

MODULE ENT1010: CHALLENGE & OPPORTUNITY

Level: Introductory

Theme: Getting the Idea

Prerequisite: None

Module Description: Students identify, compare and assess a variety of venture opportunities and ideas, and investigate career paths and possibilities where enterprise and innovation are particularly important.

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">demonstrate competencies in:<ul style="list-style-type: none">identifying opportunitiescreating and generating ideasestablishing needs, wants and prioritiesassessing alternativesassessing environmental impactdescribe career options where enterprise and innovation are particularly important	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none">logbook record consisting of entries as outlined in the “Framework for Logbook Record.” The focus is on creativity; therefore, there are no right or wrong answers. <p><i>Assessment Tool</i> <i>Logbook Record Checklist, ENT1010–1</i> <i>Group Member Effectiveness Observation Form, ENTGRP</i> <i>Interview Guidelines, ENTITV</i></p> <p><i>Standard</i> <i>All applicable sections have been completed</i></p>	60

MODULE ENT1010: CHALLENGE & OPPORTUNITY (continued)

Concept	Specific Learner Expectations	Notes
Generating Ideas	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • demonstrate skills in generating ideas, alternatives and strategies • outline conditions needed to promote idea generation and change initiation • explain “failure of a business venture” as an opportunity to learn • show sensitivity and respect for the perspectives, needs, wants and priorities of others • demonstrate characteristics of creative thinking. 	
Planning a Venture	<ul style="list-style-type: none"> • identify various means of entering business: <ul style="list-style-type: none"> – start a new business – purchase a business – purchase a franchise – multilevel marketing • analyze common forms of business ownership: <ul style="list-style-type: none"> – sole proprietorship – partnership – corporation – franchise – cooperative – conglomerate – multinational – crown corporation • identify non-profit ventures (e.g., community organizations) • describe briefly the process of creating a venture plan: <ul style="list-style-type: none"> – rationale – goals/objectives – research – resources – market analysis – risk assessment – financial analysis – success strategy 	<p>This may link with Community Health module CMH2030, Community Volunteerism.</p>

MODULE ENT1010: CHALLENGE & OPPORTUNITY (continued)

Concept	Specific Learner Expectations	Notes
<p>Planning a Venture (continued)</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • describe the important components of a venture plan: <ul style="list-style-type: none"> – description/objectives – market research and analysis – marketing plan – production/service plan – financial plan – human resources/organizational plan • describe regulations and social responsibilities that limit venture alternatives: <ul style="list-style-type: none"> – legal – social – ethical – environmental – cultural – political – economic. 	
<p>Assessing a Venture</p>	<ul style="list-style-type: none"> • describe criteria for assessing the feasibility of ideas and strategies • apply feasibility criteria to venture alternatives • prepare a feasibility analysis of a venture idea: <ul style="list-style-type: none"> – brief description – objectives – resources required to achieve objectives – time line. 	

MODULE ENT1010: CHALLENGE & OPPORTUNITY (continued)

Concept	Specific Learner Expectations	Notes
Considering Career Options	<p><i>The student should:</i></p> <ul style="list-style-type: none">• outline personal characteristics and skills of enterprising individuals and organizations• outline the meaning, role and responsibility of entrepreneurs and intrapreneurs in society, and how they initiate change• create a personal profile to assess own entrepreneurial/intrapreneurial potential• analyze the factors that lead to career decisions and opportunities/risks• evaluate career paths to which enterprise and innovation are particularly important• relate personal goals to goal setting and career options as an entrepreneur or intrapreneur.	

