

## Entrepreneurship

Teacher: Ms Sorensen

Room: J.P. Cardinal Centre (Library)

This course will include 6 Enterprise and innovation Modules

**ENT1010: CHALLENGE & OPPORTUNITY:** Students identify, compare and assess a variety of venture opportunities and ideas. Prerequisite: None

**ENT1020: ELEMENTS OF A VENTURE PLAN:** Students learn the elements of a venture planning process. Prerequisite: None

**ENT2010: ANALYZING VENTURES:** Students gather and analyze data to make informed decisions about the feasibility of ventures. Prerequisite: None

**ENT2020: FINANCING VENTURES:** Students compare various sources of financing and choose the method that is best for financing the venture. Prerequisite: None

**ENT2030: MARKETING THE VENTURE:** Students appraise various marketing strategies and formulate a marketing strategy for a venture. Prerequisite: None

**ENT2040: CREATE THE VENTURE:** Students create and assess a venture plan. Prerequisite: None

Assessment will be based on the following criteria;

- Projects and assignments 75%
- Group work 5%
- Individual work 15%

Students are encouraged to work in a group to help with the work load but individual projects are accepted as well.

This course will include guest speakers, field trips and presentations

**Course Layout: The following steps are an incorporation of all 6 modules**

Students identify, compare and assess a variety of venture opportunities and ideas.

**Define and give examples of:** Sole Proprietorship, partnership, corporation, Franchise, LTD vs Inc, multinational, crown corporation, non profit, conglomeration, others?

**Research and discuss:**

1. What is a venture or entrepreneurship?
2. Generating ideas for a business:
  - a. What are the needs in our school, community, city, province, Nation?
3. Who is responsible for meeting these needs?
4. Skills for problem solving
5. How could the venture fail?
6. How could you overcome these failures?
7. Social responsibilities
8. Resources that can support you
9. What are some of the factors you will need to research in order to start your business
10. Who are some of the people you will need to start your business and keep it going?

**Project:** Students will decide on their own Venture as a group or an individual

1. What is your business idea?
2. What are your options
  - a. Buy a new one (franchise)
  - b. Buy an existing one
  - c. Create a new one
  - d. Other
3. Name your business (if you have an idea, put it down, but name could change after all of the prep work has been done)
4. Goals (why do you want to start this business?)
5. Financial plan-
  - a. borrowing, terms, contracts, training, equipment, office rental space, custodial, insurance, inventory, ( include the names of the organizations that will help you with the finances)
6. Market plan
  - a. Who will benefit from this business?
  - b. How will you research the need for your business?
  - c. Who is your competition and how are you different?
  - d. Challenges (costs for renting, options, competition, employee training)
  - e. How will you market your business (samples of advertising in both print and media)
7. Suppliers for your products
8. Pricing for services (how do you figure out the costs for customers seeking your service)
9. Employees (who and how many, how will you advertise for them)
10. Logo for the business
11. Business cards
12. Business hours
13. Location (Pictures)
14. Layout of the company/office
15. Interviews with other people in the industry

Assess your plan with another group, make changes and finalize your plan  
Present it to the class like you want to sell your idea to your bank manager