



# ENTREPRENEURSHIP 110

‘BHS ICE CENTRE’

WINTER 2020



TEACHER: A. Hallihan

## COURSE DESCRIPTION:

The BHS ICE Centre is a program designed to focus on **Innovation, Collaboration and Entrepreneurship**. This course will complement the availability of technologies in the MakerSpace. Students will be given independence and choice as they develop a product or service to solve a real world problem. Students will work through problems, collaborate with local mentors and develop their own business plans. Upon completion of their business plan, students will present their work at a showcase event. This event will involve community members, students, teachers, parents and local businesses. The purpose of this event is to foster entrepreneurship and engage students with society in a meaningful way. A collaborative approach is a key to success. The BHS ICE Centre will have support from various community partners – some of the key partners will be NBCC OASIS, Start-up Miramichi, Brilliant Labs, iHUB and a variety of local partnerships. We will leverage all of our partners to create an optimal learning environment for the BHS ICE Centre.

## OVERVIEW:

| AWARENESS & ORIENTATION                          | IDEATION & PROBLEM DEFINITION              | RESEARCH & DEVELOPMENT                     | MARKET PLANNING & LAUNCH    | SCALING UP & GROWTH               |
|--|--|--|-----------------------------|-----------------------------------|
| Know yourself, others & team building            | What do we care about?                     | What ideas exist that are similar to ours? | Lean Canvas Business Plan   | Long Term Planning                |
| Frontloading of key concepts & core curriculum   | What are the problems around us?           | What is special or unique about our ideas? | Pitching & Sales Validation | Project Analysis                  |
| Get to know your community and its opportunities | What are possible solutions?               | What are the obstacles to our ideas?       | Test Marketing & Branding   | Growth Planning & Risk Assessment |
| Get to know your opportunities                   | What ventures could improve our community? | Field research                             | Financial Planning          | Mentor Debrief & Analysis         |
| Personal goal setting and project design         | How could ventures relate to my future?    | Manufacturing & Product Development        | Exploring Growth Potential  | Summative Assessment of Project   |

|                    |  |      |
|--------------------|--|------|
| <b>EVALUATION:</b> | Class Participation/Assignments/BizPoints            | 25 % |
|                    | Weekly Office 365 Response Forms/Monthly Conferences | 25 % |
|                    | Showcase Presentation/Reflection Paper               | 20 % |
|                    | Business Plan  | 30 % |

**“I skate where the puck is going to be, not where it has been.”**

**- Wayne Gretzky**