of the venture. The following charts outline potential linkages.

Strand	Module
Agriculture	Field Crops 1 (Materials & Processes) Livestock/Poultry 1 (Materials & Processes) Landscape/Turf Management 1 (Maintenance Practices) Equine 1 (Materials & Processes) Floral Design 1 (Projects for All Occasions)
Career Transitions	Project modules
Communication Technology	Presentation and Communication 1 Photography modules Audio/Video modules Photojournalism Printing modules Media & You Media Design & Analysis 1, 2
Community Health	Community Volunteerism
Construction Technologies	Finishing & Refinishing Manufacturing Systems Furniture Making modules Cabinetmaking modules Product Development Production Planning Production Management
Cosmetology Studies	Hair and Scalp Care modules Skin Care modules Haircutting modules Male Facial Grooming modules Nail Care modules Theatrical Makeup modules
Design Studies	The Design Process Design—Applications modules Portfolio Presentation
Electro-Technologies	Electrical Servicing

<b>Strand</b>	<b>Module</b>
Energy and Mines	Fundamentals of Recycling
Fabrication Studies	Production Systems Custom Fabrication Prefabrication Principles
Fashion Studies	Repair & Recycle Activewear Sewing for Others Upholstery
Financial Management	Service Business modules Merchandising Business modules Financial Simulation
Foods	Food Safety & Sanitation Food Venture Food Presentation Entertaining with Food The Food Entrepreneur
Forestry	Making a Difference The Forest Marketplace
Information Processing	Keyboarding modules Word Processing modules Graphics Tools Spreadsheet modules Correspondence Reports Tables/Forms Software Integration modules
Legal Studies	Labour Law Environmental Law Law & Small Business
Logistics	Purchasing modules
Management and Marketing	Management & Marketing Basics Quality Customer Service Communication Strategies 1 Promotion: Visual Merchandising Promotion: Advertising Retail Operations Setting Up a Retail Store Managing for Quality The Business Organization Business in the Global Marketplace

Strand	Module
Mechanics	Vehicle Service and Care Vehicle Detailing Vehicle Maintenance Touch-up & Finishing Interior Repairs Glass Replacement
Tourism	The Food Sector The Accommodation Sector The Travel Sector The Attractions Sector
Wildlife	Outdoor Experiences modules Making a Difference (Protection & Stewardship)

***Linking with Management & Marketing: In Junior High***

The following modules may be offered at the junior high level:

- Challenge & Opportunity
- Planning a Venture
- Implementing the Venture

These modules could also be combined with the following Management and Marketing modules:

- Management & Marketing Basics
- Quality Customer Service
- Communication Strategies 1

When planning, it should be taken into consideration that the introductory Management and Marketing modules could enhance Enterprise and Innovation modules. Basic economic, management and marketing concepts are introduced in Management and Marketing Basics and basic consumer behaviour concepts in Quality Customer Service. As well, Quality Customer Service offers practical hands-on skills for selling the product and/or service in Implementing the Venture. All of these concepts can enhance the success of Enterprise and Innovation. For schools wishing to offer a Grade 7, 8 and 9 program, these modules could be offered during a student's junior high career. Other modules from other strands that could enhance the study of Enterprise and Innovation and Management and Marketing include:

Linkages/Transitions

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- Career Transition Project Modules (Introductory Level)
- Introduction to Financial Management (Introductory Level)
- Logistics (Introductory Level Modules)

***Linking with Management & Marketing: In Senior High***

All introductory, intermediate and advanced modules may be offered to senior high students. However, some students may have some of the competencies identified through the following courses or involvement in:

- junior high Enterprise and Innovation/ Management and Marketing courses
- school/community associations (e.g., Peer Support, Student Government, Junior Achievement)
- a family business
- an enterprising initiative of their own (e.g., lawn maintenance, snow removal, baby-sitting, house sitting, pet care).

Students may wish to challenge part or all of the module learner expectations in certain modules.

Enterprise and Innovation, Marketing the Venture and Managing the Venture focus on practical aspects and pertain to the specific venture. Concepts in the Management and Marketing modules are approached from a theoretical perspective and are explored in depth. While the

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terminology is the same the content does not overlap.

Following are a few examples of possible module groupings into sample courses. There are 8 modules in Enterprise and Innovation. The Business and Marketing Systems and Strategies theme in Management and Marketing offer an additional 12 modules. It is possible to offer a 10–12 credit or 15–18 credit course through the integration of these two strands. (*See the Extended Scope and Sequence chart in this section showing both strands.*)

At the introductory level, students can gain in exploring opportunities and planning a venture. This gives them an opportunity to assess ideas. At the intermediate level, students can expand their experience to plan, implement and market a venture. During this time they can identify their strengths and weaknesses (e.g., management, sales, promotion, recordkeeping, finance). At the advanced level, students can select modules that develop their weaknesses or enhance their strengths.

*3–6 Credit Introductory Course (choose 3–6 modules)*

- Challenge & Opportunity
- Management & Marketing Basics
- Planning a Venture.

Two additional Management & Marketing modules will enhance a venture:

- Quality Customer Service
- Promotion: Advertising

Three additional Enterprise & Innovation modules focus on a venture:

- Implementing the Venture
- Marketing the Venture
- Managing the Venture.

*3–6 Credit Intermediate Course (choose 3–6 modules) which focus on establishing a venture*

- Planning the Venture
- Managing the Venture
- Marketing the Venture
- Promotion: Visual Merchandising
- Promotion: Advertising
- Financing a Venture
- Retail Operations
- Setting Up a Retail Store
- Implementing the Venture.

*3–6 Credit Advanced Course (choose 3–6 modules) with the Focus on Management*

- Implementing the Venture
- Managing for Quality
- The Business Organization
- Managing the Venture
- Business in the Global Marketplace
- Expanding the Venture
- One other module from ENT or MAM
- A leadership module from CTR.

***Linking With Logistics***

Logistics is the movement of goods from the producer to the consumer. It links directly with one of the four submixes in marketing called place. Within the place, submix decisions regarding distribution channels and modes of transportation to use are made. The modules that focus on place and that have strong links with Logistics include:

- Planning a Venture
- Implementing the Venture
- Expanding the Venture.

***Linking With Fashion Studies***

The Fashion Studies business/merchandising theme links with Enterprise & Innovation modules in Venture Planning and Implementation. Specific modules include:

Fashion      Fashion Merchandising  
                    Fashion Retailing

ENT Challenge & Opportunity  
 Planning a Venture  
 Analyzing Ventures  
 Marketing the Venture  
 Implementing the Venture  
 Expanding the Venture

**Linking With Cosmetology**

These modules can be adapted to support Cosmetology careers, in that they can relate to self-employment and establishing a cosmetology-related business operation.

Students interested in Fashion Merchandising should refer to the Fashion Studies linkages section for an extended scope and sequence.

Following are a few examples of possible module groupings into sample courses. Although there are only eight Enterprise and Innovation modules, it is possible to offer a 10-credit or 15-credit course by “importing” modules from the other CTS strands.

**Enterprise and Innovation Sample Courses**

	<b>3-credit</b> <small>(No previous experience)</small>	<b>3-credit</b> <small>(Previous experience plus one of choice)</small>	<b>5-credit</b> <small>(Plus two of choice)</small>	<b>8-credit</b>	<b>10-credit</b> <small>(Plus two modules from other CTS strands★)</small>	<b>15-credit</b> <small>(Plus seven modules from other CTS strands★)</small>
Challenge and Opportunity	✓		✓	✓	✓	✓
Planning a Venture	✓		✓	✓	✓	✓
Analyzing Ventures				✓	✓	✓
Financing Ventures		✓		✓	✓	✓
Marketing the Venture				✓	✓	✓
Implementing the Venture	✓	✓	✓	✓	✓	✓
Managing the Venture				✓	✓	✓
Expanding the Venture				✓	✓	✓

Potential linkages of Enterprise and Innovation with other CTS strands, determined by course emphasis and area of specialization, are identified in this section (see “Enterprise and Innovation: Connections with Other CTS Strands” and “Enterprise and Innovation in Junior High”).

**With Other Secondary Programs**

Enterprise and Innovation has linkages with Mathematics, Language Arts, Economics and Social Studies. Depending on the venture selected, there may be linkages with other courses. Potential linkages of Enterprise and Innovation with other core and complementary subject areas across the curriculum are identified in this section (see “Enterprise and Innovation: Connections Across the Curriculum”).

## **TRANSITIONS**

### **To the Workplace**

All modules are designed to provide students with the knowledge, skills and attitudes that are required in the workplace, whether as a volunteer, an employer or an employee. Enterprise and Innovation may be offered in any context and therefore may articulate with any occupational area.

### **To Related Post-secondary Programs**

The nature of Enterprise and Innovation provides the flexibility for students to undertake ventures of personal significance. As a result, Enterprise and Innovation may be offered in any context and therefore may articulate with any occupational area; e.g., Agriculture, Construction Technologies, Cosmetology, Tourism Studies, Foods. There is also articulation with business-related programs; e.g., Management and Marketing, Financial Management and Legal Studies. For specific post-secondary programs, refer to this section for the appropriate strand.

An outline of post-secondary institutions in Alberta currently offering programs in enterprise- and innovation-related areas is provided in this section (see “Enterprise and Innovation: Summary of Related Post-secondary Programs”).

## **CREDENTIALLING**

No opportunities for credentialling are available in the Enterprise and Innovation Strand.

**LINKAGES – Enterprise and Innovation: Connections with Other CTS Strands**

Enterprise and Innovation Modules	Other CTS Strands																					
	Agriculture	Career Transitions	Communication Technology	Community Health	Construction Technologies	Cosmetology Studies	Design Studies	Electro-Technologies	Energy and Mines	Fabrication Studies	Fashion Studies	Foods	Financial Management	Forestry	Information Processing	Legal Studies	Logistics	Management and Marketing	Mechanics	Tourism Studies	Wildlife	
<b>Theme: Getting the Idea</b>																						
ENT1010: Challenge & Opportunity																						
<b>Theme: Preparing for Action</b>																						
ENT1020: Planning a Venture																						
ENT2010: Analyzing Ventures																						
ENT2020: Financing Ventures																						
<b>Theme: Making It Happen</b>																						
ENT2030: Marketing the Venture																						
ENT2040: Implementing the Venture																						
ENT3010: Managing the Venture																						
ENT3020: Expanding the Venture																						

Provides many direct links with competencies in this strand. Students will reinforce, extend and apply a substantial number of knowledge and/or skill components in practical situations.



Provides some links with competencies developed in this strand, usually through the application of related technologies and/or processes.



## LINKAGES – *Enterprise and Innovation in Junior High*

<u>Course Emphasis</u>	<u>Enterprise &amp; Innovation Modules</u>	<u>Management &amp; Marketing Modules</u>
Leadership (3 modules)	Challenge & Opportunity <i>ENT1010</i>	Management & Marketing Basics <i>MAM1010</i>
	Planning a Venture <i>ENT1020</i>	
Making It Happen (4 modules)	Challenge & Opportunity <i>ENT1010</i>	Quality Customer Service <i>MAM1020</i>
	Planning a Venture <i>ENT1020</i>	
	Implementing the Venture <i>ENT2040</i>	

**LINKAGES – Enterprise and Innovation: Connections Across the Curriculum**

Enterprise and Innovation Modules	Across the Curriculum																		
	Junior High						Senior High												
	Language Arts	Social Studies	Mathematics	Science	Health & PLS	Physical Education	Fine Arts	English	Social Studies	Mathematics	Science (General)	Biology	Chemistry	Physics	CALM	Physical Education	Fine Arts	Social Sciences	Second Language
<b>Theme: Getting the Idea</b>																			
ENT1010: Challenge & Opportunity	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
<b>Theme: Preparing for Action</b>																			
ENT1020: Planning a Venture	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
ENT2010: Analyzing Ventures			■																
ENT2020: Financing Ventures			■																
<b>Theme: Making It Happen</b>																			
ENT2030: Marketing the Venture			■				■		■								■		
ENT2040: Implementing the Venture	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
ENT3010: Managing the Venture			■																
ENT3020: Expanding the Venture			■					■											

Provides many direct links with content in this strand. Students will reinforce, extend and apply a substantial number of knowledge and/or skill components in practical situations.



Provides some links with competencies developed in this strand, usually through the application of related technologies and/or processes.



**TRANSITIONS – Enterprise and Innovation: Summary of Related Post-secondary Programs**

	PUBLIC COLLEGES										APPRENTICESHIP TRADE	PRIVATE COLLEGES					TECH. INST.	Banff	UNIVERSITIES				VOCATIONAL COLLEGES				
	Alberta College of Art & Design Fairview College	Grande Prairie Regional College	Grant MacEwan Community College	Keyano College	Lakeland College	Lethbridge Community College	Medicine Hat College	Mount Royal College	Olds College	Red Deer College		Alberta College	Augustana University College	Canadian Union College	Concordia College	King's University College, The	North American Baptist College	Northern Alberta Institute of Technology	Southern Alberta Institute of Technology	Banff Centre	Athabasca University	University of Alberta	University of Calgary	University of Lethbridge	AVC - Calgary	AVC - Edmonton	AVC - Lac La Biche
Administration (including Employee Benefits Planning, Hotel Restaurant, Human Resource Management & Organizational Studies, Insurance, Labour Relations, Local Government, Personnel, Public and Senior Executive Fellows)			CD	CD			CD		CD								VC	CD	V	CB(3y)B (4y)	VCD M	C	CB M				
Business/Business Administration & Commerce (including degree programs in Accounting, Finance, Human Resources, Industrial & Legal Relations, International Business, Management & Marketing)			2t	2t	2t	1t	V	1t2t	2t			1t	B	B2t	B					2tB (3y)	BMP hD	BMP hD	BM				
Business Administration		CD	CD	CD	C	CD	D	CD	CD	D	CD	D (10m)	D				D	CD		C			C			C1t	C
Management (including certificate & diploma programs in Agricultural, Business Enterprises & Self-Governing Systems of Indian, Inuit & Metis People, etc.)		D	D	CD		D	CD	D2t	D2t	CD	C2t		B			VC D	CD	V	B	C	C	CD	V				C

**CODES:** B Bachelor's Degree D Diploma (2 years) w weeks  
M Master's Degree V Varies m months  
Ph.D. Doctoral Degree 1t One-year transfer y years  
C Certificate (1 year or less) 2t Two-year transfer

\*Information taken from "It's About Time: To Start Thinking About Your Future," Advanced Education and Career Development, 1995.