



Argyle Secondary School
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Entrepreneurship & Marketing 10 Course Outline

Teachers: Mrs. Almeida Email: jalmeida@sd44.ca

2024 Room: 208 Semester 2: Period 7

Please refer to the new curriculum on the Ministry of Education website:

<https://curriculum.gov.bc.ca/curriculum/adst/10/entrepreneurship-and-marketing>

Big Ideas:

- Social, ethical, and sustainability considerations impact design and decision making
- Ethical marketing contributes to a healthier global marketplace
- Different technologies and tools are required at different stages of creation and communication

General Learning Outcomes:

It is expected that students will:

- understand and identify the structure of business and economics
- understand the basics of human resources, banking and personal finance, marketing, entrepreneurship and international business
- develop and apply appropriate business skills
- develop skills in using technology to produce business communications
- enhance their abilities in creative and critical thinking, problem solving, team building, and leadership
- investigate occupations and job opportunities in a range of businesses

The course is taught in a computer lab enabling students to utilize and develop their computer skills.

Students can continue their studies in Business Education at the grade 11/12 level with specialized courses in Accounting, Marketing, Entrepreneurship and Economics

Course Content:

During the school year, it is expected that the following will be addressed (but not limited to):

<ul style="list-style-type: none">• The Role of Business• Doing Business in Canada<ul style="list-style-type: none">○ Human Resources and Management○ Accounting and Marketing• Personal Finance<ul style="list-style-type: none">○ Money: Earning, Spending, and Managing○ Saving and Investing○ Financial Services and Consumer Credit	<ul style="list-style-type: none">• Becoming an Entrepreneur<ul style="list-style-type: none">○ What is an Entrepreneur?○ Invention and Innovation○ Creating a Venture• International Business<ul style="list-style-type: none">○ International Interdependence○ Trade Agreements and Trading Partners○ Economic Relationships
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Materials Needed:

- A sturdy 2 or 3 inch ring binder
- Course Reading Package
- Paper, eraser, pens and pencils
- USB Flash drive (at least 2 GB)

Assessment and Evaluation:

The following are some of the assessment and evaluation strategies that might be used:

- tests and quizzes
- written reports, essays, and paragraphs on a variety of topics
- oral discussion and presentations
- group work
- participation