

## MODULE ENT3020: EXPANDING THE VENTURE

**Level:** Advanced

**Theme:** Making It Happen

**Prerequisite:** None

**Module Description:** Students explore and assess the elements of success in expanding a venture.

**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"> <li>• describe the rationale for expanding a particular venture</li> <li>• identify the options available, and describe an expansion strategy</li> </ul> | <p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> <li>• a <b>written synopsis and/or oral presentation</b> that includes:               <ul style="list-style-type: none"> <li>– the rationale for expansion taking into consideration                   <ul style="list-style-type: none"> <li>• personal criteria:                       <ul style="list-style-type: none"> <li>- values</li> <li>- goals</li> <li>- expertise</li> </ul> </li> <li>• economic criteria</li> <li>• financial considerations</li> <li>• social/ethical considerations</li> <li>• personal definition of a “successful” venture</li> </ul> </li> <li>– an analysis of options available which could include:                   <ul style="list-style-type: none"> <li>• managing, financing, promotion strategies</li> <li>• vertical or horizontal expansion</li> <li>• diversification</li> </ul> </li> <li>– the rationale for selection one of the above options:                   <ul style="list-style-type: none"> <li>• taking into consideration personal philosophy</li> <li>• a plan for implementation.</li> </ul> </li> </ul> </li> </ul> <p><i>Assessment Tool</i><br/> <i>Framework for Assessing Expansion of the Venture, ENT3020–1</i></p> <p><i>Standard</i><br/> <i>A minimum performance rating of 3 in each applicable area of assessment</i></p> | <p>40</p>          |



**MODULE ENT3020: EXPANDING THE VENTURE** (continued)

| Concept                                | Specific Learner Expectations  | Notes |
|--|--|-------|
| Analyzing Expansion Potential          | <p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>• analyze the rationale for expanding a particular venture, taking into consideration:               <ul style="list-style-type: none"> <li>– personal criteria:                   <ul style="list-style-type: none"> <li>• values</li> <li>• goals</li> <li>• expertise</li> </ul> </li> <li>– economic criteria</li> <li>– financial considerations</li> <li>– social/ethical considerations</li> <li>– personal definition of a “successful” venture</li> </ul> </li> <li>• compare personal philosophy with venture goals</li> <li>• evaluate the options available for expansion:               <ul style="list-style-type: none"> <li>– vertical or horizontal expansion</li> <li>– diversification.</li> </ul> </li> </ul> |       |
| Making the Decision                    | <ul style="list-style-type: none"> <li>• identify and appraise the conditions that indicate the possibility for expansion</li> <li>• predict the impact of expansion on the roles within the venture</li> <li>• devise realistic goal expectations for expansion</li> <li>• identify possible directions for expansion.</li> </ul>   |       |
| Developing the Expansion               | <ul style="list-style-type: none"> <li>• analyze the limitations resulting from the type of venture involved</li> <li>• design a plan for implementing the expansion</li> <li>• devise a strategy to achieve the expansion:               <ul style="list-style-type: none"> <li>– managing</li> <li>– financing</li> <li>– promotion.</li> </ul> </li> </ul>  |       |
| Monitoring and Assessing the Expansion | <ul style="list-style-type: none"> <li>• identify the social consequences</li> <li>• analyze the degree of success in achieving the financial goals</li> <li>• evaluate the elements of “success” (as personally defined) of the expanded venture</li> <li>• predict the need for future/continued expansion.</li> </ul>   |       |

**MODULE ENT3020: EXPANDING THE VENTURE** (continued)

| Concept     | Specific Learner Expectations   | Notes |
|-------------|---|-------|
| Franchising | <p><i>The student should:</i></p> <ul style="list-style-type: none"><li>• explain the concept of franchising as a means of expanding business</li><li>• evaluate the benefits and risks</li><li>• explain the process of establishing franchises</li><li>• explain career opportunities within franchising.</li></ul> |       |