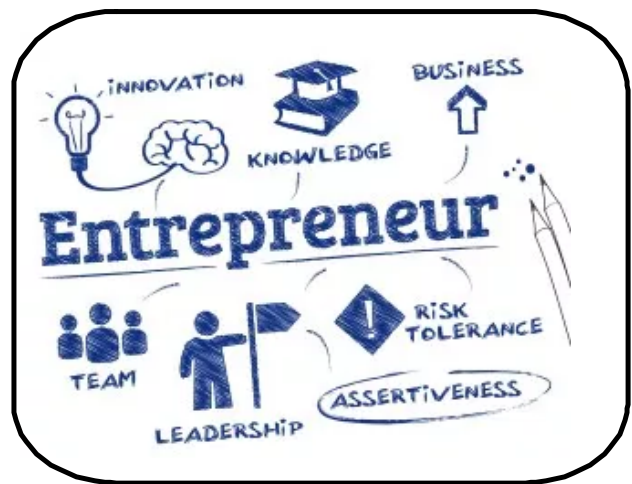


Entrepreneurship 110



What is Entrepreneurship???

The capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit. The most obvious example of entrepreneurship is the starting of new businesses.

In economics, entrepreneurship combined with land, labor, natural resources and capital can produce profit. Entrepreneurial spirit is characterized by innovation and risk-taking, and is an essential part of a nation's ability to succeed in an ever changing and increasingly competitive global marketplace.



ENTREPRENEURSHIP 110

'BHS ICE CENTER'
WINTER 2019



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COURSE DESCRIPTION:

The BHS ICE Center is a program designed to focus on **I**nnovation, **C**ollaboration and **E**ntrepreneurship. This course will complement the project based learning methodology used in the Coop (MAKE) 120. 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 Center will have support from various community partners – some of the key partners will be NBCC OASIS, 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 Center.

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



Attachments

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