

MODULE ENT2010: ANALYZING VENTURES

Level: Intermediate

Theme: Preparing for Action

Prerequisite: None

Module Description: Students gather and analyze data to make informed decisions about the feasibility of ventures.

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 and apply various methodologies for analyzing and evaluating ventures:<ul style="list-style-type: none">market analysisindustry analysisfinancial analysisproduct/service evaluation	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none">research project consisting of:<ul style="list-style-type: none">data collected using primary and secondary method of researchanalysis of this data using the following:<ul style="list-style-type: none">market analysisindustry analysisfinancial analysishuman resources analysisproduct/service evaluation. <p><i>Assessment Tool</i> <i>Framework for Assessing a Market Survey</i> <i>ENT2010-1</i></p> <p><i>Standard</i> <i>A minimum performance rating of 2 in each applicable area of assessment</i></p>	70

MODULE ENT2010: ANALYZING VENTURES (continued)

Concept	Specific Learner Expectations	Notes
<p>Conducting Research (continued)</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • describe criteria important to the success of various ventures: <ul style="list-style-type: none"> – personal criteria – effectiveness of human resources – customer benefits – ability to raise capital – return on investment – growth potential – technical feasibility – simplicity of manufacturing – ease of operation – quality of product/service – marketability – size of market – advertising potential • provide results of market research, collecting both primary and secondary data, and indicate the advantages and disadvantages of each • outline various primary data collection methods: <ul style="list-style-type: none"> – observation – surveys – questionnaires • identify sources of secondary data: <ul style="list-style-type: none"> – libraries: <ul style="list-style-type: none"> • school • public • government – associations: <ul style="list-style-type: none"> • business • professional – journals: <ul style="list-style-type: none"> • trade • business • professional – publications: <ul style="list-style-type: none"> • federal • provincial • municipal. 	

MODULE ENT2010: ANALYZING VENTURES (continued)

Concept	Specific Learner Expectations	Notes
Analyzing Data	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • analyze and compare ventures in terms of: <ul style="list-style-type: none"> – personal criteria – human resources – production – managing – marketing – distribution – technical feasibility – general acceptance – competition – legalities • describe potential risks involved in ventures: <ul style="list-style-type: none"> – financial – personal – legal – societal – environmental • compare various venture plans in terms of: <ul style="list-style-type: none"> – market analyses – operating plans – financial plans • compare the financial plan/projection of various ventures or case studies through an analysis of such aspects as: <ul style="list-style-type: none"> – working capital/cash flow – operating expenses – financial ratios – profitability. 	
Assessing Ventures	<ul style="list-style-type: none"> • by using the data presented, evaluate the strengths and weaknesses of each venture • select the most feasible venture based on the analyzed data • prepare a written critique, including an in-depth analysis and assessment of a venture. 	