

Teaching Resources: Grade 11

(2016) DRAFT CURRICULUM

Whether you have future business owners, leaders or innovators in your classroom, entrepreneurial skills can help equip your students for their future career.

Women's Enterprise Centre is the leading business resource for existing and aspiring BC women entrepreneurs. This table outlines the resources we have available to help your students gain essential entrepreneurial and career skills, organized by PLO.

ENTREPRENEURSHIP

CONTENT <i>Students are expected to know the following:</i>	RESOURCES
Opportunities for initiating an entrepreneurial endeavour	<ul style="list-style-type: none"> • Addressing and Creating a Product Need • Influential Entrepreneurs (PPT) – Coming soon! • So You Want to be an Entrepreneur – Workshop Materials – Coming soon! • Entrepreneurial Self-Assessment
Market analysis	<ul style="list-style-type: none"> • Six Keys to Common Sense Marketing • Six Keys to Marketing Presentation • Target Market Class Activity - Presentation Slides, Instructions and Handouts
Ways to control and manage cash flow and tracking expenses	Coming soon!
Sources of funding and support for a venture	Coming soon!

MARKETING AND PROMOTION

CONTENT	RESOURCES
<i>Students are expected to know the following:</i>	
Ways of marketing and promotion used to persuade the public to buy a product or service	<ul style="list-style-type: none"> • How to Write an Effective Marketing Plan
Target market	<ul style="list-style-type: none"> • Target Market Class Activity - Presentation Slides, Instructions and Handouts
Segmentation, targeting, and positioning of the market, and the promotion of a product's benefits	<ul style="list-style-type: none"> • Six Keys to Marketing Presentation
Risks associated with marketing a product, such as environmental impacts, financial hardship, and emotional effects	<ul style="list-style-type: none"> • Taking the Leap to Entrepreneurship Guide

ACCOUNTING

CONTENT	RESOURCES
<i>Students are expected to know the following:</i>	
Role of accounting in business	Coming soon!
Financial decision-making based on financial documents	Coming soon!

TOURISM

CONTENT	RESOURCES
<i>Students are expected to know the following:</i>	
Marketing strategies using the 6 Ps: product, place, promotion, process, people, price	<ul style="list-style-type: none"> • Six Keys to Marketing Presentation • How to Write an Effective Marketing Plan • Target Market Class Activity - Presentation Slides, Instructions and Handouts