

New Westminster Online Learning School

Entrepreneurship and Marketing 9:

Course Description

In Entrepreneurship and Marketing 9 - Applied Design, Skills, and Technologies (ADST) students learn how social, ethical, and sustainability considerations could impact entrepreneurial plans and that entrepreneurs have to use different skills, technologies and tools at different stages of the life of a venture for it to be successful. The online version of this course affords students the ability to work independently at the pace that best suits them while requiring careful time management and developing communication and thinking skills.

Course Expectation

Students are expected to complete the first assignment within 2 weeks of enrolling, to log in and make progress each week, and to finish the course within 5-months. They are expected to be in communication with their teacher when they have questions and if they need additional time. Students are expected to submit their own work.

Enduring Understanding/Big Ideas

In the Applied Design, Skills, and Technologies 9 courses, students will focus on:

- Design for the life cycle includes consideration of social and environmental impacts.
- Services and products can be designed through consultation and collaboration.
- Tools and technologies can be adapted for specific purposes.

Specific Learning Outcomes

Curriculum details can be found at:

<https://curriculum.gov.bc.ca/curriculum/adst/9/core>

Course Content

Module 1	Vision & Goals
Module 2	Society and Ethics
Module 3	Opportunity
Module 4	Problem Solving

Student Learning Activities and Strategies

All materials, lessons, assignments, and assessments are online and use a combination of text, short videos, links to websites, and practice exercises to help students understand the concepts.

Assessment

There are 16 Section Review Assignments and 1 Final Project. Students will hand in their 16 assignments and their project electronically through the course. Students may only submit one assignment per day in part to allow their teacher an opportunity to give the students feedback on their submitted work.

Evaluation

Learning Activity	Percentage of Final Mark
16 Section Review Assignments	5% each, for a total of 80%
1 Final Project	20%
Total	100%

Resources

All materials are online, so access to a reliable high-speed internet is essential, and students use a laptop, desktop, or Chromebook. No textbook or workbook is required. Unless otherwise indicated the material in each section of the course is sourced and modified from the book Entrepreneurship by Michael Laverty and Chris Little. This book is an Open Source textbook from OpenStax.