

BUSINESS INNOVATIONS 10S

Crocus Plains Regional Secondary High School

Fall 2026-2027

Period 5: M-F at 2:30pm to 3:35pm

Room: 216

Instructor: Mr. Moyer email: moyer.chad@bsd.ca



This course is an introductory course to the Applied Commerce Education programs. It gives a sample of the four strands to be covered in grades 10 through 12. Those streams include finance, commerce, entrepreneurship and technologies, topics and trends.

GENERAL OUTCOMES

STUDENTS WILL:

- Think critically and creatively.
- Use business technology responsibly.
- Understand ethics, laws, and digital citizenship.
- Explore business, entrepreneurship, and finance.
- Understand retail, commerce, and the economy.
- Analyze business trends and innovation.
- Develop communication and employability skills.
- Appreciate culture, diversity, and sustainability.
- Explore business careers and opportunities.
- Understand the role of business in society.

ASSESSMENT GUIDELINES

Assessment for Learning (Formative)

- Class discussions
- Teacher feedback
- Check-ins

Assessment as Learning (Formative)

- Self-assessments
- Peer feedback
- Goal setting
- Learning reflections

Assessment of Learning (Summative)

- Projects
- Presentations
- Unit tests
- Final assignments

Academic Achievement

Final grades are based on a variety of summative assessments completed throughout the course, including assignments, projects, presentations, and tests. The final grade reflects each student's overall achievement of the course learning outcomes and demonstrates their knowledge, skills, and understanding developed over the term.

Course Evaluation Structure

This class will follow the following grading:

80%
Assignments& Tests

15%
Final Project/Exam

5%
Employability Skills

COURSE UNITS

1. Business Concepts and Principles

- Define business
- Demonstrate an understanding of a need and a want and the relationship to business opportunities
- Differentiate between a good and a service
- Demonstrate an understanding of the various business types
- Compare and contrast the various forms of business ownership
- Demonstrate an understanding of franchising and franchise ownership
- Demonstrate an understanding of the various functions within a business

2. The Economy

- Define economy
- Compare and contrast the various types of economic systems
- Demonstrate understanding of the contributions and benefits each sector makes to the Canadian economy
- Demonstrate an understanding of elements of the business cycle
- Demonstrate an understanding of the law of supply and demand
- Demonstrate an understanding of the various factors that affect supply and demand
- Explain the impact of globalization on Canadian business and the Canadian economy

3. Commerce

- Identify and analyze business strategies related to the various elements of the marketing mix
- Define target market
- Demonstrate an understanding of market segment variables
- Identify and analyze marketing strategies that appeal to a target market
- Create marketing material for a specific product or service that appeals to a target market

4. Retailing

- Define retailing
- Examine the role of retailing in business
- Demonstrate how to calculate gross profit
- Identify and analyze effective customer service strategies
- Demonstrate the ability to handle money and process cash sales

5. Personal Finance

- Define and use appropriate business language and terminology
- Demonstrate an understanding of marketing strategies and their effect on personal consumer decisions
- Identify how personal ethics plays a role in purchasing decisions
- Demonstrate an understanding of basic money management principles
- Calculate basic consumer purchases
- Demonstrate an understanding of financial institutions, bank accounts, and basic investment options

6. Business Finance

- Define assets, liabilities, owner's equity, revenue and expenses
- Construct a simple income statement and balance sheet
- Examine the role of accounting in business

7. Entrepreneurship

- Define entrepreneurship.
- Define invention, innovation, and creativity as it relates to entrepreneurship.
- Explore the characteristics and skills of an entrepreneur.
- Explore the value of small business in our economy.