

COURSE: ADST - Entrepreneurship and Marketing 10 (ADEM10)

INSTRUCTOR

Rod Peters
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RECOMMENDED PRE-REQUISITES

A creative interest in business.

CREDITS

4

OVERVIEW

The Big Ideas, Content, and Curricular Competencies for this course can be found here: [Entrepreneurship and Marketing 10](#)

Big Ideas

Social, ethical, and sustainability considerations impact design and decision making.

Ethical marketing contributes to a healthier global marketplace.

Different technologies and tools are required at different stages of creation and communication.

"Entrepreneurship and Marketing 10" is designed to align with the BC Ministry of Education's Applied Design, Skills, and Technologies (ADST) curriculum. This course introduces students to the fundamentals of entrepreneurship and marketing, emphasizing ethical marketing practices, market research, business planning, and digital marketing strategies. Students will engage in hands-on projects, discussions, and assignments that foster critical thinking, creativity, and collaboration. The course culminates in a comprehensive business plan or project, allowing students to showcase their entrepreneurial skills and innovative ideas.

ASSESSMENT

Students will have the opportunity to demonstrate their learning through a variety of means such as: research, Discussion Forums, and Assignments that showcase their understanding of the Curricular objectives.

Discussion Forums	Creative contribution to the class experience	30%
Assignments	Unit 1-9 Building Assignments	40%
Final project	Business plan	30%

REGISTRATION

Please note – vLearn is a District Online School and can only serve students in the SD22 Catchment Area. Grade 8/9 students need approval from their home school administrator to take courses with vLearn. Please use your SD22 email address to register (000000@sd22.bc.ca)



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