

Name _____ ID _____ Instructor _____ School Year _____ Enrollment Date _____ Completion Date _____ Credits Completed _____ _____ / _____ / _____ _____ / _____ / _____ I certify that the student received the training in the area indicated. Student Signature : _____ Date _____ Instructor Signature: _____ Date _____	<p>Technical-level course for Business Management and Administration, Hospitality and Tourism, Marketing and Finance Career Clusters (Funded)</p> <p><i>Entrepreneurship courses acquaint students with the knowledge and skills necessary to own and operate their own businesses. Topics from several fields typically form the course content: economics, marketing principles, human relations and psychology, business and labor law, legal rights and responsibilities of ownership, business and financial planning, finance and accounting, and communication.</i></p> <p><i>RATING SCALE:3: Skilled, works independently; 2: Competent, may need assistance; 1: Received instruction, skill undeveloped; 0: No exposure, instruction or training. Measured competencies listed should be seen as minimums.</i></p>
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Competencies reflect standards from National Career Clusters, National Content Standards for Entrepreneurship Education, National Business Education Association and The Council for Economic Education.

Topic	1	Academic Foundations	Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster
Benchmark	1.01	Solve mathematical problems and use the information as it relates with entrepreneurship/small business ownership.	
		Competencies	Sample Indicators
	1.01.01	Solve mathematical problems using numbers and operations.	Recognize relationships among numbers
			Employ mathematical operations
			Perform computations successfully
			Predict reasonable estimations
	1.01.02	Incorporate algebraic skills to make business decisions.	Recognize patterns and mathematical relations
			Use algebraic symbols to represent, solve, and analyze mathematical problems
			Create mathematical models from real-life situations
			Represent changes in quantities mathematically
			Determine rate of change mathematically
			Interpret graphical and numerical data
Benchmark	1.02	Examine and employ business and economic principles and concepts in making informed business decisions to continue business operations.	
		Competencies	Sample Indicators
	1.02.01	Demonstrate an understanding of how basic economic concepts are utilized by an entrepreneur/small business owner.	Explain the principles of supply and demand
			Explain the factors of production
			Explain the concept of scarcity
			Explain the concept of opportunity costs

	1.02.02	Explain and describe cost/benefit analysis as it explains cost-profit relationships.	Describe cost/benefit analysis	3	2	1	0
			Analyze the impact of specialization/division of labor on productivity				
			Explain the concept of organized labor and business				
			Explain the law of diminishing returns				
			Describe the concept of economies of scale				
Topic	2	Communications	Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information				
Benchmark	2.01	Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication in the workplace.					
		<i>Competencies</i>	<i>Sample Indicators</i>				
	2.01.01	Explain and demonstrate the nature of effective communications	Apply effective listening skills	3	2	1	0
			Explain the nature of effective verbal communications				
			Make oral presentations				
			Prepare simple written reports (e.g. cover letters, memorandums, resumes)				
			Use appropriate etiquette in written communications				
			Use proper grammar and vocabulary				
	2.01.02	Describe methods in dealing with conflict as it relates with entrepreneurship/small business ownership.	Explain negotiation skills	3	2	1	0
			Describe techniques and importance of handling difficult customers/clients				
Topic	3	Ethics & Legal Responsibilities	Know and understand the importance of professional ethics and legal responsibilities in maintaining responsible citizenry				
Benchmark	3.01	Describe an entrepreneur's responsibility to know and abide by laws and regulations that affect all individuals involved in the business operations.					
		<i>Competencies</i>	<i>Sample Indicators</i>				
	3.01.01	Describe the relationship between principled entrepreneurship versus personal responsibility	Understand the civil foundations of the legal environment of business	3	2	1	0
			Explain the difference and similarities between business and consumer rights to operate in a free market system				
	3.01.02	Describe the relationship between government and business	Describe the nature of legal procedures in business	3	2	1	0
			Explain how an entrepreneur can protect its intellectual property rights (i.e., patents, trademarks, copyrights)				
	3.01.03	Identify types of business ownership	Explain types of business ownership	3	2	1	0
	3.01.04	Demonstrate understanding of managerial and business ethics	Discuss ethics, responsibility, honest, integrity, and work habits	3	2	1	0

Topic		4 Entrepreneurial Processes and Characteristics		Understand concepts, processes and characteristics associated with successful entrepreneurial performance					
Benchmark		4.01 Assess entrepreneurship/small-business management-career information to enhance opportunities for career success.							
		<i>Competencies</i>		<i>Sample Indicators</i>					
	4.01.01	Analyze and define entrepreneurship.		Define entrepreneurship and entrepreneurs		3	2	1	0
				Contrast the different types of entrepreneurs (e.g., classic, change agent, intrapreneur), identifying their value and role					
	4.01.02	Expound on the importance of entrepreneurship on market economies		Describe the need for entrepreneurial discovery		3	2	1	0
				Analyze the importance of entrepreneurship to US/global economy					
	4.01.03	Explain characteristics of an entrepreneur as it relates to personal assessment and management		Analyze desired lifestyle and that associated with entrepreneurship		3	2	1	0
				Discern between desired benefits and those associated with entrepreneurship					
				Examine similarities and differences between personal educational goals and educational requirements for entrepreneurship					
Topic		5 Critical and Innovative Thinking		Developing and recognizing a successful business venture opportunity through entrepreneurial discovery, concept development, resourcing, actualization and harvesting					
Benchmark		5.01 Examine and describe the entrepreneurial business creation process							
		<i>Competencies</i>		<i>Sample Indicators</i>					
	5.01.01	Identify successful methods in developing and assessing innovative business ideas.		Utilize techniques for idea creation		3	2	1	0
				Incorporate innovative thinking methods to meet consumer demands					
				Identify methods in which technology creates innovation					
				Use creativity in business activities/decisions					
	5.01.02	Give explanation on how entrepreneurs recognize marketplace opportunities.		Assess global trends and opportunities for business ventures		3	2	1	0
				Observe trends in the marketplace					
	5.01.03	Explain tools used by entrepreneurs for venture planning		Assess start-up requirements		3	2	1	0
				Assess risks associated with venture					
				Describe external resources useful to entrepreneurs during concept development					
				Use components of a business plan to define venture idea					

Benchmark		5.02 Student will identify and define the importance of managing risks in developing a business venture.					
		<i>Competencies</i>	<i>Sample Indicators</i>				
	5.02.01	Explain proper methods in assessing and calculating risk in developing a business venture.	Select an existing business and identify its initial business risks	3	2	1	0
			Using financial and economic tools (e.g., Break-even, ROI, cost-benefit analysis, etc.) determine a venture's risk threshold (i.e., investing in a new business versus an established franchise)				
			Explain the complexity of business operations				
			Explain the need for business systems and procedures				
			Explain methods/processes for organizing work flow				
			Identify processes for ongoing opportunity recognition				
	5.02.02	Describe the need for continuation planning as it relates with entrepreneurship/small business ownership.	Understand the need for changes in a business environment				
			Describe methods of venture harvesting	3	2	1	0
			Evaluate options for continued venture involvement				
			Develop exit strategies				

Topic	6	Information Technology Application	Understands concepts and procedures needed for basic computer operations
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Benchmark	6.01	Maintain, monitor, plan, and control the use of financial resources to protect an entrepreneur and business's fiscal well-being.
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		<i>Competencies</i>	<i>Sample Indicators</i>				
	6.01.01	The student demonstrates an understanding of information management concepts and how they support effective business operations.	Explain the role of and justification for information management	3	2	1	0
			Describe the nature of business records				
			Explain the business and legal benefits of a records management/retention system				
			Explain how a records management program is established				
			Describe the steps in planning and implementing a records management system				
	6.01.02	Describe the impact of the Internet on entrepreneurship/small business ownership	Explain the nature of e-commerce	3	2	1	0
			Develop basic website				
			Communicate by computer				
			Demonstrate basic search skills on the Web				
			Evaluate credibility of Internet resources				

Cluster Topic		7 Marketing	Understands the concepts, processes, and systems needed to determine and satisfy customer needs/wants/expectations, meet business goals/objectives, and create new product/service ideas					
Benchmark		7.01	Manage marketing activities to facilitate business development and growth.					
		<i>Competencies</i>	<i>Sample Indicators</i>					
	7.01.01	Understand marketing's role and function in business to facilitate economic exchanges with customers	Determine services to provide customers		3	2	1	0
			Explain the role of customer service in positioning/image					
	7.01.02	Analyze the role of marketing research in constructing a small business management model.	Identify the reasons for conducting research		3	2	1	0
			Explain the methods of market research, including an evaluation of the main research techniques					
			Acquire foundational knowledge of customer, client, and business behavior to understand what motivates decision-making					
	7.01.04	Describe marketing functions and related activities	Identify elements of the marketing mix		3	2	1	0
Topic		8 Technical Skills	Use the technical knowledge and skills required to pursue the targeted careers for all pathways in the career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster					
Benchmark		8.01	The student conducts a needs assessment for a business.					
		<i>Competencies</i>	<i>Sample Indicators</i>					
	8.01.01	Describe the components and purpose of a business plan.	Write a business venture executive summary		3	2	1	0
			Describe the business venture in a company overview					
			Determine the company mission statement, goals and objectives					
			Describe the business environment and competition					
			Describe the company description and marketing strategy					
			Identify financial considerations					
	8.01.02	Examine and explain the components and purpose of a financial plan for a business.	Estimate expenses for a start-up business		3	2	1	0
			Identify break-even point					
			Set profit goals					
			Identify sources of capital					
	8.01.03	Identify and evaluate a local entrepreneurial venture/business.	Evaluate all functions of the business		3	2	1	0

Benchmark 8.02 Understand organizational and financial tools used in making business decisions as it relates to entrepreneurship/small business ownership.				
	<i>Competencies</i>	<i>Sample Indicators</i>		
8.02.01	Develop organizational skills to improve efficiency.	Apply time management principles	3	2 1 0
		Develop a project plan		
		Describe the way technology affects operations management		
8.02.02	Identify and explain expense control strategies to enhance the financial well being of a business.	Explain the nature of overhead/operating costs	3	2 1 0
		Define expense control plans		
8.02.03	Give explanation on how entrepreneurs incorporate accounting in making business decisions.	Explain accounting standards (GAAP)	3	2 1 0
		Prepare estimated/projected income statement		
		Estimate cash-flow needs		
		Prepare estimated/projected balance sheet		
		Calculate financial ratios		
8.02.04	Understand the need for proper financial and money management as it relates to an entrepreneur/small business owner.	Explain the purposes and importance of obtaining business credit	3	2 1 0
		Describe use of credit bureaus		
		Explain the nature of overhead/operating expenses		
		Determine financing needed to start a business		
		Determine risks associated with obtaining business credit		
		Explain sources of financial assistance		
		Explain loan evaluation criteria used by lending institutions		
		Identify sources of business loans		
		Determine business's value		
		Explain the importance of having financial goals and objectives		
		Define how to build and monitor a budget		
		Explain the nature of capital investment		
Topic 9	Employability and Career Development	Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills.		
Benchmark 9.01 Obtain and develop strategies for ensuring a successful career in entrepreneurship/small business ownership.				
	<i>Competencies</i>	<i>Sample Indicators</i>		
9.01.01	Develop personal traits and behaviors to foster career advancement.	Discuss appropriate personal appearance	3	2 1 0
		Set personal goals		
		Use time-management skills		