

Enterprise Education 3205
2009-2010
Mr. Jeff Milley

- Unit # 1: Entrepreneurial Studies - An Introduction** Sept. 8th - Sept. 25th
A. Definitions
B. Characteristics
- Unit # 2: Focus on Self** Sept. 26 - Oct. 31st
A. Where are You
B. Where do You Want to Be?
- Unit # 3: Communications** Nov. 3rd - Nov. 28th
A. Importance Of
B. Role of Technology
- Unit # 4: Developing Creativity/Venture Possibilities** Dec. 1st - Jan. 23rd
A. Understanding Creativity
B. Generating Possibilities
- Unit # 5: Study Application of Venture Plan/Marketing** Feb. 2nd - Mar. 20th
A. Importance of A Venture Plan
B. Marketing
- Unit # 6: Financial Planning** Mar 23rd - Apr. 30th
A. Balance Sheet
B. Income Statement
- Unit # 7: Presenting/Implementation of Venture** May. 1st - May. 30th
A. Presentation/Implementation/Evaluation

Evaluation:

- Assignments 35% (value to be distributed over 4 terms)
- Venture Profile 10% (completed by November)

Participation	20% (class projects, group work, initiative, etc., value distributed over 4 terms)
Venture Plan	35% (includes formal written paper, advertising and marketing plans and promotions, activities involved in development of final product/service, class work, etc, Work completed over 4 terms, total of mark assigned in term 4:

NOTE

The final Business Plan is due near the end of Term 4, however, the development of the final product is an ongoing process: Term 1 focuses on the idea of entrepreneurship, characteristics and values, developing ideas, and beginning the process of idea formation. Terms 2 and 3 focuses on planning, refining the idea, and marketing, advertising and promotion, with the implementation of the venture to be carried out when feasible. The formal written Business Plan is due near the end of Term 4.