

SIR JOHN A. MACDONALD COLLEGIATE INSTITUTE COURSE BRIEF

Course Name	<i>Launching and Leading a Business</i>	Grade	10
Course Code	BEP20	Credit Value	1.0
Pre-Requisite	None	Or Recommended Pre-Requisite	None
Type of Course	Open		

TEXTBOOKS	REPLACEMENT COST (if lost or damaged)
<i>Launching and Leading a Business</i>	\$95 (Wilson et al.)
ADDITIONAL RESOURCES/LEARNING MATERIALS	REPLACEMENT COST (if lost or damaged)
N/A	N/A

Course Description
 This course introduces students to the world of business and what is required to be successful, ethical, and responsible in today's economy. Students will develop the knowledge and skills needed to be an entrepreneur who knows how to respond to local and global market opportunities. Throughout the course, students will explore and understand the responsibility of managing different functions of a business. This includes accounting, marketing, information and communication technology, financial management, human resources, and production.

Curriculum Strands/Categories (this may differ depending on discipline and level)
Knowledge and Understanding: Subject-specific content acquired in each grade/course (knowledge), and the comprehension of its meaning and significance (understanding)
Thinking: The use of critical and creative thinking skills and/or processes
Communication: The conveying of meaning through various forms
Application: The use of knowledge and skills to make connections within and between various contexts

Assessment and Evaluation of Student Achievement

Unit	Unit Title/Description	Evaluation Task*	Achievement Chart Focus
Unit 1	Business Fundamentals	Needs and Wants Assignment Ethics/Social Responsibility Assignment Franchise Profile Activities Business Profile/Presentation Comprehensive Test(s)	Knowledge and Understanding, Thinking, Communication, Application (hereinafter "KUTCA")
Unit 2	Functions of a Business Finance Entrepreneurship Marketing	Marketing Campaign Activities Human Resources Simulation Creating Financial Statements Household Budgeting Comprehensive Test(s)	KUTCA
Unit 3	Business Technologies	Using AI in the Business World Comprehensive Test(s)	KUTCA
Unit 4	Business Leadership & Project Management	Business leadership styles Key performance indicators Comprehensive Test(s)	KUTCA
Unit 5	Culminating Activities	Electronic Research - Franchise Operation OR Creating/Managing Business Venture Activities Comprehensive Word Processed Report and relevant documentation	KUTCA

*Evaluation tasks are subject to change

Levels of Achievement

For Grades 9 to 12, a student's achievement of the overall curriculum expectations will be evaluated in accordance with the achievement charts in the provincial curriculum and will be reported using percentage marks.

Achievement Level	Percentage Mark Range	Achievement Description
HL4/L4+ L4 LL4/L4-	95 – 100 87 – 94 80 – 86	Level 4 identifies achievement that surpasses the provincial standard. The student demonstrates the specified knowledge and skills with a high degree of effectiveness.
HL3/L3+ L3 LL3/L3-	77 – 79 73 – 76 70 – 72	Level 3 represents the provincial standard for achievement. The student demonstrates the specified knowledge and skills with considerable effectiveness. Parents of students achieving at level 3 can be confident that their children will be prepared for work in subsequent grades/courses
HL2/L2+ L2 LL2/L2-	67 – 69 63 – 66 60 – 62	Level 2 represents achievement that approaches the provincial standard. The student demonstrates the specified knowledge and skills with some effectiveness. Students performing at this level need to work on identified learning gaps to ensure future success.
HL1/L1+ L1 LL1/L1-	57 – 59 53 – 56 50 – 52	Level 1 represents achievement that falls much below the provincial standard. The student demonstrates the specified knowledge and skills with limited effectiveness. Students must work at significantly improving learning in specific areas, as necessary, if they are to be successful in the next grade/course

Students who achieve below 50% have not met curriculum expectations; a credit will not be granted.

Learning Skills	Assessment of Learning Skills
Responsibility Organization Independent Work Collaboration Initiative Self-Regulation	Excellent (E) Good (G) Satisfactory (S) Needs Improvement (N)

Weighting by Strands/Categories			
Knowledge and Understanding	30	Communication	20
Application	30	Thinking	20

Assessment and Evaluation Strategies: the following is a list of potential A/E strategies used within the course; the list may not be exhaustive and is subject to change:

Classroom Discussion	Think Pair Share	Unit Questions	Exercise Assignments
Homework Assignments	Article Analyses	Oral/Multimedia Presentations	
Electronic Research	Website Analysis	Posters/Brochure	
Role-playing Activities	Tests/Quizzes	Key Terminology Review	

CALCULATION OF FINAL MARK

→ 70% for evaluations conducted throughout the course

→ 30% for a Culminating Activity – the C/A will occur in the final 3 weeks of the course