**Area of Learning: Applied Design, Skills, and Technologies —   
Entrepreneurship and Marketing Grade 10**

**BIG IDEAS**

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| 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. |

**Learning Standards**

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| **Curricular Competencies** | **Content** |
| *Students are expected to be able to do the following:*  Applied Design  *Understanding context*   * Engage in a period of **research** and **empathetic** **observation**   *Defining*   * Identify potential users for a chosen entrepreneurship and/or design opportunity * Identify criteria for success, intended impact, and any **constraints**   *Ideating*   * Take creative risks in generating ideas and add to others’ ideas in ways that enhance them * Screen ideas against criteria and constraints * Critically analyze and prioritize competing **factors** to meet community needs for preferred futures * Maintain an open mind about potentially viable ideas   *Prototyping*   * Identify and use **sources of inspiration** and information * Choose a form and develop a **plan** that includes key stages and resources * Evaluate a variety of materials for effective use and potential for reuse, recycling, and biodegradability * Make changes to tools, materials, and procedures as needed * Record **iterations** of prototyping | *Students are expected to know the following:*   * entrepreneurship opportunities * **characteristics** of entrepreneurs * creative ways to add value to an existing idea or product * ethics of **cultural appropriation** * differences between **invention** and **innovation** * barriers that **diverse groups** of entrepreneurs face and factors that can contribute to their success * life cycle of a product from invention/innovation to the marketplace * **ethical marketing** strategies * **forms of marketing** * **online marketing concepts** * customer needs, wants, and demands |

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**Learning Standards (continued)**

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| **Curricular Competencies** | **Content** |
| *Testing*   * Identify **sources of feedback** * Evaluate choices and decisions * Recreate or abandon the idea   *Making*   * Identify and use appropriate tools, **technologies**, materials, and processes for production * Make a step-by-step plan for production and carry it out, making changes as needed * Use materials in ways that minimize waste   *Sharing*   * Decide on how and with whom to **share** **product** and processes * Demonstrate product providing a rationale for the selected solution, modifications,  and procedures * Use appropriate terminology * Critically evaluate the success of the product, and explain how it makes a contribution to people and/or the environment * Critically reflect on their design thinking and processes * Assess their ability to work effectively both as individuals and collaboratively in a group, including ability to share and maintain an efficient co-operative workspace * Identify new goals that result from feedback   Applied Skills   * Demonstrate an awareness of precautionary and emergency safety procedures in both physical  and digital environments * Identify the skills needed in relation to specific projects, and develop and refine them |  |

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**Learning Standards (continued)**

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| **Curricular Competencies** | **Content** |
| Applied Technologies   * Choose, adapt, and if necessary learn more about appropriate tools and technologies to use for tasks * Evaluate **impacts**, including unintended negative consequences, of choices made about  technology use * Evaluate the influences of land, natural resources, and culture on the development and use of tools and technologies |  |