

# *BDI3C0 Introduction to Entrepreneurial Studies 11*

**Teacher:** Mr. Beatty

**Course Name:** Introduction to Entrepreneurial Studies

**Course Code:** BDI3C0

**Textbook:** *Entrepreneurship: Creating a Venture*, Second Edition. Cranson, Lori and Madeline Dennis.

**Course Description:** In a world of accelerating change where both challenges and opportunities abound, students need to learn how to live and work in an enterprising way – either as entrepreneurs who take the initiative to create new ventures or as enterprising individuals – applying their skills, attitudes and abilities while working within the various organizations that contribute to our society. This course focuses on ways in which entrepreneurs recognize opportunities, generate ideas, and organize resources to plan successful ventures that enable them to achieve their personal goals by satisfying the needs of others. Students will learn about values, traits, and skills most often associated with successful entrepreneurial activity.

## **Course Strands:**

- Enterprising People and Entrepreneurs
- Ideas and Opportunities
- Organizing Resources
- The Financial Plan
- The Venture Plan

## **Topics of Study:**

- Characteristics of entrepreneurs and enterprising people
- Contributions by entrepreneurs
- Canadian invention and innovation
- Idea and opportunity generation
- Analyze resources
- The production plan
- The marketing plan
- Financial objectives
  - i. Cash flow
  - ii. Sources of capital
- The venture plan

**Course Assessment/Evaluation:**

<b>Category/Strand/Unit</b>	<b>% of Final Mark</b>
Knowledge/Understanding	17.5
Thinking/Inquiry	17.5
Communication	17.5
Application/Making Connections	17.5
<b>Subtotal</b>	<b>70</b>
<b>Culminating Activities</b>	
	<b>% of Final Mark</b>
The Venture Plan	20
Final Exam	10
<b>Subtotal</b>	<b>30</b>
<b>TOTAL MARK</b>	<b>100</b>

**Your Responsibilities:**

1. Attendance and Effort – Just as in a real career, each student is expected to attend each class, to be on time, arrive prepared, have respect for all in class and the class and its equipment and to use time in class productively. Expect a detention if you are late.
2. If for any reason you are away, it is **YOUR** responsibility to find out what you missed and to get it turned in. The teacher is always the best resource for this information; however, fellow classmates may also be of assistance. If you know you will be missing a class, see me *before* you are away in order to get the work.
3. If you miss a test, **be prepared to write it the day you get back, during lunch.** Also, call the school or bring a note so that your absence is excused. An unexcused absence from a quiz or a test will result in a mark of zero.
4. It is expected that your homework will be complete. Homework will be marked. If a student does not complete homework on a regular basis, an interview with parents may be arranged.

**A Note to Parents/Guardians:**

Hello Parents/Guardians: Please get involved in your child's business education! Feel free to go to my website anytime and see what we are up to in *BDI3C0*. Go to **<http://dhseagles.kpsdb.on.ca/~rbeatty>** (no www). Then click on the *Entrepreneurship 11* (BDI3C0) link. You will see things such as the course outline, our daily activities, student marks, and upcoming tests and assignments. This site is GREAT when students are absent.

Please take the time to sign this course outline. Please feel free to call at me at 223-2316 ext. 639 or email me at [robert.beatty@kpsdb.on.ca](mailto:robert.beatty@kpsdb.on.ca) should you have any questions or concerns.

**Parent/Guardian Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_