



# Course Outline

## BDV4C - Entrepreneurship: Venture Planning in an Electronic Age

### Grade 12

#### OVERVIEW

All courses within HDSB are taught in learning environments that promote inclusive education, and identify and eliminate discriminatory biases, systemic barriers, and power dynamics that limit the ability of students to participate, learn, grow, and succeed. All students see themselves reflected in the curriculum, their physical surroundings, and the broader environment, so that they are engaged in and empowered by their learning experiences.

#### Course Description

This course provides students with the opportunity to develop and apply entrepreneurial skills through the creation of a venture plan that capitalizes on the potential of e-commerce. Students will research and identify an opportunity for a venture. They will then complete the components of a venture plan that includes a website. **Prerequisite:** None

#### Curriculum Expectations

The overall curriculum expectations for this course are organized in strands as follows. To see specific curriculum expectations and more visit

<http://www.edu.gov.on.ca/eng/curriculum/secondary/business.html>

#### E-Commerce and Venture Planning

- Analyse the challenges and opportunities of doing business on the Internet;
- Evaluate the impact of e-commerce on small business;
- Evaluate elements of website design for a small business.

#### The Venture Concept

- Analyse the challenges and opportunities of the start-up phase of a business life cycle;
- Identify and evaluate entrepreneurial opportunities in their community in order to select one well suited to their interests and capabilities;
- Generate ideas that match their selected entrepreneurial opportunity and assess the idea that is most appropriate for a new venture;
- Analyse the factors that would influence the form and type of their venture.

#### Preparing for Start-up

- Analyse the key components of a venture plan;
- Organize the information and sources of information needed for the successful start-up of their venture;
- Determine the human and physical resources needed for their venture;
- Determine effective ways to manage their venture;
- Determine the legal requirements of their venture;
- Determine the financial requirements and sources of financing for their venture.

## **Targeting Customers**

- Analyse the size and composition of the potential market for their venture;
- Develop effective promotional strategies for their venture.

## **Developing a Venture Plan**

- Produce, using appropriate computer software, the elements of a venture plan, including a production plan, marketing plan, human resources plan, management plan, and financial plan that are most appropriate for their proposed venture;
- Design a website as part of their venture plan;
- Assess and finalize the venture plan, including the website, and use it to assess the viability of their venture.

## **LEARNING SKILLS AND WORK HABITS**

☐ Responsibility

☐ Organization

☐ Self-Regulation

☐ Independent Work

☐ Collaboration

☐ Initiative

Learning skills and work habits are an important part of your growth. Learning Skills and Work Habits will be taught, assessed, evaluated, and shared on your report card. This gives you and your parents/guardians valuable information about your learning.

## HOW YOUR GRADES WILL BE DETERMINED:

Your final grade will be calculated by combining your Term (70%) grade and your Final Evaluations (30%):

	DESCRIPTION	CATEGORIES OF KNOWLEDGE AND SKILLS
<b>Term Work</b>	<p>Your work throughout the semester accounts for <b>70%</b> of your final grade:</p> <ul style="list-style-type: none"> <li>• Your teacher will collect and track evidence of your learning through observations of your work; conversations with you; and by evaluating the work you produce.</li> <li>• Your teacher will provide feedback to help you with further study and improvement.</li> <li>• Your 70% work will be returned for your review and reflection.</li> <li>• Your learning is assessed and evaluated based on the curriculum expectation in a balanced manner with respect to the four categories of knowledge and skills. The relative importance of each of the categories reflects the emphasis accorded to them in the course curriculum expectations (Growing Success, 17).</li> </ul>	<p><b>Knowledge &amp; Understanding:</b> Subject-specific content acquired in each grade/course (knowledge), and the comprehension of its meaning and significance (understanding)</p> <p><b>Thinking:</b> The use of critical and creative thinking skills and/or processes</p> <p><b>Communication:</b> The conveying of meaning through various forms</p> <p><b>Application:</b> The use of knowledge and skills to make connections within and between various contexts</p>

	DESCRIPTION	GRADING BREAKDOWN
<b>Final Evaluations</b>	<p><b>Your Final Evaluations account for 30% of your final grade<sup>3</sup>:</b></p> <ul style="list-style-type: none"> <li>• Final Evaluations will challenge you to demonstrate your knowledge and skills related to the overall expectations for the course.</li> </ul>	<p><b>15% In-Class Final Evaluation:</b> This portion of your Final Evaluation will take place in class at or near the end of your course during protected time. It will not require significant preparation outside of class time.<sup>3</sup></p> <p><b>15% Evaluation Block Final Evaluation:</b> This portion will take place during the Evaluation Block of time after classes end and will be a maximum duration of 1.5 hours.</p>

For more information please review:

- 1) [Assessment & Evaluation Practices \(Gr. 7-12\) Administrative Procedure](#)
- 2) [Generative AI - Staff and Student Use Guidelines](#)