

# VISIONS & VENTURES 31G

## COURSE SYLLABUS



**Mrs. J. Bachart**  
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**Room 202**

Have you considered going into business for yourself? If so, you may have thought about becoming an entrepreneur. An entrepreneur is someone who undertakes the creation, organization, and ownership of an innovative business with potential for growth. Creating and running a business venture requires a variety of skills. Owning a business in 2012 is very different than it was in the past. The global marketplace and internet have brought new resources, opportunities, markets, competitors and ideas to the forefront of new business owners

Learn what it takes to start a business from scratch and make it a reality!

This course is designed for those who wish to act on their entrepreneurial spirit and work on bringing an idea to life...let's go!

### **COURSE OUTCOMES**

*Upon completion of this course you will be able to:*

- ✘ Analyze the personal advantages and risks of owning a business
- ✘ Compare and contrast the advantages and disadvantages of buying an existing business, starting an entirely new business, or purchasing a franchise
- ✘ Describe an entrepreneurial opportunity and formulate the steps in establishing a business oriented toward that opportunity.
- ✘ Identify the major sources of funding for a business.
- ✘ Develop a vision for a new business
- ✘ Identify practices of an entrepreneurial leader
- ✘ Analyze current trends in the global marketplace and their impacts on business.
- ✘ Identify and complete the information that needs to be included in a business plan
- ✘ Apply and adapt a variety of appropriate strategies to solve problems.
- ✘ Searching and understanding the global opportunities in business.
- ✘ Research, plan, record, write, and produce from start to finish a real business.

## COURSE ACTIVITIES, TEXTBOOKS AND OTHER MATERIALS

*In Vision and Ventures you will learn by doing. The ultimate result is to have started your own business. The course activities will be a mixture of:*

- ✂ *Textbook - ENTREPRENEURSHIP Building a Business*
- ✂ *Guest speakers*
- ✂ *How I made my millions (CNBC)*
- ✂ *Practicing the art of selling*

## ASSESSMENT AND EVALUATION

Business PRODUCT/SERVICE	15%
Assignments	15%
Tests/Quizzes	15%
Business Plan	15%
FINAL Sell	10%
Final Exam	<b>30%</b>

TOPIC	HOURS	TOPICS LEARNED
<b>UNIT ONE</b> "GOING INTO BUSINESS FOR YOURSELF"	<b>15</b>	<ul style="list-style-type: none"><li>• What is entrepreneurship?</li><li>• Your potential as an entrepreneur</li><li>• Recognizing opportunity</li><li>• Global opportunities</li></ul>
<b>UNIT TWO</b> "RESEARCHING AND PLANNING YOUR VENTURE"	<b>15</b>	<ul style="list-style-type: none"><li>• Feasibility and business planning</li><li>• Market analysis</li><li>• Types of business ownership</li><li>• The legal environment</li><li>• Site selection and layout planning</li></ul>
<b>UNIT THREE</b> "MANAGING MARKET STRATEGIES"	<b>15</b>	<ul style="list-style-type: none"><li>• The marketing plan</li><li>• The pricing strategy</li><li>• The promotion strategy</li><li>• Developing and managing sales</li></ul>
<b>UNIT FOUR</b> "MANAGING YOUR BUSINESS PROCESSES"	<b>10</b>	<ul style="list-style-type: none"><li>• Preparing and planning to manage</li><li>• Managing purchasing and inventory</li><li>• Production management and distribution</li><li>• Managing operations and staffing</li><li>• Managing human resources</li></ul>

<b>UNIT FIVE</b> "MANAGING THE FINANCES OF YOUR BUSINESS"	<b>10</b>	<ul style="list-style-type: none"> <li>• Accounting and financial reporting</li> <li>• Financial management</li> </ul>
<b>UNIT SIX</b> "GROWING YOUR BUSINESS"	<b>10</b>	<ul style="list-style-type: none"> <li>• Risk management</li> <li>• Making your business grow</li> <li>• Social and ethical responsibility</li> </ul>

- I will make due dates for assignments, projects and tests public to students in advance. Where special circumstances occur for individual students, I may adjust these dates on a case-by-case basis.
- Where special circumstances do not exist, students shall comply with the posted dates. Writing tests on announced dates, doing performance assignments on announced dates and submitting written assignments on due dates; whether partially or completely ready for submission is expected. Late work under normal circumstances will not be accepted.
- If you happen to miss a test due to illness, a doctor's note or a note from your parents stating that they are aware that you were sick and missed a test needs to be handed in to me the next day that you are at school or you will not be able to write the test.

#### **ACADEMIC INTEGRITY**

- If you are found cheating that is, having unauthorized possession of someone's work and passing it off as your own.
- If you have willingly **given** someone your work and they pass it off as their own.
- If you are cheating on a test, or overall found to be dishonest about your work.
- See more in your Student Handbook 2012-2013 (Academic Integrity)

Consequences WILL be enforced.

**If you are having any difficulty in this course, please come to me in Room 234 or email me at [jbachart@pembinatrails.ca](mailto:jbachart@pembinatrails.ca) with your concerns. It is much easier to tackle the issue earlier on in the course than it is at the end. There are very few problems that we cannot work out together! ☺**

**I look forward to a successful semester! Mrs. Bachart**