

# MODULE CURRICULUM AND ASSESSMENT STANDARDS:

## SECTION E: INTERMEDIATE LEVEL

The following pages define the curriculum and assessment standards for the intermediate level of Enterprise and Innovation.

Intermediate level modules help students build on the competencies developed at the introductory level and focus on developing more complex competencies. They provide a broader perspective, helping students recognize the wide range of related career opportunities available within the strand.

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## 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"><li>describe and apply various methodologies for analyzing and evaluating ventures:<ul style="list-style-type: none"><li>market analysis</li><li>industry analysis</li><li>financial analysis</li><li>product/service evaluation</li></ul></li></ul>	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"><li><b>research project</b> consisting of:<ul style="list-style-type: none"><li>data collected using primary and secondary method of research</li><li>analysis of this data using the following:<ul style="list-style-type: none"><li>market analysis</li><li>industry analysis</li><li>financial analysis</li><li>human resources analysis</li><li>product/service evaluation.</li></ul></li></ul></li></ul> <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"> <li>• describe criteria important to the success of various ventures:               <ul style="list-style-type: none"> <li>– personal criteria</li> <li>– effectiveness of human resources</li> <li>– customer benefits</li> <li>– ability to raise capital</li> <li>– return on investment</li> <li>– growth potential</li> <li>– technical feasibility</li> <li>– simplicity of manufacturing</li> <li>– ease of operation</li> <li>– quality of product/service</li> <li>– marketability</li> <li>– size of market</li> <li>– advertising potential</li> </ul> </li> <li>• provide results of market research, collecting both primary and secondary data, and indicate the advantages and disadvantages of each</li> <li>• outline various primary data collection methods:               <ul style="list-style-type: none"> <li>– observation</li> <li>– surveys</li> <li>– questionnaires</li> </ul> </li> <li>• identify sources of secondary data:               <ul style="list-style-type: none"> <li>– libraries:                   <ul style="list-style-type: none"> <li>• school</li> <li>• public</li> <li>• government</li> </ul> </li> <li>– associations:                   <ul style="list-style-type: none"> <li>• business</li> <li>• professional</li> </ul> </li> <li>– journals:                   <ul style="list-style-type: none"> <li>• trade</li> <li>• business</li> <li>• professional</li> </ul> </li> <li>– publications:                   <ul style="list-style-type: none"> <li>• federal</li> <li>• provincial</li> <li>• municipal.</li> </ul> </li> </ul> </li> </ul>	

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



**MODULE ENT2020: FINANCING VENTURES** (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 the process of applying for different types of financing</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><b>application forms</b> completed for two different financial institutions; e.g., bank, credit union, trust company, government organization.</li> </ul> <p><i>Assessment Tool</i> <i>Framework for Assessing Application for Financing Forms, ENT2020–3</i></p> <p><i>Standard</i> <i>All applicable sections have been completed meeting the criteria as outlined in framework</i></p> <ul style="list-style-type: none"> <li>a <b>financial plan</b> prepared and presented for either personal finances or business ventures.</li> </ul> <p><i>Assessment Tool</i> <i>Framework for Assessing a Financial Plan, ENT2020–4</i></p> <p><i>Standard</i> <i>For selected option, a minimum of four of the activities are completed</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>10</p> <p>40</p> <p>Integrated throughout</p>

Concept	Specific Learner Expectations	Notes
<p>Financing Terminology</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>explain equity capital</li> <li>explain debt financing</li> <li>categorize given examples of equity capital and debt financing</li> <li>explain a glossary of terms relevant to financing ventures.</li> </ul>	

**MODULE ENT2020: FINANCING VENTURES (continued)**

Concept	Specific Learner Expectations	Notes
Equity Capital	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>• analyze various sources of equity capital:               <ul style="list-style-type: none"> <li>– personal capital:                   <ul style="list-style-type: none"> <li>• self</li> <li>• family</li> <li>• friends</li> </ul> </li> <li>– venture capital:                   <ul style="list-style-type: none"> <li>• venture capitalists</li> <li>• business “angels”</li> </ul> </li> <li>– partnerships</li> <li>– shares</li> <li>– stocks/bonds</li> </ul> </li> <li>• describe characteristics of sources of equity capital within the local community.</li> </ul>	
Debt Financing	<ul style="list-style-type: none"> <li>• analyze various sources of debt financing:               <ul style="list-style-type: none"> <li>– personal savings</li> <li>– family/friends</li> <li>– financial institutions:                   <ul style="list-style-type: none"> <li>• banks</li> <li>• credit unions</li> <li>• trust companies</li> <li>• government organizations</li> </ul> </li> <li>– loan sharks</li> <li>– debentures</li> <li>– mortgages</li> </ul> </li> <li>• describe characteristics of sources of debt financing within the local community</li> <li>• locate, compile and complete loan applications with local financial institutions</li> <li>• describe other sources of financing and assistance:               <ul style="list-style-type: none"> <li>– suppliers</li> <li>– memberships</li> <li>– fund raising</li> <li>– sales</li> <li>– societies</li> <li>– foundations</li> <li>– government.</li> </ul> </li> </ul>	

**MODULE ENT2020: FINANCING VENTURES (continued)**

Concept	Specific Learner Expectations	Notes
Cash Flow	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>• identify financial needs at various stages of ventures</li> <li>• distinguish between fixed and variable costs</li> <li>• explain a “break even analysis” for ventures</li> <li>• distinguish between short- and long-term financing</li> <li>• prepare a sample cash flow.</li> </ul>	
Making a Choice	<ul style="list-style-type: none"> <li>• research and evaluate various financial options in terms of:               <ul style="list-style-type: none"> <li>– advantages/disadvantages</li> <li>– inherent risks</li> <li>– costs</li> <li>– stress</li> <li>– relationships</li> <li>– decision-making power</li> </ul> </li> <li>• analyze the roles of appropriate specialists for possible career considerations:               <ul style="list-style-type: none"> <li>– accountants</li> <li>– lawyers</li> <li>– insurance brokers</li> <li>– bankers</li> <li>– consultants</li> </ul> </li> <li>• select the financial alternatives that best meet the needs of the venture.</li> </ul>	

## MODULE ENT2030: MARKETING THE VENTURE

**Level:** Intermediate

**Theme:** Making It Happen

**Prerequisite:** None

**Module Description:** Students appraise various marketing strategies, and formulate a marketing strategy for 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 various marketing strategies in terms of their suitability in reaching the target market for the venture</li> </ul>	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> <li>a <b>comparison</b> of marketing strategies used by other businesses in the same industry to reach their target market based on: <ul style="list-style-type: none"> <li>target market</li> <li>product</li> <li>price</li> <li>place</li> <li>promotion.</li> </ul> </li> </ul> <p><i>Assessment Tool</i>  <i>Framework for Assessing the Marketing Strategies of Entrepreneurial Ventures, ENT2030-1</i></p> <p><i>Standard</i>  <i>A minimum performance rating of 2 in each applicable area of assessment</i></p>	20
<ul style="list-style-type: none"> <li>describe and implement a marketing strategy for a particular venture</li> <li>identify the strengths and weaknesses of the marketing strategy, and revise the strategy as necessary</li> <li>demonstrate basic competencies.</li> </ul>	<ul style="list-style-type: none"> <li>a <b>marketing plan</b> outlining the specific strategies to be employed for his or her venture.</li> </ul> <p><i>Assessment Tool</i>  <i>Framework for Assessing a Venture Marketing Plan, ENT2030-2</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><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>	80
		Integrated throughout

**MODULE ENT2030: MARKETING THE VENTURE** (continued)

Concept	Specific Learner Expectations	Notes
Marketing Objectives	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>• apply the concept of marketing to a particular venture</li> <li>• analyze the relationship between marketing and other venture decisions</li> <li>• describe the decisions that must be made when completing a marketing plan</li> <li>• research sources of assistance and information, and create a support network.</li> </ul>	
Targeting the Market	<ul style="list-style-type: none"> <li>• differentiate between primary and secondary data</li> <li>• conduct basic marketing research from the following sources in order to identify the primary target customer:               <ul style="list-style-type: none"> <li>– secondary sources:                   <ul style="list-style-type: none"> <li>• trade magazines</li> <li>• news articles</li> <li>• the <i>Yellow Pages</i></li> <li>• Statistics Canada</li> </ul> </li> <li>– primary sources:                   <ul style="list-style-type: none"> <li>• observing</li> <li>• interviewing potential customers</li> </ul> </li> </ul> </li> <li>• describe the primary target customer for the venture in terms of:               <ul style="list-style-type: none"> <li>– psychographics:                   <ul style="list-style-type: none"> <li>• lifestyle</li> <li>• buying habits</li> <li>• attitudes</li> <li>• opinions</li> </ul> </li> <li>– demographics:                   <ul style="list-style-type: none"> <li>• education levels</li> <li>• income</li> <li>• age</li> </ul> </li> <li>– geographics:                   <ul style="list-style-type: none"> <li>• geographic area</li> </ul> </li> </ul> </li> <li>• use statistical information to identify the number of potential customers within the marketing area</li> </ul>	

**MODULE ENT2030: MARKETING THE VENTURE** (continued)

Concept	Specific Learner Expectations	Notes
Targeting the Market (continued)	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>• analyze particular ventures in terms of the marketing mix:               <ul style="list-style-type: none"> <li>– product service characteristics; i.e., unique selling points</li> <li>– pricing</li> <li>– distribution channels</li> <li>– promotion.</li> </ul> </li> </ul>	
Marketing Strategies	<ul style="list-style-type: none"> <li>• identify various marketing strategies for their applicability in terms of marketing mix for a target market</li> <li>• justify the importance of a marketing program for the venture:               <ul style="list-style-type: none"> <li>– economic</li> <li>– social</li> <li>– business</li> </ul> </li> <li>• compare the various techniques of promotion:               <ul style="list-style-type: none"> <li>– advertising</li> <li>– personal selling</li> <li>– free publicity</li> <li>– sales promotion</li> <li>– merchandising</li> <li>– trade shows</li> </ul> </li> <li>• analyze cost/benefit factors in the selection of alternative marketing strategies</li> <li>• devise a promotional strategy, within a predetermined budget, for the particular venture.</li> </ul>	<p>E.g., selling popcorn in terms of marketing mix.            product – popcorn            price – \$1/bag            promotion – posters, ads in daily announcements            place – outside cafeteria            target market – students, teachers.</p>
Analyzing Marketing Strategies	<ul style="list-style-type: none"> <li>• evaluate the strengths and weaknesses of the marketing strategy, and revise as necessary.</li> </ul>	



## 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>	