

Name: _____

Start Date: _____

Entrepreneurship 12

Entrepreneurship - Ideas in Action, 5th edition

UNIT 1: Should You Become an Entrepreneur?

- | | |
|------------------------------------|---------|
| 1. Film Study: Chris Gardner | ____/20 |
| 2. Integrity and Ethical Behaviour | ____/10 |
| 3. Checkpoints | ____/10 |
| 4. Think About It Questions | ____/20 |
| 5. Business Plan | ____/30 |
| Total | ____/90 |
| Date: _____ | ____% |

UNIT 2: Entrepreneurs in a Market Economy

- | | |
|-----------------------------|---------|
| 1. Checkpoints | ____/10 |
| 2. Think About It Questions | ____/20 |
| 3. Business Idea Poster | ____/30 |
| 4. Business Plan | ____/30 |
| Total | ____/90 |
| Date: _____ | ____% |

UNIT 3: Develop a Business Plan

- | | |
|-----------------------------|---------|
| 1. Case Study: Entrepreneur | ____/20 |
| 2. Checkpoints | ____/10 |
| 3. Think About It Questions | ____/20 |
| 4. Business Plan | ____/30 |
| Total | ____/80 |
| Date: _____ | ____% |

UNIT 4: Identify and Meet a Market Need

- | | |
|-----------------------------|---------|
| 1. Follow Your Dreams Video | ____/10 |
| 2. Checkpoints | ____/10 |
| 3. Think About It Questions | ____/20 |
| 4. Business Plan | ____/30 |
| Total | ____/70 |
| Date: _____ | ____% |

UNIT 5: Market Your Business

- | | |
|-----------------------------|---------|
| 1. Checkpoints | ____/10 |
| 2. Think About It Questions | ____/20 |
| 3. Brand Name Video | ____/10 |
| 4. Logo Video | ____/10 |
| 5. Business Plan | ____/30 |
| Total | ____/80 |
| Date: _____ | ____% |

UNIT 6: Distribution, Promotion, and Selling

- | | |
|-----------------------------|---------|
| 1. Checkpoints | ____/10 |
| 2. Think About It Questions | ____/20 |
| 3. Marketing Mix Poster | ____/30 |
| 4. Current Event Article | ____/20 |
| Total | ____/80 |
| Date: _____ | ____% |

UNIT 7: Putting It All Together!

- | | |
|-------------------------------|----------|
| 1. Business Plan | ____/50 |
| 2. Effective Web Design Video | ____/10 |
| 3. Webpage | ____/30 |
| 4. Vision Board | ____/30 |
| 5. Why Do We Fall Video | ____/10 |
| Total | ____/130 |
| Date: _____ | ____% |

COURSE MARK

Date : _____ %