

## MODULE ENT2040: IMPLEMENTING THE VENTURE

**Level:** Intermediate

**Theme:** Making It Happen

**Prerequisite:** None

**Module Description:** Students implement and assess a venture.

**Note:** A venture may take the form of a class project; e.g., selling popcorn, or it may recognize student experience in running a small business.

**Module Parameters:** No specialized equipment or facilities.

**Supporting Modules:** ENT1010 Challenge & Opportunity  
ENT1020 Planning a 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"><li>• implement a venture</li><li>• describe management procedures required to start the venture</li></ul>	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"><li>• <b>logbook record</b> that includes the following:<ul style="list-style-type: none"><li>– implementation timelines</li><li>– implementation procedures for:<ul style="list-style-type: none"><li>• managing</li><li>• marketing</li><li>• financing</li><li>• human resource requirements</li><li>• producing/servicing requirements.</li></ul></li></ul></li></ul> <p><i>Assessment Tool</i> <i>Logbook Record Checklist: Making It Happen, ENT2040–1</i></p> <p><i>Standard</i> <i>All applicable sections have been completed</i></p>	20
<ul style="list-style-type: none"><li>• demonstrate leadership qualities in implementing the venture</li></ul>	<ul style="list-style-type: none"><li>• <b>reflection record</b> consisting of an examination of his or her personal leadership style and its appropriateness for the venture.</li></ul> <p><i>Assessment Tool</i> <i>Reflection Record: Leadership, ENT2040–2</i></p> <p><i>Standard</i> <i>Supportive evidence is provided for a minimum of five of the nine criteria as outlined</i></p>	10

**MODULE ENT2040: IMPLEMENTING 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"> <li>• demonstrate problem solving and decision making at each implementation stage of the venture</li> <li>• assess the venture</li> <li>• demonstrate basic competencies.</li> </ul>	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> <li>• a <b>written critique and/or oral presentation</b> that describe the problem-solving and decision-making process during the venture planning and implementation stages.</li> </ul> <p><i>Assessment Tool</i>  <i>Problem Solving Assessment for a Venture Plan, ENT2040-3</i></p> <p><i>Standard</i>  <i>A minimum performance rating of 2 in each applicable area of assessment</i></p> <ul style="list-style-type: none"> <li>• a <b>set of criteria</b> developed by the student to assess the success (as personally defined) of the venture (plan).</li> </ul> <p><i>Assessment Tool</i>  <i>Criteria Development in Venture Assessment, ENT2040-4</i></p> <p><i>Standard</i>  <i>The venture assessment includes a minimum of five criteria and supporting evidence</i></p> <ul style="list-style-type: none"> <li>• <b>observations</b> of individual effort and interpersonal interaction during the learning process.</li> </ul> <p><i>Assessment Tool</i>  <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	<p>60</p> <p>10</p> <p>Integrated throughout</p>

Concept	Specific Learner Expectations	Notes
Starting the Venture	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>• identify the start-up requirements for the venture</li> <li>• select the form of business ownership for the venture.</li> </ul>	

**MODULE ENT2040: IMPLEMENTING THE VENTURE** (continued)

Concept	Specific Learner Expectations	Notes
Managing the Venture	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>• describe the functions of management</li> <li>• analyze why businesses fail, and illustrate the consequences of poor and/or inadequate planning</li> <li>• explain short- and long-range plans for the venture</li> <li>• explain management models and leadership styles.</li> </ul>	
Marketing the Venture	<ul style="list-style-type: none"> <li>• devise and implement a market plan considering:               <ul style="list-style-type: none"> <li>– sales and distribution</li> <li>– advertising</li> <li>– pricing.</li> </ul> </li> </ul>	
Financing the Venture	<ul style="list-style-type: none"> <li>• explain the need for and limitations of a budget and its implications in the financial plan of the venture:               <ul style="list-style-type: none"> <li>– income</li> <li>– expenditures:                   <ul style="list-style-type: none"> <li>• production</li> <li>• labour</li> <li>• distribution</li> <li>• marketing</li> </ul> </li> </ul> </li> <li>• design a strategy for measuring, monitoring and controlling results against the plans</li> <li>• prepare a cash flow projection.</li> </ul>	
Human Resources Requirements	<ul style="list-style-type: none"> <li>• identify human resources needs and how these are to be met</li> <li>• identify career ladders for personnel.</li> </ul>	

**MODULE ENT2040: IMPLEMENTING THE VENTURE** (continued)

Concept	Specific Learner Expectations	Notes
Producing/Service Requirements of the Venture	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>• describe the product or service in terms of:               <ul style="list-style-type: none"> <li>– characteristics:                   <ul style="list-style-type: none"> <li>• quality</li> <li>• excellence</li> </ul> </li> <li>– labour:                   <ul style="list-style-type: none"> <li>• availability</li> <li>• efficiency</li> <li>• effectiveness</li> </ul> </li> <li>– suppliers</li> <li>– equipment/technology</li> <li>– property and facilities</li> <li>– cost data.</li> </ul> </li> </ul>	
Assessing the Venture	<ul style="list-style-type: none"> <li>• compare and contrast various ways of assessing ventures</li> <li>• identify a set of criteria to assess the venture</li> <li>• explain personal/individual motives in relation to the development and creation of the venture</li> <li>• relate leadership strategies to venture analysis</li> <li>• evaluate the lifestyle implications of the venture</li> <li>• analyze the venture in terms of change and trends projected for the future</li> <li>• prepare a written critique of the venture.</li> </ul>	