

Student's Name _____

Course Name Business Enterprise 1100

December 2, 2003

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Outcomes

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Changed Outcome

I. Entrepreneurship and the Business World				
SCO1: Students will demonstrate an understanding of the relationship between enterprise and the business world in terms of economics, entrepreneurs, and careers in business.				
The student will:				
1.1.1 define economics				
1.1.2 explore basic economic principles and practices (c.g supply and demand, free enterprise)				
1.1.3 acquire an understanding of key economic terms (e.g. opportunity cost)				
1.1.4 acquire an understanding of the role of the economy and its effect on the standard of living				
1.1.5 examine what is an entrepreneur				
1.1.6 examine role of entrepreneurs in our society				
1.1.7 examine skills and characteristics of successful entrepreneurs (e.g. creative thinking skills, time management, communication skills)				
1.1.8 recognize the importance of calculated risk management and perseverance				
1.1.9 learn to make economic decisions after assessing available venture information				

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1.1.10	conduct a community survey in order to recognize opportunities for enterprising ventures			
1.1.11	gain an insight into the changing nature of business careers - self-employment vs. working for an employer			
1.1.12	explore a sampling of the many diverse careers available in business			
II. Role of Small Business in the Economy				
SCO 2: Students will examine the role (state and trends) of small business in the economy.				
The student will:				
2.1.1	define small business			
2.1.2	understand the vital role small business plays in the Canadian economy			
2.1.3	explore recent trends in small business growth			
2.1.4	briefly outline profiles of local provincial small businesses using electronic data statistics			
III. Communications				
SCO 3: Students will recognize the role of communications and technology in the business world.				
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3.1.1	define communications				
3.1.2	explain the importance of communication in business				
3.1.3	list types of communication used in business				
3.1.4	examine use of and relative effectiveness of personal business letters, memos and E-mail				
3.1.5	prepare and present a brief oral report on a local business concern using oral, written and graphic support				
3.1.6	list and demonstrate the use of different types of communications in Business				
3.1.7	explain the impact of using current technology (e.g. Fax machines and computer in Business Teleconferencing and Electronic Conferencing)				
3.1.8	conduct a data search using electronic networks (e.g. ACOA Enterprise Network, Internet)				
3.1.9	input documents, perform text-editions/graphics and save and print documents				
3.1.10	use the technology to perform various functions (e.g. input documents, file transfers, save and print documents, design and use graphics)				
3.1.11	explain how technology improves efficiency				

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IV. Finance				
SCO 4.1: Students will investigate personal and business financing.				
The student will:				
4.1.1 list services available from the financial institutions				
4.1.2 list sources of credit and explain advantages and disadvantages of using credit				
4.1.3 complete necessary forms and applications for banking (e.g. withdrawal, deposit, application for a credit card)				
4.1.4 keep and interpret appropriate personal banking records (e.g. cheque book, loan payment cost, bank statements, reconciliation)				
4.1.5 examine current trends in personal banking				
4.1.6 create a financial plan				
4.1.7 examine sources of finance				
4.1.8 examine cost of financing a business				
SCO 4.2: Students will examine money management, accounting and recording keeping in business.				
The student will:				
4.2.1 explain the importance of accounting in business				

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4.2.2	define business terminology (e.g. assets, liabilities, equity, income)				
4.2.3	interpret appropriate financial statements (e.g. balance sheets, budget, income statement, cash flow)				
4.2.4	understand accounting equations (assets = liabilities + equity)				
4.2.5	be aware how technology is applied in record keeping (e.g. spreadsheet, database)				
V. Marketing					
SCO 5.1: Students will demonstrate an understanding of the importance, the elements and the trends in marketing.					
The student will:					
5.1.1	describe the importance of marketing				
5.1.2	distinguish between the different types of market research				
5.1.3	discuss the importance of determining target market				
5.1.4	discuss the importance of a marketing strategy				
5.1.5	explain the role of product, price, place and promotion plays in marketing				
5.1.6	explain the importance of the after-sales service				

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5.1.7	identify current trends in marketing by considering specific issues (eg. technology, the environment, changing lifestyles and the changing world order)			
5.18	use available technology to gather and compile relevant information on target markets, products, etc.			
SCO 5.2: Students will design and conduct a marketing survey for a product				
The student will:				
5.1.1	design a market survey for a particular service or product			
5.1.2	conduct a simple market survey			
5.1.3	explain the differences between advertising and promotions			
VI. Human Resources				
SCO 6: Students will examine the role of human resources in business, including: maximizing human resources, training and retraining, and trends in human resource development.				
The student will:				
6.1.1	define human resources			
6.1.2	explain the importance of human resources in business development			

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6.1.3	identify factors within the work environment that impact on the development of the human resources (e.g. wage freezes, job satisfaction)				
6.1.4	distinguish between training and retraining				
6.1.5	identify the need for training and retraining in the development of the human resources				
6.1.6	list several ways in which training can contribute to the development of human resources				
6.1.7	explain the human resource needs assessment process and how it effects training development				
6.1.8	identify some current trends as related to human resources development				
6.1.9	identify types of training methods used in Human Resource development				
6.1.10	list the changes that have taken place at some of North America's larger companies to accommodate worker preferences				