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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 toneeds & 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 responsibilityin 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 forCanada 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 ofmarketing 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 ofaccounting 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 inbusiness*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 issuesfacing 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 financialinstitutions 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
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3: Finance

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| 3: Finance  |  | PF4 | *Learning Goal*analyze the role and importance of credit in personal and businessfinance*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 successfulentrepreneurs and demonstrate an understanding of thecontributions 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 inentrepreneurship*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
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