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| Strand | Unit 1 | Code | Learning Goals |
| 1. Business Fundaments | Economic Basics | BF1 | *Learning Goal*  demonstrate an understanding of how businesses respond to  needs & wants and supply & demand  *Success Criteria*   * I can define the key terms of:   + Business, Needs, Wants, Consumer, Market,   + Interdependence, Supply, Demand, Equilibrium * I can diagram and explain Maslow’s Hierarchy of   Needs   * I can correctly create a Price Quantity graph in order to   determine equilibrium price   * I can explain how price is affected by changes to   supply and demand |
| Types Of Business | BF2 | *Learning Goal*  compare types of businesses  *Success Criteria*   * I can distinguish between the sole   proprietorships, partnerships, corporations,  cooperatives, and franchises   * I can list the advantage and disadvantages of   sole proprietorships, partnerships,  corporations, cooperatives, and franchises   * I know the three types of corporations and   can define each |

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| Strand | Unit 1 | Code | Learning Goals |
| 1. Business Fundaments | Ethics and Corporate Social Responsibility | BF3 | *Learning Goal*  demonstrate an understanding of ethics and social responsibility  in business  *Success Criteria*   * I can define ethics, social responsibility,   ethical dilemma   * I can apply the ethical decision making * process to make a decision regarding an   ethical dilemma |
| International Business | BF4 | *Learning Goal*  demonstrate an understanding of the benefits and challenges for  Canada in the field of international business  *Success Criteria*   * + - I can describe benefits of International     - Business     - I can describe the 5 Ps of international     - business     - I can define/explain all terms listed above     - I can identify a trade barrier and describe its effect on business |

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| Strand | Unit 1 | Code | Learning Goals |
| 2: Functions of Business |  | FB4 | *Learning Goal*  demonstrate an understanding of the importance and role of  marketing in business  *Success Criteria*   * I can define Marketing * I can explain what marketing does within an   + organization * I can outline the “4P’s” of marketing and describe   + each * I can outline the “2C’s” of marketing and describe   + each * I can describe each type of advertising media and   + their relative advantages and disadvantages * I can develop a marketing strategy for a given   + product * I can define Market Research * I can develop a market research plan for a given   + Product |
|  | FB5 | *Learning Goal*  demonstrate an understanding of the importance and role of  accounting in business  *Success Criteria*   * I can define the terms: accounting, financial   + statement, net income, asset, liability, equity,   + revenue, expense * I can make a balance sheet, in proper format * I can apply the fundamental accounting equation:   + Assets = Liabilities + Owner’s Equity * I can make an income statement, in proper format * I can apply the income statement formula:   + Revenues - Expenses = Net Income |

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| Strand | Unit | Code | Learning Goals |
| 2: Functions of Business | 4.A Production | FB1 | *Learning Goal*  explain the role of production in business  *Success Criteria*   * I can identify and describe the 6 factors of   production   * I can explain the steps in the production process * I can describe ways companies seek to improve their productivity |
| 4.B Human Resources | FB2 | *Learning Goal*  explain the role of human resources in business  *Success Criteria*   * I can state the function of Human Resource Management * I can identify and describe methods of compensation * I can create a resume and cover letter in appropriate format * ; I can identify workplace rights, such as the   + Employment Standards Act |
| C Management | FB3 | *Learning Goal*  demonstrate an understanding of sound management practices in  business  *Success Criteria*   * I can describe the four functions of management * I can identify the three levels of management * I can describe the three key managerial skills * I can identify and describe the 5 types of managerial   problems   * I can identify and describe the 3 leadership styles * ; I can justify why a certain leadership style is   appropriate to a given situation |

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| Strand | Unit | Code | Learning Goals |
|  | 1.A Income Management | PF1 | *Learning Goal*  demonstrate an understanding of income and spending issues  facing individuals and businesses   * *Success Criteria* * I can list and describe the four sources of income * I can list and describe the four uses of income * I can define each of the three types of personal   + expenses * I can state the difference between a budget and a   + financial plan * ; I can create a financial plan for a given situation,   + using the 4-step process |
| 1.B Banking | PF2 | *Learning Goal*  demonstrate an understanding of how banks and other financial  institutions operate  *Success Criteria*   * I can list the ‘Big Five’ Canadian banks * I can explain how financial institutions make   + money |
| 1.C Investing | PF3 | *Learning Goal*  demonstrate an understanding of effective investment practices  *Success Criteria*   * ; I can define the key terms as used in this course; such as *principal,*   + *interest, term, & inflation* * ; I know the difference between simple and compound interest * ; I can use the proper formulas to determine interest amounts for   + both simple and compound interest |

3: Finance

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| 3: Finance |  | PF4 | *Learning Goal*  analyze the role and importance of credit in personal and business  finance  *Success Criteria*   * I can describe the advantages and disadvantages of   + credit for both businesses and individuals   I can identify and describe various types of credit   * ; I know the 3 C’s of credit and how they help determine credit worthiness * I can calculate the cost of credit for a given situation |

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| Strand | Unit | Code | Learning Goals |
| 4. Entrepreneurship |  | E1 | *Learning Goal*  describe characteristics and skills associated with successful  entrepreneurs and demonstrate an understanding of the  contributions to Canadian business of selected entrepreneurs  *Success Criteria*   * I can identify key characteristics of successful   entrepreneurs   * I can identify key skills of successful entrepreneurs * ; I can identify MY OWN entrepreneurial   characteristics and skills   * I can identify the contributions of key Canadian   + entrepreneurs |
|  | E2 | *Learning Goal*  analyze the importance of invention and innovation in  entrepreneurship  *Success Criteria*   * I will be able to determine the needs and wants of people in order to see how entrepreneurs develop their opportunities * I can describe a variety of Canadian inventions and   innovations   * ; I can show how innovation has affected variety of   + goods/services over time |