**Entrepreneurship 3209**

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**Curriculum Overview:**

Entrepreneurship 3209 introduces students to the role of business and entrepreneurship in society. The course begins with an examination of foundational business and economic concepts. Students will gain an understanding of these concepts as well as a vocabulary and framework to discuss entrepreneurial opportunities. Students will look at the characteristics of successful entrepreneurs and successful businesses. They will also engage in the process of venture opportunity identification and evaluation.

To create a deeper understanding of the entrepreneurial process, students will identify a potential venture opportunity and develop a marketing plan.

In addition to entrepreneurship in business, students will also examine social entrepreneurship. That is, they will identify social issues and look at how these issues can be addressed by applying entrepreneurial solutions. They will research a social issue and apply entrepreneurial skills and knowledge to create a solution to ameliorate the issue.

**Themes/Topics**

* Unit 1: Business and the Marketplace
* Unit 2: Entrepreneurship and New Ventures
* Unit 3: Creating a Venture
* Unit 4: Social Entrepreneurship

**Assessment and Evaluation Plan:**

Tests and Quizzes 20%

Entrepreneurship Portfolio 20%

Project 1(Individual) 10%

Project 2 (Group) 15%

Venture Marketing Plan 25%

Social Entrepreneurship Project 10%