

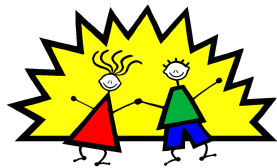
## Why Business Studies?

The business studies curriculum in grades 9 to 12 offers a range of courses, all built on the belief that effective learning in all subjects of the discipline depends on the development of knowledge and skills in five critical areas:

1. business skills,
2. communication in a business environment,
3. digital literacy,
4. financial literacy, and
5. ethical, moral, and legal considerations in business.

**All business courses** offered at WCI provide students with the opportunity to develop and enrich themselves in:

- problem solving
- critical and creative thinking
- employability
- leadership
- organizational productivity
- risk management
- teamwork
- strategic planning
- business etiquette
- research and inquiry
- entrepreneurial skills
- literacy
- delivery of presentations
- global awareness
- conflict resolution
- social responsibility
- accountability
- professional standards



## Grade Eleven Course Offerings

### Introduction to Financial Accounting (BAF 3MI)



This course introduces students to the fundamental principles and procedures of accounting with emphasis of accounting procedures used in service and merchandising businesses. Students will develop an understanding of the connections between financial analysis, control and decision-making in management of a business as well as the effects of technology and globalization on accounting procedures and the role of the accountant. This course is **HIGHLY RECOMMENDED** to students pursuing post-secondary studies in business education.

### Entrepreneurship: The Venture (BDI 3CI)

This course focuses on ways in which entrepreneurs recognize opportunities, generate ideas, and organize resources to plan successful business ventures that enable them to achieve their personal goals by satisfying the needs of others. Students will explore and develop their values, traits, skills, and characteristics most often associated with



successful entrepreneurial activity. **Through the use of practical, activity-based exercises, guest speakers, and real-life simulations** students will experience a fun and creative approach to starting their own business.

### Marketing: Goods, Services and Events (BMI 3CI)



Everyone plays a role in the process of marketing. Every product bought and sold, as well as every service rendered or received represents a culmination of the marketing process. Students will have the opportunity to **EXPERIENCE** the **exciting, creative and sometimes crazy** world of sales and marketing through the use of **relevant, practical, real-life activities**. Topics are covered in a **discussion oriented** classroom environment. Come **wear the shoes of an advertising executive, salesman or brand manager** in the BMI 3CI classroom.

