

Entrepreneurship 20S

Crocus Plains Regional Secondary High School

Fall 2026-2027

Period 4: M-F at 1:20pm to 2:25pm

Room: 220

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



This course focuses on developing the foundational skills and ideas needed to plan and develop a business. Students begin by evaluating innovation, inventions, and innovative ideas. You will learn the process of planning, marketing, and implementing a venture.

GENERAL OUTCOMES

STUDENTS WILL:

- apply critical, creative, and innovative thinking skills.
- use current and emerging business technologies.
- understand the importance of a positive digital footprint.
- communicate effectively in professional and business settings.
- recognize ethical and legal responsibilities in business.
- examine historical influences and emerging business trends.
- analyze innovation and change in the business world.
- understand the importance of sustainability in business.
- explore the influence of culture and diversity on business.
- investigate education and career opportunities.
- examine the role of business in society.
- understand the principles of entrepreneurship.

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. Basics of Entrepreneurship

- Define entrepreneurship.
- Identify how creativity is essential to entrepreneurship.
- Identify why innovation is essential to entrepreneurship.
- Identify and evaluate the advantages and disadvantages of entrepreneurship.
- Compare and contrast the difference between an idea and an opportunity.

2. Turning Ideas into a Business

- Students will be able to understand the tasks of an entrepreneur.
- Students will learn how to turn ideas into a business opportunity while learning problem solving skills.
- With creativity students will turn their ideas into a business with research and problem solving.

3. Ethics

- Define and have an understanding of Ethical and Unethical Behavior
- Understand how Workplace Ethics affect businesses and yourself
- Define and understand what a business code of ethics is
- Learn how to be a lifelong learner of ethics
- Work through different workplace scenarios

4. Economics & The Market

- Students will be able to understand the tasks of an entrepreneur, and will research a successful entrepreneur.
- Students will learn the tools needed to understand the business market.
- Distinguish between needs and wants, how economic decisions are made, and what affects their business. Students will use this knowledge to help them further their business plans by creating a new product or service for their business.

5. The Business Plan Basics

- Students will be able to understand the basics of a business plan and what goes in it.
- Students will learn the tools needed to create a business plan.
- Explain the purpose and importance of writing a good business plan.
- List and describe the basic elements of a business plan.
- Start the beginning stages of creating a business plan

6. Market Research

- Students will be able to understand the target market, roles of market research and understand the competition.
- Identify a target market and analyze the needs of customers.
- Explain the role of market research and how to identify the six steps involved in market research.

7. The Marketing Plan

- Students will be able to understand how to develop a marketing plan, distribution, promotion, and selling their products or services in their business.
- Students are to create a plan to promote and sell their products or services.