

Business and Entrepreneurship

		Description of Average Weekly Outside Requirements	
Main Topics (What main ideas/concepts will be covered?): Principles (Entrepreneurship 1): Fundamentals of business, functions within a business. Legal Aspects (Entrepreneurship 2): Application of Principles through case study. Business Law and its application to the business world. Students begin hands on management of Trojan Agora (School Store)	Rationale (Why should a student take this course?) Students learn fundamentals of business ownership, economics and functions within a business. Students gain hands on experience working and managing a real world business.	Reading (Text, document, etc): Principles: Very little reading work. Legal Aspects: 1.5 cases per week 1 st semester. Cases vary in length from 3 – 6 pages. 2 nd semester much less reading.	Written (Terms, questions, outlines, free response, etc): Principles: Students work primarily in groups to complete activities and projects. Each activity is 1 page typed, and there is usually 1 per week. Legal Aspects: Written cases (1.5 per week), length varies from ½ page to 2 pages typed. During 2 nd semester short answer questions are approximately 1 – 2 pages in length, once a week.
Grade Composition (How are grades determined?): Principles: Tests/Projects 40% Group Activities 30% Homework 15% Class Participation 15% Legal Aspects: Tests/Projects 40% Case Studies 40% Class Participation 20%	Skill Development (What skills are developed in this course and how?) Principles: Students will gain foundational knowledge through class lectures, activities, guest speakers, online simulation and real world application. Students will develop communication skills through project presentations as well. Interpersonal skills are enhanced through group projects and activities. Legal Aspects: Students develop critical thinking skills as they take foundational knowledge gained in Principles and apply them to real world cases. Students also develop decision making skills as they manage the Trojan Agora.	Sample Case Study Excerpt: Lawrence Hall was a self-employed photographer living in Dartmouth, Nova Scotia. His wife, Danielle, was a dental hygienist, working with a local dental practice. Lawrence had become a freelance photographer five years ago, following his marriage. Prior to that, he had been a deep-sea diver. It was his interest in underwater photography, as well as a desire to find a less risky line of work, that prompted his career change. Lawrence found that freelance photography was a competitive business, with periods of intense activity alternating with slower periods. The family often had to rely on Danielle's income to carry them through these slower periods. It was because of this that Lawrence, who had always enjoyed working for himself, decided to consider the purchase of a photographic store.	
Required Skills Students should be able to articulate their thoughts either through speaking or the written word. Students must be motivated and have an interest in business and commerce.			