

MODULE CURRICULUM AND ASSESSMENT STANDARDS:

SECTION D: INTRODUCTORY LEVEL

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

Introductory level modules help students build daily living skills and form the basis for further learning. Introductory modules are developed for students who have no previous experience in the strand.

Module learner expectations define the competencies a student must demonstrate to achieve success in a module. Assessment standards define the criteria and conditions to be used for assessing the competencies defined in the module learner expectations.

Specific learner expectations provide a detailed framework for instruction to help students build the competencies defined in the module learner expectations. Additional information and suggestions for instruction are provided in the Notes column; teachers may wish to use this space to record their ideas for instruction or student projects.

Module ENT1010: Challenge & Opportunity.....	D.3
Module ENT1020: Planning A Venture	D.9

MODULE ENT1010: CHALLENGE & OPPORTUNITY

Level: Introductory

Theme: Getting the Idea

Prerequisite: None

Module Description: Students identify, compare and assess a variety of venture opportunities and ideas, and investigate career paths and possibilities where enterprise and innovation are particularly important.

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">demonstrate competencies in:<ul style="list-style-type: none">identifying opportunitiescreating and generating ideasestablishing needs, wants and prioritiesassessing alternativesassessing environmental impactdescribe career options where enterprise and innovation are particularly important	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none">logbook record consisting of entries as outlined in the “Framework for Logbook Record.” The focus is on creativity; therefore, there are no right or wrong answers. <p><i>Assessment Tool</i> <i>Logbook Record Checklist, ENT1010–1</i> <i>Group Member Effectiveness Observation Form, ENTGRP</i> <i>Interview Guidelines, ENTITV</i></p> <p><i>Standard</i> <i>All applicable sections have been completed</i></p>	60

MODULE ENT1010: CHALLENGE & OPPORTUNITY (continued)

Concept	Specific Learner Expectations	Notes
Generating Ideas	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • demonstrate skills in generating ideas, alternatives and strategies • outline conditions needed to promote idea generation and change initiation • explain “failure of a business venture” as an opportunity to learn • show sensitivity and respect for the perspectives, needs, wants and priorities of others • demonstrate characteristics of creative thinking. 	
Planning a Venture	<ul style="list-style-type: none"> • identify various means of entering business: <ul style="list-style-type: none"> – start a new business – purchase a business – purchase a franchise – multilevel marketing • analyze common forms of business ownership: <ul style="list-style-type: none"> – sole proprietorship – partnership – corporation – franchise – cooperative – conglomerate – multinational – crown corporation • identify non-profit ventures (e.g., community organizations) • describe briefly the process of creating a venture plan: <ul style="list-style-type: none"> – rationale – goals/objectives – research – resources – market analysis – risk assessment – financial analysis – success strategy 	<p>This may link with Community Health module CMH2030, Community Volunteerism.</p>

MODULE ENT1010: CHALLENGE & OPPORTUNITY (continued)

Concept	Specific Learner Expectations	Notes
<p>Planning a Venture (continued)</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • describe the important components of a venture plan: <ul style="list-style-type: none"> – description/objectives – market research and analysis – marketing plan – production/service plan – financial plan – human resources/organizational plan • describe regulations and social responsibilities that limit venture alternatives: <ul style="list-style-type: none"> – legal – social – ethical – environmental – cultural – political – economic. 	
<p>Assessing a Venture</p>	<ul style="list-style-type: none"> • describe criteria for assessing the feasibility of ideas and strategies • apply feasibility criteria to venture alternatives • prepare a feasibility analysis of a venture idea: <ul style="list-style-type: none"> – brief description – objectives – resources required to achieve objectives – time line. 	

MODULE ENT1010: CHALLENGE & OPPORTUNITY (continued)

Concept	Specific Learner Expectations	Notes
Considering Career Options	<p><i>The student should:</i></p> <ul style="list-style-type: none">• outline personal characteristics and skills of enterprising individuals and organizations• outline the meaning, role and responsibility of entrepreneurs and intrapreneurs in society, and how they initiate change• create a personal profile to assess own entrepreneurial/intrapreneurial potential• analyze the factors that lead to career decisions and opportunities/risks• evaluate career paths to which enterprise and innovation are particularly important• relate personal goals to goal setting and career options as an entrepreneur or intrapreneur.	

MODULE ENT1020: PLANNING A VENTURE

Level: Introductory

Theme: Preparing for Action

Prerequisite: None

Module Description: Students learn and apply the “venture planning process,” while planning 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">• demonstrate personal goal-setting and problem-solving strategies that facilitate change• describe potential risks, and propose strategies for assessing risks related to a venture• describe strategies for securing resources and support required to implement a venture• select, plan and assess a venture	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none">• a venture plan report consisting of research, technical components as well as content components as outlined in the “Framework for Assessing a Venture Plan.” <p><i>Assessment Tool</i> <i>Framework for Assessing a Venture Plan, ENT1020-1</i></p> <p><i>Standard</i> <i>A minimum performance rating of 1 in each applicable area of assessment</i></p>	70

MODULE ENT1020: PLANNING A VENTURE (continued)

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> • demonstrate qualities that initiate change: <ul style="list-style-type: none"> – initiative – flexibility – leadership/teamwork – skills • describe career options where enterprise and innovation are particularly important • demonstrate basic competencies. 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> • a presentation consisting of a description of the student's personal contribution to the venture plan in terms of initiative, flexibility, leadership and team member. <p><i>Assessment Tool</i> <i>Venture Plan Contribution, ENT1020–2</i></p> <p><i>Standard</i> <i>A minimum performance rating of 1 in each applicable area</i></p> <p>OR</p> <ul style="list-style-type: none"> • logbook record consisting of entries as outlined in the Logbook Record Checklist. <p><i>Assessment Tool</i> <i>Logbook Record Checklist, ENT1020–3</i> <i>Interview Guidelines, ENTITV</i></p> <p><i>Standard</i> <i>A minimum performance rating of 1 in each applicable area</i></p> • observations of individual effort and interpersonal interaction during the learning process. <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p> 	<p>30</p> <p>Integrated throughout</p>

Concept	Specific Learner Expectations	Notes
<p>Organizing for Success</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • identify short- and long-term goals for the selected venture • create a mission statement for the venture • describe operational policies consistent with the venture philosophy and business ethics • research legal obligations that affect the venture 	

MODULE ENT1020: PLANNING A VENTURE (continued)

Concept	Specific Learner Expectations	Notes
Organizing for Success (continued)	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • outline a human resources plan • establish a support network: <ul style="list-style-type: none"> – locate and design potential support networks – propose strategies for securing and effectively using sources of support. 	
Analyzing Markets	<ul style="list-style-type: none"> • analyze potential markets: <ul style="list-style-type: none"> – local – regional – national – international/global • relate market projections to trends and forecasts • evaluate potential competition • outline venture needs regarding: <ul style="list-style-type: none"> – target market – product/service – pricing – location • research and appraise potential changes in the market. 	
Assessing and Minimizing Risk	<ul style="list-style-type: none"> • analyze the types of potential risks: <ul style="list-style-type: none"> – physical – financial – human resources • complete a risk assessment • propose strategies to assess and minimize risk. 	

MODULE ENT1020: PLANNING A VENTURE (continued)

Concept	Specific Learner Expectations	Notes
Completing a Venture Plan	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • complete a venture plan: <ul style="list-style-type: none"> – purpose – description/objectives – market research and analysis – marketing plan – production/service plan – financial plan – human resources/organizational plan • analyze the venture plan and revise as necessary. 	<p>Venture planning software and other related resources are usually offered free of charge by most banks and financial institutions.</p> <p>Illustrative Example.</p> <p>Refer to “Entrepreneurial Plan” in authorized resource, <i>Creativity in Business</i>, pages 429–448.</p>
Presenting the Venture Plan	<ul style="list-style-type: none"> • research various presentation techniques • present the venture plan • analyze and evaluate the outcome of the presentation. 	
Assessing the Venture	<ul style="list-style-type: none"> • evaluate criteria used by other individuals and groups for a successful venture • evaluate the strengths and weaknesses of the venture • prepare a written critique assessing the venture. 	
Considering Career Options	<ul style="list-style-type: none"> • analyze own leadership style • evaluate own leadership style and its appropriateness for the success of the venture. 	