**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 |  |

| **APPLIED DESIGN, SKILLS, AND TECHNOLOGIES – Entrepreneurship and Marketing Curricular Competencies – Elaborations Grade 10** |
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| * **research:** may include knowledge from other people as experts, secondary sources, and collective pools of knowledge in communities and collaborative atmospheres both online and offline * **empathetic observation:** may include experiences; traditional cultural knowledge and approaches; First Peoples worldviews, perspectives, knowledge, and practices; places, including the land and its natural resources and analogous settings; users, experts, and thought leaders * **constraints:** limiting factors such as task or user requirements, materials, expense, environmental impact * **factors:** social, ethical, and sustainable * **sources of inspiration:** may include personal experiences, exploration of First Peoples perspectives and knowledge, the natural environment, places, cultural influences, social media, users and experts * **plan:** for example, goals, sketches, checklists * **iterations:** repetitions of a process with the aim of approaching a desired result * **sources of feedback:** may include First Nations, Métis, or Inuit community experts; keepers of other traditional cultural knowledge and approaches; peers, users, and other experts * **technologies:** tools that extend human capabilities * **share:** may include showing to others, use by others, giving away, or marketing and selling * **product:** for example, a physical object, a process, a system, a service, or a designed environment * **impacts:** personal, social, and environmental |

| **APPLIED DESIGN, SKILLS, AND TECHNOLOGIES – Entrepreneurship and Marketing Content – Elaborations Grade 10** |
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| * **characteristics:** creative, flexible, tenacious; critical thinkers, communicators, collaborators, risk takers * **cultural appropriation:** use of a cultural motif, theme, “voice”, image, knowledge, story, song, or drama, shared without permission or without appropriate context or in a way that may misrepresent the real experience of the people from whose culture it is drawn * **invention:** an original idea * **innovation:** changing an existing idea, product, or service into something new * **diverse groups:** for example, First Peoples, women, new immigrants; people with diverse abilities * **ethical marketing:** for example, socially responsible and culturally sensitive * **forms of marketing:** responsive, anticipative, and shaped to address customer needs * **online marketing concepts:** social media, viral marketing |