

Date: _____

Student Name: _____

Module Learner Expectation

The student will:

- describe and apply various methodologies for analyzing ventures:
 - market analysis
 - industry analysis
 - financial analysis
 - product/service evaluation

STANDARD IS 2 IN EACH APPLICABLE AREA

Rating Scale (<i>italics are optional</i>): <i>The student:</i>	
4	exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence. Quality, particularly details and finishes, and productivity are consistent and exceed standards. <i>Leads others to contribute team goals. Analyzes and provides effective client/customer services beyond expectations.</i>
3	meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are selected and used efficiently and effectively. Quality and productivity are consistent. <i>Works cooperatively and contributes ideas and suggestions that enhance team effort. Analyzes and provides effective client/customer services.</i>
2	meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are selected and used appropriately. Quality and productivity are reasonably consistent. Works cooperatively to achieve team goals. Identifies and provides customer/client services.
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0	has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

Criteria	Rating Scale				
	4	3	2	1	0
Oral Presentation <input type="checkbox"/> Voice projection and enthusiasm/speed and pacing <input type="checkbox"/> Body language <input type="checkbox"/> Appearance <input type="checkbox"/> Demonstrates knowledge of venture expansion <input type="checkbox"/> Logical sequence in presentation <input type="checkbox"/> Provides an introduction that describes the purpose and scope of the venture <input type="checkbox"/> States a conclusion synthesizing information presented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OR					
Technical Components (Written) <input type="checkbox"/> Legible <input type="checkbox"/> Free of spelling/proofreading errors <input type="checkbox"/> Professional appearance/appropriate format <input type="checkbox"/> Appropriate use of white spaces <input type="checkbox"/> Page headings <input type="checkbox"/> Line spacing <input type="checkbox"/> Document free of smudges and wrinkles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Criteria	Rating Scale				
	4	3	2	1	0
<p>Content</p> <ul style="list-style-type: none"> <input type="checkbox"/> Addresses specific questions regarding the product/service quality <input type="checkbox"/> Addresses areas for product/service improvement <input type="checkbox"/> Addresses demographics of respondent <input type="checkbox"/> Contains appropriate, targeted questions <input type="checkbox"/> Easy to read and understand <input type="checkbox"/> An appropriate length <input type="checkbox"/> Logical order to questions <input type="checkbox"/> Implemented 26 – 50 questionnaires <input type="checkbox"/> Interpretation of survey results: <ul style="list-style-type: none"> • tabulated numerical results (e.g., 15/20 liked the product) • listed, under appropriate headings, general information gathered • presented results in graph form to illustrate results • written or oral report on the results of the survey <input type="checkbox"/> Determine how the results should affect the venture <input type="checkbox"/> Conclusion that supports their analysis of the survey results 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments					

Date: _____

Student Name: _____

Module Learner Expectation

The student will:

- analyze research, compare a variety of ventures, and make informed decisions about the feasibility of each venture

STANDARD IS 2 IN EACH APPLICABLE AREA

Rating Scale (<i>italics are optional</i>): <i>The student:</i>	
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Venture 1	Venture 2	Criteria	Rating Scale				
			4	3	2	1	0
		<p>Analysis (choose any five of the following after reading the two chosen case studies)</p> <ul style="list-style-type: none"> Compare and contrast the human resources component of the two ventures. Determine what skills and abilities and/or characteristics each venture requires from its people and whether or not they achieved their goal from their employees. Identify and explain the similarities and differences between the two ventures' production concepts. Justify how any problems encountered assisted in the success or demise of the venture. How did the two ventures differ in their management styles? Explain how their management styles affected the overall outcome of the venture. What effect did the various marketing ideas employed by each venture have on the overall outcome? Propose two additional marketing ideas for each venture The distribution of a product/service to the consumer has a profound impact on the success of the company. Explain the effect of the distribution methods for the two ventures analyzed. From the articles, determine the general acceptance of the product/service by the consumer. Propose how each venture could have improved its public relations for their given idea. Explain the effects of the competition on the two ventures you have studied. Identify how the ventures dealt with the competition and propose an additional strategy on how each venture could stay a step ahead of their competition. Explain any legal concerns the ventures had to address in their start-up or implementing phases of their business. Determine how these legal concerns could have been avoided or eliminated. 					
		<p>Conclusion</p> <ul style="list-style-type: none"> decision on the feasibility of the venture is logical and reflects the information they have analyzed from above. 					

Module Learner Expectations

The student will:

- identify the advantages and disadvantages of financial options
- describe various sources of financing for ventures

Instructions

- Two of the four options must be completed.

Standard

- For each option, a minimum of four of the five activities are completed.

Option 1 “Entrepreneurial Description”

Read a book or a feature magazine article on a major corporation, family business, or a CEO of a major firm.

- Detailed description of the entrepreneurial venture and/or the entrepreneur.
- Summary of the student’s favourite part.
- Why the student enjoyed it.
- A summary of what the student learned.
- Written or presented in a professional manner.

Option 3 “Guest Speaker or Field Trip”

Arrange a guest speaker and/or field trip related to: determining franchise operations; and bank personnel discussing the advantages and disadvantages of equity financing and debt financing.

- Student(s) provide a classroom preamble of the guest speaker or field trip.
- Students who organized guest speaker or field trip must provide a minimum of 10-question worksheet for the class to complete and evaluation after the trip or speaker.
- A written summary of the evaluation from the worksheet provided.
- Self-evaluation of the completed task.
- Written or presented in a professional manner.

Option 2 “Financial Institutions”

Prepare a collage or bulletin board display that features pamphlets appropriate for business ventures collected from various financial institutions.

- Appropriateness.
- Variety of financing options from various institutions.
- Creativity of layout.
- Provide a caption that summarizes the major point(s) of each pamphlet.
- Written or presented in a professional manner.

Option 4 “Organizational Examples”

Debate of various financing options.

- Clarity
- Arguments
- Illustrations and Examples
- Organization
- Enthusiasm and Confidence.

Module Learner Expectation*The student will:*

- demonstrate the differences between short- and long-term financing

Instructions

- Given three specific scenarios, the students must provide an amortization table for each by either using a spreadsheet program or visiting a local financial institution.

Standard

- For each scenario, a minimum of four of the five activities are completed.

Possible Scenarios

1. Prepare an amortization table for the purchase of a retail outlet, value \$100 000 at either the current interest rate or a fixed rate of 10% for the following periods of time:

<ol style="list-style-type: none"> a. 15 years b. 20 years c. 25 years 	}	monthly payments
---	---	------------------
2. Prepare an amortization table for the purchase of a limousine for a limo service, value \$85 000 payable over 8 years at the following interest rates:
 - a. $6\frac{5}{8}\%$
 - b. $7\frac{1}{2}\%$
 - c. current bank rate for automobile loans.
3. Prepare an amortization table for the purchase of a stereo system for your business, value \$3200 with the following rates:
 - a. Stereo's R Us: 10.5% over 2 years
 - b. World Wide Stereo: 5% over 18 months
 - c. Sara's Stereo Superstore: 9.75% over 36 months.

Criteria for Evaluation

- All required amortization tables completed accurately.
- Total interest paid for each case is clearly identified.
- In each scenario, students must provide a logical analysis of the best possible scenario.
- Amortization project is presented in a professional format.
- Students provide a written explanation of the value of an amortization table in personal or business financing.

Module Learner Expectation

The student will:

- demonstrate the process of applying for different types of financing

Instructions

- Two application forms are completed.

Standard

- Given the checklist below, the application forms must meet all of the criteria.

Criteria for Consideration

- Legible
- Must be in ink/typewritten
- Accurate information
- Free of errors
- Appropriate use of capitalization
- Professional appearance

Module Learner Expectation

The student will:

- demonstrate the process of applying for different types of financing

Instructions

- Students must research one of the following options.

Standard

- For selected option, a minimum of four of the activities are completed.

The student prepares a financial plan that covers:

Option 1: Personal finances including research on:

- RRSPs
- RRIFs
- RESPs
- mortgages
- loans – auto
- credit cards
- investments:
 - stock market
 - bonds (CSB)
 - pooled funds
 - life insurance

OR

Option 2: Business ventures including research on different financing available from:

- Equity sources:
 - venture capitalists
 - family and friends
 - partnerships
 - shares
- Debt financing:
 - Business Development Bank of Canada
 - federal small business loans
 - banks
 - loan sharks
- Other types of financing:
 - societies
 - foundations
 - governments
- Sample statements of:
 - start-up costs
 - income statements
 - balance sheets
 - cash flow
- Evaluation of the risks

**FRAMEWORK FOR ASSESSING MARKETING STRATEGIES OF
ENTREPRENEURIAL VENTURES**

ENT2030-1

Date: _____

Student Name: _____

Module Learner Expectation

The student will:

- describe various marketing strategies in terms of their suitability in reaching the target market for the venture

STANDARD IS 2 IN EACH APPLICABLE AREA

Recommended that students analyze businesses within their community.

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Venture 1	Venture 2	Criteria	Rating Scale				
			4	3	2	1	0
		Name/Type of Venture:					
		Target Market:					
		Product/Service Description:					
		Price:					
		Place:					
		Promotion:					

Date: _____

Student Name: _____

Module Learner Expectations

The student will:

- describe and implement a marketing strategy for a particular venture
- identify the strengths and weaknesses of the marketing strategy, and revise the strategy as necessary

Rating Scale (<i>italics are optional</i>): <i>The student:</i>	
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STANDARD IS 2 IN EACH APPLICABLE AREA

Criteria	Rating Scale				
	4	3	2	1	0
Research Components <input type="checkbox"/> Define the task <input type="checkbox"/> Seek and gather various sources of information <input type="checkbox"/> Organize information in a logical manner <input type="checkbox"/> Analyze information <input type="checkbox"/> Extract the appropriate information from identified resources/materials to produce new information <input type="checkbox"/> Communicate the process involved in preparing the plan <input type="checkbox"/> Predict the probability that the suggested outcomes or consequences of the plan were to occur <input type="checkbox"/> Make a judgement on the feasibility of the venture plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technical Components <input type="checkbox"/> Legible <input type="checkbox"/> Free of spelling/proofreading errors <input type="checkbox"/> Correct grammar/communication style <input type="checkbox"/> Professional appearance/appropriate format <input type="checkbox"/> Appropriate use of white space <input type="checkbox"/> Page headings <input type="checkbox"/> Line spacing <input type="checkbox"/> Document free of smudges and wrinkles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Content <input type="checkbox"/> Description of product/service <input type="checkbox"/> Description of customer and target market <input type="checkbox"/> Size of potential market <input type="checkbox"/> Competition <input type="checkbox"/> Suppliers <input type="checkbox"/> Pricing strategy <input type="checkbox"/> Place strategy <input type="checkbox"/> Promotion strategy <input type="checkbox"/> Sales projection <input type="checkbox"/> External opportunities and threats <input type="checkbox"/> Revisions to the marketing plan based on the strengths and weaknesses of the ongoing marketing strategy after implementation of the venture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Module Learner Expectations*The student will:*

- implement a venture
- describe management procedures required to start the venture

Instructions

- Logbook entries are evaluated on a completion or non-completion basis.

The logbook record will consist of:

- Timeline, which may include the following (done by flow chart or on calendar sheets, continuum):
 - select a product/service (if not previously chosen)
 - business plan completion date
 - financing the venture (share selling)
 - ordering/purchasing of product or raw materials
 - production phase
 - marketing phase
 - liquidation of company and final assessment.

Suggested procedures in the areas of:

- Managing
 - organizational structure
- Marketing
 - implementation of the 4Ps of marketing
- Financing
 - cash flow analysis
 - income statement
 - balance sheet
 - financial controls
- Human Resource Requirements
 - conflict resolution
 - leadership
 - roles of group members/skills brought into venture
 - job description for group members
- Producing/Service Requirements
 - planning production process
 - customer service
 - warranty or customer follow-up.

Module Learner Expectation

The student will:

- demonstrate leadership qualities in implementing the venture

Standard

- Given the criteria as outlined, the student must provide supportive evidence (written or a verbal) for five of the nine criteria.

Criteria for Consideration

- Team leader
- High energy level
- Creativity
- Innovation
- Instinct
- Ability to inspire
- Motivator
- Ability to communicate
- Problem solver

Date: _____

Student Name: _____

Module Learner Expectation

The student will:

- demonstrate problem solving and decision making at each implementation stage of the venture

Rating Scale (<i>italics are optional</i>): <i>The student:</i>	
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	4	3	2	1	0
<p>Oral Presentation</p> <ul style="list-style-type: none"> <input type="checkbox"/> Voice projection, clarity, speed and pacing <input type="checkbox"/> Body language <input type="checkbox"/> Appearance <input type="checkbox"/> Demonstrates knowledge of venture <input type="checkbox"/> Logical sequence in presentation <input type="checkbox"/> Provides an introduction that describes the purpose and scope of the venture <input type="checkbox"/> States a conclusion synthesizing information presented 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Technical Components (Written)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Legible <input type="checkbox"/> Free of spelling/proofreading errors <input type="checkbox"/> Correct grammar/communication style <input type="checkbox"/> Professional appearance/appropriate format <input type="checkbox"/> Appropriate use of white spaces <input type="checkbox"/> Page headings <input type="checkbox"/> Line spacing <input type="checkbox"/> Document free of smudges and wrinkles 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Contents</p> <p>The student must demonstrate at least two decisions made at solving problems at each of the implementation stages outlined below:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Starting the venture <input type="checkbox"/> Managing the venture <input type="checkbox"/> Marketing the venture <input type="checkbox"/> Financing the venture <input type="checkbox"/> Human resources requirements <input type="checkbox"/> Producing/servicing requirements of the venture 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments					

Module Learner Expectation

The student will:

- assess the venture

Standard

- The venture assessment includes a minimum of 5 criteria and supporting evidence.

Suggested Method

- Review how to analyze opportunities and ideas (such as page 142 and pages 152–159 of Liepner text)
- Have students discuss or write answers to the following SUGGESTED questions:
 - Was there a “need” for my product or service?
 - Was the price competitive?
 - What kind of customer service policy or warranty can I offer for my product or service?
 - Was my marketing strategy successful?
 - What could be done to improve it?
 - If this venture idea was your sole income, what would you propose in order to make it a viable source of income?
- With these questions in mind, develop a set of criteria that an entrepreneur should consider to assess the success of his/her venture. That is, how do you know your venture was successful?
- Apply the criteria to your own venture, using specific examples and assess its success.

Note: Some suggested criteria to look for:

- solid research backed the idea
- took calculated risks
- solved customer service problems
- generated new ideas to take company in a new direction
- there was a demand (or need) for my product or service
- price was competitive
- company was profitable
- learning experiences were varied and valuable