

Entrepreneurship and Marketing 10

Students will learn about:

- Entrepreneurship opportunities
- Characteristics of entrepreneurs
- Creative ways to add value to an existing idea or product
- Ethics of cultural appropriation
- Differences between invention and innovation
- Barriers that diverse groups of entrepreneurs face and factors that can contribute to their success
- Life cycle of a product from invention/innovation to the marketplace
- Ethical marketing strategies
- Forms of marketing
- Online marketing concepts
- Customer needs, wants, and demands

Overview:

Entrepreneurship and Marketing 10 is a course consisting of five main themes with a total of fifteen chapters. There is a unit test at the end of each chapter.

Business Communication

- Select and justify appropriate business communication tools to complete a variety of tasks.
- Make a presentation for a specific audience using appropriate communication skills to resolve business issues.
- Apply interpersonal and teamwork skills to generate alternative solutions to business problems or challenges.
- Use communication tools to produce and evaluate the effectiveness of various forms of business communication.

Finance

- Demonstrate a variety of ways to solve financial problems
- Explain how the value of currency and investments changes over time

Economics

- Prepare and interpret a simple supply and demand graph and apply the interpretation to a business problem.

- Explain the significance of competition and cooperation in business.
- Outline methods used to facilitate and predict economic development.
- Describe common economic indicators and explain how they apply to the standard of living.

Marketing:

- Describe and evaluate the marketing mix for a variety of products.
- Outline factors contributing to product value
- Create and implement a marketing plan for a product or service.
- Defend techniques used to market products or services globally.
- Evaluate how trends in society affect employment in the marketing sector and in education.

Entrepreneurship

- Design, implement and evaluate a business plan.
- Assess personal attributes that relate to entrepreneurship and entrepreneurial activity in business

Learning Materials and Assessment:

All assignments and assessments will be available on the classroom website (See Teacher). Student Workbooks are available to all students to aid in successful completion of the course.

Expectations:

- Respect Yourself and Others
- Always demonstrate respectful behavior
- Respect Effort and Learning
- Respect your Community and the Environment
- Attend class on time
- Attend tutorials to complete work
- Always put forth your best effort
- Listen to the teacher and to your work partners
- Absolutely no food or drink in the computer labs
- Be careful not to damage school equipment. Don't unplug any of the computer cabling without the direction of the teacher