

# Pitch Your Vision

## Grade 9 to 12 Curriculum Correlations



JA learning experiences align with several aspects of the Ontario Ministry of Education curriculum and priorities. Below are examples of how this learning experience can be used to achieve some of the required learning outcomes of the curriculum. This JA learning experience aligns well with the following areas of the curriculum: **Business Studies & Entrepreneurship**

| Course  | Curriculum Objective   | JA Learning Experience Connection   |
|---|--|---|
| <b>Grade 9 &amp; 10:<br/>Introduction to Business Studies (BBI10 &amp; BBI20)</b> | <p>Business Fundamentals:</p> <ul style="list-style-type: none"><li>• describe the concepts of, and conditions that affect, supply and demand</li><li>• explain how needs and wants create opportunities for business</li><li>• describe the impact of business on the local community</li></ul> <p>Functions of a Business:</p> <ul style="list-style-type: none"><li>• identify the factors involved in production</li><li>• explain the steps in the production process</li><li>• describe ways in which companies can improve productivity</li><li>• demonstrate business teamwork skills to carry out projects and solve problems</li><li>• explain role and impact of marketing</li><li>• identify the four Ps</li><li>• design and implement an appropriate market research</li></ul> | <ul style="list-style-type: none"><li>• Identify characteristics and skills required for entrepreneurship</li><li>• Analyze their own entrepreneurial skills and strengths</li><li>• Develop teamwork skills to carry out projects</li><li>• Identify a sustainable business opportunity</li><li>• Brainstorm a business idea</li><li>• Develop a business plan</li><li>• Develop a company mission statement</li></ul> |

**Grade 11 & 12:  
Entrepreneurship (BDI3C &  
BDV4C)**

Finance:

- identify the factors that need to be assessed in order to make effective purchasing decisions
- demonstrate financial-planning skills
- Describe various types of investment alternative available to individuals

Entrepreneurship:

- Analyse their own entrepreneurial strengths and interests
- Describe and evaluate either their own or an existing idea for an entrepreneurial endeavour
- describe how entrepreneurs discover opportunities in people's needs, wants, and problems
- explain how innovation has affected a variety of goods and services over time

- Identify target market and appropriate marketing tools
- Determine associated costs of production
- Analyze how business idea impacts local community

Characteristics and Contributions of an Entrepreneur:

- identify the skills required for entrepreneurial success
- outline the importance of incorporating ethical practices and social responsibility when operating a business venture
- describe how entrepreneurs have been agents of change

- Identify characteristics and skills required for entrepreneurship
- Analyze their own entrepreneurial skills and strengths
- Develop teamwork skills to carry out projects

### Generating Ideas and Identifying Opportunities:

- apply creative-thinking strategies
- apply a decision-making model to select a feasible idea for a new good or service that can become the basis for a venture plan

### Evaluating an Idea or Opportunity for a Venture:

- evaluate the opportunity or idea for their proposed venture to determine its viability

### Developing and Completing a Venture Plan for the Proposed Business:

- describe the process involved in producing a new product or delivering a new service
- calculate the start-up capital needed for their chosen venture

### The Venture Concept:

- identify community problems, needs, or wants, and explain how selected problems, needs, or wants could be addressed
- identify ways in which creative ideas can be generated

### Preparing for Start-up:

- compare a number of business plans in terms of their content, thoroughness, clarity, organization, social responsibility, and utility.
- develop an initial promotional strategy to launch their venture

- Identify a sustainable business opportunity
- Brainstorm a business idea
- Develop a business plan
- Develop a company mission statement
- Identify target market and appropriate marketing tools
- Determine associated costs of production
- Analyze how business idea impacts local community