



Concept	Curriculum Expectations	Education Resources
Business Plan Formulation	Develop and evaluate a business plan and operating strategy for a venture	You're IN Business Lessons 1-5
	Complete the components of an effective marketing plan for their chosen venture	You're IN Business Lesson 4 – Going to Market
Entrepreneurship and the Enterprising Employee	Describe characteristics and skills associated with successful entrepreneurs and demonstrate an understanding of the contributions to Canadian business of selected entrepreneurs Compare the characteristics and contributions of various entrepreneurs	You're IN Business Lesson 5 – Your People
	Explain how enterprising employees react to situations of uncertainty and risk : - Describe the risks that enterprising employees may be willing to take	Know Your Risk Career Talk by Industry Ambassadors
	Explain how enterprising employees react to situations of uncertainty and risk : - Specify ways in which enterprising employees manage risk	Know Your Risk Career Talk by Industry Ambassadors
Enterprising Skills	Analyse activities and experiences to identify those that develop enterprising skills in managing risks, using creative-thinking and problem-solving techniques, and sharing ideas: - Compare specific entry-level jobs in terms of the opportunities they present to apply and develop enterprising skills	You're IN Business Lesson 8 – Careers In Insurance Career Connections Kit Career Talk by Industry Ambassadors Take Our Quiz Assessment Tool
The Enterprising Experience: Planning and Organizing an Event	Create an appropriate advertising and promotional plan for an event; Apply ethical practices, socially responsible actions, and correct safety procedures at all stages of organizing and executing an event	You're IN Business Lessons 1-5