

**Subject Area: SOCIAL STUDIES**

**Course: Enterprise Education 3205 (Honors)**

**Description:**

Enterprise 3205 is a third level, two-credit course designed to provide an understanding of the world of enterprise, and to ensure that students actually engage in enterprising ventures. This course requires students to initiate, develop, and implement ventures during a school year.

Enterprise 3205 is designed to contribute to achievements of the Essential Graduation Learnings. It serves to refine and reinforce learning outcomes in the area of personal development, communications, problem solving, technological competence, special interest and career goals for senior high students. Through participation in Enterprise 3205, students will have an opportunity to be innovative, creative, contributing members of society, and to become more knowledgeable about the world of work. They will gain an understanding of financing, marketing, and sales and have a greater ability to interact with the community.

In a complex society faced with rapid change, individuals need generic skills to thrive and succeed. This course focuses on transferable skills, such as reasoning, communication, problem-solving, opportunity identification and evaluation, innovation, creativity and technological literacy. The general curriculum outcomes for the five strands of the Enterprise 3205 Course are stated below:

1. Personal Effectiveness

Students are expected to demonstrate personal effectiveness skills necessary to run a profit or non-profit venture such as communications, human relations, critical/creative thinking, decision making and problem solving.

2. Economic and Entrepreneurship Concepts

Students are expected to demonstrate their understanding of economic and entrepreneurship concepts by engaging in a student venture.

3. Societal Changes and Challenges

Students are expected to identify profit and non-profit venture opportunities resulting from local, provincial, national and global changes and challenges.

4. Technological Literacy

Students are expected to make effective use of various technologies to access, process, produce and communicate information in support of their enterprise ventures.

5. Enterprise Management Skills

Students are expected to demonstrate an understanding of the entrepreneurial process by planning, organizing, directing, financing, marketing and managing their profit/non-profit ventures.

## **Weighting of the Evaluation Components**

Assignments	40%
Tests/Exams/Group Venture	20%
Venture	40%

### **Suggestions/Guidelines:**

1) Assignments: 40%

This would include the following examples:

- Journal
- Interview with an entrepreneur
- Technology e.g., Web design, promotional materials
- Scrapbook
- Homework projects
- Binder/portfolio
- Self-Assessment
- Peer Assessment

2) Tests/Exams: 20%

3) Venture 40%

- Business Plan
- Presentation of Venture
- Implementation of Venture