



HOW CAN I GET AHEAD? LEARN TRANSFERABLE SKILLS? SET MYSELF UP FOR A HIGH EARNINGS POTENTIAL? BROADEN MY HORIZONS?

THE ANSWER?

# Intro to Business BBI 101



According to University studies, an Introductory Business course such as BB1 can **“increase job prospects, create advancement opportunities, and increase your salary and lifetime income** (Franklin University 2020).”

Eventually, **all students will encounter the world of business**. Because this is an Open course, it supports pathways to Workplace, Training, College or University. This inclusive course helps students succeed in Secondary School, developing skills in:

- Problem solving
- Critical and creative thinking
- Employability skills
- Applications software
- Financial planning + Personal Finance
- Entrepreneurship Skills
- Operating systems
- Economics
- Numeracy skills
- Privacy issues
- Social responsibility
- Equity and diversity

Throughout this course, students will develop an understanding of the functions of business, including accounting, marketing, human resources, management and production, along with the importance of ethics and social responsibility while conducting business.

Students will apply these important business concepts to practical tasks such as creating their own budget, developing a marketing plan, creating and running their own business at the school and their own Dragons Den pitch. Students will hear from guest speakers, work in team business settings, analyze real business case studies and current issues and trends in business. Students will be prepared for future business studies throughout their high school careers as well as learn and apply key concepts they need in their everyday life.

Who is this course great for?

- Grade 9 or 10 students,
- ESL/ELD learners, Pre/AP students
- Everyone who will work for, run or own a business.

Email: [wci-business@wrdsb.ca](mailto:wci-business@wrdsb.ca) for any questions

