

Launching and Leading a Business

Grade 10, Open (BEP2O), 2024

10

Overall and Specific Expectations

A STRAND A: **Business Leadership, Project Management, and Connections**

Throughout this course, in connection with the learning in strands B to D, students will:

A1. Business Leadership and Project Management

demonstrate an understanding of various business leadership styles and use a [project management process](#) when performing business-related tasks

A1.1 compare various business leadership styles and explain why it might be appropriate to use a particular style in a particular situation

A1.2 use a project management process to manage the main aspects of a business project, including goals, key performance indicators, resources, delegation of tasks and responsibilities, progress of tasks, deadlines, and risks, while demonstrating a leadership style appropriate to each situation

A1.3 evaluate tasks and projects on a regular basis in terms of goals, key performance indicators, and outcomes, taking into account feedback gathered from a variety of sources

A2. Business Technologies

demonstrate an understanding of business-related digital technologies and use them in a way that respects their own and others' online safety and data security to complete a variety of business-related tasks and projects

A2.1 identify a variety of existing and emerging digital technologies, tools, and applications designed to support the completion of various business-related tasks and projects

A2.2 analyze and compare the benefits, limitations, costs, and risks, including risks to online safety and data security, associated with various digital technologies, tools, and applications used to complete business-related tasks and projects

A2.3 select and use the most appropriate digital technologies, tools, and applications to complete a variety of business-related tasks and projects

A3. Connections, Applications, and Careers

analyze how business skills and knowledge can be applied in other subject areas and in a variety of careers

A3.1 describe ways in which problem solving and creative and critical thinking can be applied to address local and global real-world opportunities and challenges

A3.2 analyze and explain how business skills and knowledge, including financial literacy, can support learning in other subject areas, in-school job skills programs, and community-based programs

A3.3 describe how their learning in this course can be applied in a variety of careers, including self-employment, entrepreneurship, or skilled trades

A3.4 create and maintain a portfolio that illustrates their business competencies and growth as an entrepreneur

A4. Contributions of Entrepreneurs

describe how entrepreneurs contribute to social, economic, and environmental progress, and analyze challenges that they face, identifying ways to address these challenges

A4.1 describe ways in which different entrepreneurial ventures have addressed social, economic, environmental, and ethical issues

A4.2 describe the contributions and impacts of successful entrepreneurs from diverse local, Canadian, and global communities

A4.3 analyze challenges faced by entrepreneurs from various communities, and identify supports available to help address these challenges

B STRAND B: Economic Foundations

By the end of this course, students will:

B1. Market Forces

demonstrate an understanding of how businesses respond to market forces, including supply and demand, and the needs and wants of consumers

B1.1 explain how market forces affect the supply, demand, and price of goods and services and economic cycles

B1.2 describe how the needs and wants of consumers and the scarcity and choice of goods and services impact consumer behaviour and how businesses respond to that behaviour

B1.3 describe how various groups in Canada have been affected by current and past market forces beyond their control

B2. The Competitive Market Environment in Canada

demonstrate an understanding of the competitive market environment in Canada and the ways in which economic systems, trade relationships, and governments influence it

B2.1 analyze how different competitive market structures affect business activities in Canada

B2.2 describe how trade relationships Canada has with other countries have an impact on Canadian markets and on Canadian business activities and decisions

B2.3 explain how different levels of government in Canada, as well as non-governmental bodies, may intervene in an attempt to correct market failures and to create a more fair, competitive, and responsible market environment

B3. Business in Canada

demonstrate an understanding of the various types of businesses that compose Canada's economy, and analyze the effect of their activity and innovation on communities and domestic and global economies

B3.1 describe the different types of businesses in Canada and their role in domestic and global economies

B3.2 compare the actions taken and innovations made by various Canadian businesses to become more socially and environmentally responsible

B3.3 analyze the ways in which various Canadian businesses are working with Indigenous entrepreneurs, businesses, or organizations, as well as First Nations, Métis, and Inuit individuals or communities, and describe how this contributes to reconciliation

STRAND C: Entrepreneurship: From Mindset to Venture

By the end of this course, students will:

C1. The Entrepreneurial Mindset: Designing, Refining, and Pitching an Idea

develop, refine, and pitch an entrepreneurial idea by using design, problem solving, and pitch processes as well as an [entrepreneurial mindset](#)

C1.1 describe what constitutes an entrepreneurial mindset, and how their own lived experiences can help them to create and innovate new products or services

C1.2 use a design process to identify how to meet a market need or opportunity; select and develop an entrepreneurial idea to pursue; and create a prototype that takes into account the end-user experience

C1.3 use a problem solving process to assess and refine their entrepreneurial idea and prototype, considering social, economic, environmental, and ethical impacts

C1.4 use a pitch process to effectively communicate their entrepreneurial idea to various audiences for the purpose of gathering support for a potential entrepreneurial venture

C2. Planning an Entrepreneurial Venture

identify and plan the various components necessary for their entrepreneurial venture's development, and evaluate the feasibility of their venture throughout the planning process

C2.1 identify key performance indicators for their venture to measure its progress and success

C2.2 consider the target market and competition for their venture, and create a brand that captures its personality and identity

C2.3 identify the logistics, resources, and requirements needed for their entrepreneurial venture in order to assess its feasibility

C2.4 calculate their venture's startup budget and conduct a break-even analysis to ensure their venture's financial viability

C3. Financing and Launching an Entrepreneurial Venture

launch an entrepreneurial venture by identifying funding opportunities and sales strategies that will help them to achieve their goals and key performance indicators

C3.1 identify and compare various supports, including funding opportunities, available for entrepreneurs in their community to help them launch a venture

C3.2 launch an entrepreneurial venture and lead it towards achieving their identified goals and key performance indicators

C3.3 analyze ethical sales strategies and respectful, accessible customer service approaches and apply them to their entrepreneurial venture

D STRAND D: Business Functions

By the end of this course, students will:

D1. Operations

demonstrate an understanding of the processes involved in producing a product or delivering a service, and develop a process for producing their product or delivering their service, identifying ways to improve the process overall

D1.1 describe the processes involved in the production of a product or the delivery of a service

D1.2 examine and evaluate how various businesses have enhanced the efficiency, health and safety practices, ethics, and sustainability of their production or delivery processes

D1.3 outline a process for producing their product or delivering their service in an efficient, healthy, safe, ethical, and sustainable way

D2. Marketing

demonstrate an understanding of the “three Cs” (company, customer, and competition) and the “four Ps” (product, price, place, and promotion), including how different strategies can be used in different markets

D2.1 analyze how various businesses have successfully used different marketing strategies for different target markets

D2.2 create a mission statement based on the unique selling proposition and brand values of their entrepreneurial venture

D2.3 explain how their venture is best suited for their target customer and how it distinguishes itself from the competition through its value proposition and competitive advantages

D2.4 describe the four Ps of marketing, including how they complement each other to attract customers, and create a marketing mix for their entrepreneurial venture

D3. Accounting

demonstrate an understanding of the role and importance of accounting to the entrepreneurial process and to the development and growth of a small business

D3.1 explain the role and importance of both financial and management accounting for a business in decision making and in building transparency and trust, internally and externally

D3.2 demonstrate an understanding of tracking cash inflows and outflows for a small business and the responsibility of reporting on performance

D3.3 analyze basic financial statements for a small business to determine its financial position and performance

D3.4 demonstrate an understanding of the role and importance of non-financial reporting and how it helps to communicate their venture’s impact and commitment to responsible practices

D4. Management of Human Resources

demonstrate an understanding of the role of management in supporting a team of employees, including a manager's ethical, moral, and legal responsibilities and considerations

D4.1 explain the role of management in leading others in a business, including a manager's ethical, moral, and legal responsibilities and considerations

D4.2 demonstrate how to manage human resource issues that might arise in a business, including ethical issues related to employees, the environment, and communities