**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
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|  **APPLIED DESIGN, SKILLS, AND TECHNOLOGIES – Entrepreneurship and MarketingCurricular 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
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|  **APPLIED DESIGN, SKILLS, AND TECHNOLOGIES – Entrepreneurship and MarketingContent – 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
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