
Crocus Plains Regional Secondary School
Business Innovations 10S
Course Outline
2025 - 2026

Teacher: B. Speight

Room 216

Course Description: Business Innovations is an introductory course that allows students to sample the various strands within the applied commerce education program. The course offers students the opportunity to explore commerce-related topics, such as economics, entrepreneurship, business, marketing, technology, and finance. Throughout the course, students will apply the concepts and strategies they learn to a variety of creative business projects or simulations. It is the suggested introduction to all of the other courses offered in the applied commerce education subject area.

Topics of Study:

1. Business Communication
 - a. Business language and terminology
 - b. Business etiquette and protocols
 - c. Business documents (i.e. business letters)
2. Business ethics and legal standards
 - a. Business laws
 - b. Business regulations
3. Historical influences and emerging trends on the evolution of business
4. Sustainability practices in business
5. Culture and diversity impact on business
6. Employability skills, education, and career opportunities related to business
 - a. Application form, cover letter, resume, and interview
 - b. Business education
 - c. Career opportunities
7. The role of business in society
8. Concepts and principles of business
 - a. Needs and wants
 - b. Goods and services
 - c. Types of businesses
 - i. Service
 - ii. Merchandise
 - iii. Manufacture
 - iv. Non-profit
 - v. Not-for-profit
 - d. Types of business ownership
 - i. Sole proprietorship
 - ii. Partnership
 - iii. Corporation
 - iv. Cooperative

- v. Franchise
- e. Business functions
 - i. Finance
 - ii. Management
 - iii. Human resources
 - iv. Information technology services
 - v. Marketing
 - vi. Production
 - vii. Research and development
- 9. The economy and business decisions
 - a. Economic systems
 - b. Sectors
 - c. Elements of the business cycle
 - d. Law of Supply and Demand
 - e. Globalization
- 10. Commerce
 - a. Marketing mix
 - b. Target markets
 - c. Direct and indirect competition
 - d. Marketing strategies
 - e. Market segment variables
 - f. Marketing materials
- 11. Retailing
 - a. Role of retailing in business
 - b. Gross profit
 - c. Customer service strategies
 - d. Handling money and processing sales
- 12. Personal Finance
 - a. Earning income
 - b. Budgeting and saving
- 13. Business Finance
 - a. Accounting
 - b. Income statement and balance sheet
- 14. Entrepreneurship
 - a. Invention, innovation, and creativity of an entrepreneur
 - b. Characteristics and skills of an entrepreneur
- 15. Application of basic business principles and concepts to business scenarios (i.e. School Store, fundraising, mini businesses, etc.)

Evaluation Format:

Course Work and Assessments	80%
Employability Skills	5%
Final Assessment	15%

Educational Expectations

1) Respect

- Students will respect one another, the school's property, and the teacher. In turn, the teacher will respect the students.

2) Responsibility

- Each student will take ownership and responsibility for his or her own actions. Students have the responsibility for being punctual, completing his or her schoolwork, and submitting assignments in 'on time'. Extensions **may** be considered depending on the circumstances.
- "Deadlines are set after making sure a sufficient amount of time is given to provide the student with the opportunity to demonstrate the knowledge, skills, attitudes, and behaviours being assessed. It is also important for the parent and student to realize that deadlines are set so an accurate assessment can be taken to reflect how well the student's knowledge is being retained and their skills developed throughout the course at varying intervals." **(Success For All Learners Document – Department of Education)**

3) Teamwork

- Students will work, 'as a team' to accomplish team goals rather than focusing on individual goals. If a student is finished his or her schoolwork early, then he or she can assist other students who may need assistance.

4) Productivity

- Every student must utilize class time to complete the assigned work. Sufficient class time will be given to complete class assignments, projects and tests.
- Microsoft Teams will be used for course content and communication.
- Cell phone provincial policy will be followed.

5) Punctuality

- Students are expected to be punctual and attend all classes. Any absences are to be excused by the student's parent(s) or guardian(s).
- If you miss a class or classes, it is your responsibility to find out what work you missed.

6) Plagiarism

- Students are expected to be "doing their own work, following timelines, and giving credit when they borrow the ideas of others." **(Provincial Assessment Policy)**
- Copying from another student or from the internet will not be tolerated.

7) Assessment

- Student's progress can be monitored through PowerSchool. Students and parents/guardians are encouraged to check their marks regularly.
- Assignments are to be handed in on time.

I want students to be successful, so I am providing extra help to students outside of class as well as during regular class time. I'm available for extra help at noon hour or after school. There is also an opportunity for peer tutoring at these times.

I will be checking daily work completed by the students on a regular basis. It is extremely important that the students complete the daily work, so they are prepared for the unit tests. If parents have any questions or concerns, they should feel free to contact me at (204) 729-3900 or speight.brock@bsd.ca. I believe that when teachers, students and parents work together as a team, students have a much better chance of academic success.