
ENTERPRISE AND INNOVATION

B. STRAND RATIONALE AND PHILOSOPHY

Enterprising individuals are agents of change. They make things happen. They recognize opportunities for improvement in goods, services and processes and undertake to mobilize resources to meet challenges and to innovate. Enterprising individuals develop new ways of responding to the many changes and challenges we face in an increasingly competitive and interrelated world.

Schools can play a key role in helping students become more enterprising and innovative. Enterprise and Innovation, a strand in Career and Technology Studies, is designed to challenge high school students of all ability levels to expand their confidence, experience and skills as innovators and leaders, encouraging them to recognize how these competencies can help them succeed in any career, whether as a volunteer, an employer or an employee.

One career area, entrepreneurship, depends particularly on the individual's ability to be enterprising and innovative. **Entrepreneurship** involves the recognition of opportunities—needs, wants and problems—and the use of resources to implement innovative ideas for new, thoughtfully planned ventures. **Intrapreneurship** is entrepreneurship occurring within an existing organization.

Throughout Enterprise and Innovation, entrepreneurship will be used frequently as the

context for learning, helping students develop expertise in:

- identifying opportunities
- monitoring and revising plans as necessary
- marshalling resources
- developing sensitivity to the needs and wants of client groups
- developing and implementing plans
- building teamwork and leadership skills.

Within a secure and supportive environment, students will have opportunities to develop and implement venture plans, either in simulation or in real terms. These venture plans could be community-, public service- or profit-related. Through these ventures, students will develop numeracy, communication, decision-making and social skills. Students will be encouraged to link the competencies they have developed through past experiences, hobbies and interests with those developed in core and complementary courses.

Ventures can take many forms. For example, students might:

- establish a business venture
- establish a volunteer, community or service program
- plan, market and manage an event or a conference
- produce, market and distribute a book or video.

These venture plans link technical, managerial, enterprise and innovation competencies. At the same time, opportunities to understand career options better can help students invest their energies more effectively in those occupational areas they prefer and in which they have the aptitude to succeed. The program helps students understand basic economic principles and business processes. In addition, students develop an increased awareness and appreciation of the roles of small business, entrepreneurship and self-employment in society.

High school students make crucial career decisions as they move toward independence and adult responsibilities. In view of the frequent career changes that students can expect to experience throughout their work life, they need to develop competencies that can be transferred readily. They need to be able to recognize an opportunity and to develop confidence in their ability to act on that opportunity. This process involves identifying and assessing their strengths, aptitudes and interests as they prepare to leave high school and continue in post-secondary programs or move directly into the workplace.

Within the philosophy of Career and Technology Studies, *students* in Enterprise and Innovation will:

- identify and enhance personal motivation; self-concept; and the knowledge, skills and attitudes that foster enterprise and innovation in all kinds of endeavours, such as business ventures, community ventures and nonprofit ventures. Skills included are:
 - creative thinking
 - goal setting
 - communicating
 - researching/organizing
 - decision making/problem solving
 - team building
 - managing
 - planning

- develop greater awareness of the roles of business, entrepreneurship and intrapreneurship in our society and the global economy
- translate change and challenge into a viable opportunity by identifying options, resources and sources of support.

Learner expectations defined in Enterprise and Innovation comprise the competencies to help students become:

- more comfortable with change and innovation
- more entrepreneurial or intrapreneurial in any career, whether as a volunteer, an employer or an employee
- more accepting of both success and failure as learning opportunities
- more sophisticated consumers of business services
- more aware of public and private sector development initiatives and investments.

STRAND ORGANIZATION

THEMES

Themes provide the guiding focus for individual modules. This CTS strand has three themes.

Getting the Idea

Students learn to recognize opportunities and generate ideas to meet society's needs in creative, new and innovative ways.

Preparing for Action

Students are challenged to formalize their venture planning skills by examining the elements of planning and the various methods of identifying, assessing and minimizing risk. Using this knowledge, they select, plan and assess a specific venture. Students have the opportunity to analyze and assess the financing alternatives and feasibility of various ventures.

Making It Happen

Students have a venture plan, which they put into action. They "Make It Happen". Students apply management and marketing strategies to their venture and, if appropriate, may also expand it.

CONCEPTS

Certain concepts important in the Enterprise and Innovation strand are integrated throughout the modules. Emphasis varies according to the module content and context. These concepts are:

- **Recognizing Opportunity:** Students learn to recognize opportunity, whether it is a problem to solve, a societal trend to address, or a way to improve a product, process or service
- **Getting Ideas:** Students develop skills in creative thinking and teamwork by generating ideas and alternatives that address a need or opportunity or solve a problem

- **Planning/Organizing:** Students are challenged to formalize their venture-planning skills, apply personal goal-setting and problem-solving strategies, secure resources and develop methods to meet human resources needs, financial needs and the marketing, production and service requirements to implement a venture. Students apply the theories of planning and management to their venture
- **Analyzing/Assessing:** Students learn to develop criteria for assessment of venture alternatives and to analyze the feasibility of the venture at various stages of planning and implementation
- **Management:** The management process of decision making, problem solving and analyzing is an integral part of all Enterprise and Innovation modules
- **Considering Career Options:** Career exploration is integrated throughout the Enterprise and Innovation strand. Through the process of creating and implementing a venture, students develop skills in creative thinking, goal setting, communicating, research/organizing, decision making, problem solving, team building, managing and planning. These competencies help students become more entrepreneurial or intrapreneurial in any career, whether as a volunteer, an employer or an employee.

