

**BUSINESS ED - Business 12 (EC12) (Economics)****[open to students in Grades 11 and 12]**

Economics 12 (Business 12) is a fast-paced, high activity, and very practical course that focuses on relevant material, often taken from current events.

The course's broad scope will appeal to a variety of students who wish to learn more about the economy, the stock market, financial planning strategies, entrepreneurship, marketing, and the psychology of consumer behaviour. Lessons will revolve around a unique case-study method of teaching that is frequently used in university Business courses, and students will gain a variety of problem-solving skills that will have direct application to their lives post high school. Many aspects of the world of Economics and Business will be explored, including:

- trading donuts to learn about the market economy
- selecting and monitoring an authentic stock portfolio over eight months, as we ride the TSX/NYSE roller coaster together
- debating business ethics
- a ten-step approach to becoming a future Jimmy Pattison
- a hard look at the world of inventions, both useless and life changing
- being 'mystery shoppers' in some North Shore businesses to glimpse marketing successes and failures at work
- examining the fascinating psychology behind selling groceries
- recreating various economic states in class, including Communism, rampant Capitalism, Feudalism, and Anarchism

A field trip will likely be part of this course as we analyze key business models in practice (eg. WalMart, HomeDepot, Superstore, Whole Foods)

There may be a mid-term school exam in this course, but there is *no final provincial exam*. This academic course may be considered by some post-secondary institutions for entrance. Check individual institution websites.