

Catholic District School Board of Eastern Ontario

NOTRE DAME CATHOLIC HIGH SCHOOL

COURSE TITLE:	Small Business Management & Marketing
COURSE CODE:	BMI3C
LEVEL OF DIFFICULTY:	Open/College Prep.
AREA OF STUDY:	Business Studies
SUGGESTED PREREQUISITES:	Grade 10 Careers
NUMBER OF HOURS:	110
FACILITATOR:	Mr. M. Melville
TEXT(S):	Understanding Canadian Business Canadian Marketing in Action
CREDIT:	1.0
DATE OF PREPARATION:	September 2008
MINISTRY GUIDELINES:	The Ontario Curriculum, 2006, Grades 11 & 12, Business Studies

Course Description: This course emphasizes the development of practical skills and knowledge to solve problems, make decisions, create personal meaning, and present findings beyond the scope of a single subject or discipline. Through individual and collaborative inquiry and research into contemporary issues, real-life situations, and careers, students will apply the principles and skills derived from the complementary subjects and disciplines studied, evaluate the reliability of information, and examine how information technology can be used safely, effectively, and legally. Students will also learn how to select strategies to define problems, research alternative solutions, assess their thinking in reaching decisions, and adapt to change as they acquire new knowledge.

This course combines expectations from Organizational Studies: Managing a Small Business, Grade 12, Workplace Preparation and Advanced Learning Strategies: Skills for Success After Secondary School, Grade 12, Open, as well as Marketing, Grade 11, College Preparation.

This course focuses on the core skills and concepts required to manage a small business. Students will deal with various aspects of Operations Management such as inventory, marketing, financial issues, communications and human resources.

Students will have the opportunity to design, produce and market a small business venture. Further opportunities to design and operate a school-based business will exist. Ideally, the small business will be operated in the school by the class focusing on an identified need.

Units of Study:

1. Operations Management & Marketing a Small Business
2. The Small Business Environment in Canada
3. The Role of Entrepreneurship
4. Human Resources Management

Overall Learning Expectations: By the end of this course students will:

- analyse the importance of small business in their own community and in the Canadian economy:
- evaluate current business issues and trends and their effect on local business opportunities:
- assess local opportunities for employment that are of personal interest and that have potential for launching a career:
- analyse entrepreneurial opportunities and the processes involved in creating an entrepreneurial venture:
- assess the role that problem solving and creativity play in the success of an entrepreneurial venture:
- describe the characteristics and skills needed to succeed in an entrepreneurial venture:
- demonstrate an understanding of the role of the basic components of the marketing function in satisfying customer needs:
- explain the relationship between effective financial management and profit:
- demonstrate the use of appropriate communication techniques for business activity:
- analyse the nature and importance of effective leadership in a small business environment:
- analyse the mechanics and processes of group dynamics;
- demonstrate an understanding of the laws and regulations that govern working conditions.

How this course supports the Ontario Catholic School Graduate Expectations:

Understanding who we are and what we are to do with this gift of life is directly related to our knowledge of God and the plan God has for our lives. Through various activities, assignments, and reflections, the learner will come to a deeper understanding of who they are and the gifts, talents, and abilities God has blessed them with. As they deepen their knowledge, students will gain insight into the ways in which God wants them to use their gifts. The life and teachings of Jesus will serve as an example of how to respond to the Christian calling they have experienced since baptism.

The following are the overall expectations of an Ontario Catholic School Graduate:

1. A discerning believer formed in the Catholic faith community.
2. An effective communicator.
3. A reflective and creative thinker.
4. A collaborative communicator.
5. A caring family member.
6. A self-directed, responsible, lifelong learner.
7. A responsible citizen.

COURSE ASSESSMENT

Student achievement will be based on the achievement chart categories outlined below and individual demonstration of the specific expectations. Achievement chart categories will be posted in the classroom and distributed to students for greater awareness and understanding of assessment. All major assignments will be evaluated by levels. Grades will be determined

using the students' most consistent and most recent levels of achievements. For purposes of reporting, the percentage grade range will correspond to the following levels as defined by the board:

Level	Mark/ Code	Level	Mark/ Code	Level	Mark/ Code	Level	Mark/ Code
4++	98/100						
4+	94	3+	79	2+	69	1+	59
4	86/90	3	75	2	65	1	55
4-	82	3-	72	2-	62	1-	52

The Achievement Chart

The achievement chart that follows identifies four categories of knowledge and skills in English. The achievement chart is a standard province-wide guide to be used by teachers. It enables teachers to make judgements about student work that are based on clear performance standards and on a body of evidence collected over time.

The purpose of the achievement chart is to:

- provide a common framework that encompasses all curriculum expectations for all courses outlined in this document;
- guide the development of quality assessment tasks and tools (including rubrics);
- help teachers to plan instruction for learning;
- assist teachers in providing meaningful feedback to students;
- provide various categories and criteria with which to assess and evaluate students' learning.

Achievement Chart Category Descriptions

The categories, defined by clear criteria, represent four broad areas of knowledge and skills within which the subject expectations for any given course are organized. The four categories should be considered as interrelated, reflecting the wholeness and interconnectedness of learning.

The categories of knowledge and skills are described as follows:

Knowledge and Understanding. Subject-specific content acquired in each course (knowledge), and the comprehension of its meaning and significance (understanding).

Thinking. The use of critical and creative thinking skills and/or processes, as follows: planning skills (e.g., generating ideas, gathering information, focusing research, organizing information) processing skills (e.g., drawing inferences, interpreting, analysing, synthesizing, evaluating) critical/creative thinking processes (e.g., oral discourse, research, critical analysis, critical literacy, metacognition, creative process)

Communication. The conveying of meaning through various text forms.

Application. The use of knowledge and skills to make connections within and between

various contexts.

Reading Strategies to be implemented

- Predicting
- Activating Prior Knowledge
- Evaluating
- Visualizing

COURSE EVALUATION

Formative Evaluation

Formative Evaluation is used to measure students' learning skills and as a means of diagnostic assessment to improve learning.

Summative Evaluation: 70%

Knowledge and Understanding
Thinking
Application
Communication

Final Assessment: 30%

Culminating Activity 30%

**Students must submit the culminating activity to pass the course

Each student in this course is expected to:

1. Treat everyone in the room with respect.
2. Treat the equipment in the room with respect.
3. Come to class with a notebook, paper, and a pen.
4. Be on time for class. Being late for class may merit a detention. Chronic lateness will be dealt with by Administration.
5. Come to class wearing a complete uniform, as outlined under the school uniform guidelines. Uniform issues will be dealt with by administration. Your return to class will be considered a late for attendance purposes.
6. Keep the room in order; ie., no writing on desks, no eating in the classroom, etc.
7. Catch up on all work missed due to absence. This is YOUR responsibility.
8. **Summative Assignments that are not submitted on the given due date are subject to course policy (attached). Note: the late assignment policy for this course differs from the Notre Dame school policy.**
9. Students may, for legitimate reasons, negotiate an extension or due date change with the teacher prior to the original due date. Approval for such a change will be at the discretion of the teacher. Computer printing problems will not be accepted as legitimate reasons for late assignments. If such a situation should occur the student must either present a hand

written assignment or a computer disc that the teacher can read on a computer compatible with the Notre Dame computer system. This must be done on the day the assignment is due.

10. Read and abide by the Notre Dame Acceptable Use Policy

11. All students are expected to represent Notre Dame Catholic High School in a positive manner off school campus. **THERE WILL BE OPPORTUNITY FOR CLASS FIELD STUDIES IN THE BUSINESS COMMUNITY DURING THE COURSE.**

*** The above expectations will be continually monitored throughout the course.