

ENTREPRENEURSHIP

MIS03 04111

An instructor must hold the License Code: 04006-CTE Marketing Education to be qualified to teach this course.

Entrepreneurship, which emphasizes planning and organizational processes integral to the start-up of new ventures, focuses on the continued development of students' small businesses. Students complete such tasks as: identifying resources necessary for business operations; developing personnel organizational plans; selecting sources of financing for their new ventures; completing loan applications; preparing pro forma financial statements; developing channel-management strategies; identifying key performance indicators; and developing detailed business plans. Communication skills, economics, emotional intelligence, human resources management, information management, marketing-information management, pricing, and product/service management are also addressed.

Entrepreneurship is an advanced course for the Business Administration Program of Study for Marketing Education

Credit ½ or 1 credit

Level Grades 10-12

Quarter 1

Student Competencies

	Explain the goals of the Entrepreneurship course
	Discuss classroom operations and procedures
	Discuss the purposes of CTSO and its activities
13.2.1	Explain the nature of business plans (SM:007, LAP-SM-001) (MN)
13.2.5	Explain external planning considerations (SM:011) (MN)
6.2.5	Assess the need to use external resources for concept development (EN:012) (ON)
9.3.1	Describe the nature of business records (NF:001, LAP-NF-001) (SP)
15.6.4	Identify industry/economic trends that will impact business activities (IM:363) (MN)
4.4.2	Describe the nature of taxes (EC:072, LAP-EC-027) (SP)
4.6.3	Describe the economic impact of inflation on business (EC:083, LAP-EC-028) (SP)
4.6.5	Explain the economic impact of interest-rate fluctuations (EC:084) (SP)
4.6.6	Determine the impact of business cycles on business activities (EC:018, LAP-EC-009) (SP)
4.4.3	Describe small-business opportunities in international trade (EC:066) (SP)
15.6.5	Analyze market needs and opportunities (IM:302) (MN)
18.4.6	Explain the nature of product/service branding (PM:021, LAP-PM-006) (SP)
18.4.11	Develop positioning concept for a new product idea (PM:228) (SP) U

	18.4.12	Communicate core values of product/service (PM:214) (SP) U
	18.4.13	Identify product's/service's competitive advantage (PM:246) (SP)
	18.4.3	Explain the nature of corporate branding (PM:206) (SP)
Quarter 2		
Student Competencies		
	15.7.2	Estimate market share (IM:350) (MN)
	14.2.4	Develop channel-management strategies (CM:014) (MN)
	17.2.3	Establish pricing objectives (PI:044) (MN)
	17.2.4	Identify strategies for pricing new products (for imitative new products, for innovative new products) (PI:020) (MN)
	17.2.7	Select product-mix pricing strategies (product line, option-product, captive-product, by-product, product bundle) (PI:021) (MN)
	17.2.8	Determine discounts and allowances that can be used to adjust base prices (PI:022) (MN)
	17.2.10	Use psychological pricing to adjust base prices (PI:005) (MN)
	17.2.11	Select promotional pricing strategies used to adjust base prices (PI:023) (MN)
	6.3.1	Explain considerations in making the decision to hire staff (EN:018) (ON)
	8.1.4	Discuss factors that impact human resources management (e.g., availability of qualified employees, alternative staffing methods, employment laws/regulations, company policies/procedures, compensation and benefit programs, staff diversity, etc.) (HR:415) (SP)
	8.1.5	Describe planning techniques used in the hiring process (e.g., succession planning, forecasting, etc.) (HR:416) (SP)
	8.2.2	Determine hiring needs (HR:353) (SU)
	8.2.4	Develop job descriptions (HR:495) (MN)
	6.3.2	Identify capital resources needed for the venture (EN:020) (ON)
		Semester Exam
Quarter 3		
Student Competencies		
	11.6.6	Select vendors (OP:161) (SP)
	6.3.3	Assess the costs/benefits associated with resources (EN:021) (ON)
	6.3.4	Use external resources to supplement entrepreneur's expertise (EN:022) (ON)
	7.8.1	Explain the purposes and importance of obtaining business credit (FI:023) (ON)
	7.1.8	Determine financing needed to start a business (FI:036) (ON)
	7.8.3	Determine financing needed for business operations (FI:043) (ON)
	7.8.4	Identify risks associated with obtaining business credit (FI:041) (ON)
	7.8.5	Explain sources of financial assistance (FI:031) (ON)
	7.6.3	Describe the nature of income statements (FI:094, LAP-FI-004) (SP)

	7.6.4	Develop a pro forma income statement (FI:510) (MN)
	7.6.1	Describe the nature of cash flow statements (FI:091, LAP-FI-006) (SP)
	7.6.5	Prepare a pro forma cash flow statement (FI:602) (MN)
	7.6.2	Explain the nature of balance sheets (FI:093, LAP-FI-010) (SP)
	7.6.6	Prepare a pro forma balance sheet (FI:511) (MN)
	13.2.6	Identify and benchmark key performance indicators (e.g., dashboards, scorecards, etc.) (SM:027) (MN)
	13.2.7	Develop action plans (SM:012) (ON)
Quarter 4		
Student Competencies		
	2.3.10	Write executive summaries (CO:091) (SP)
	13.2.8	Develop business plan (SM:013, LAP-SM-002) (ON)
	5.2.4	Give elevator pitch (EI:093) (SP)
	7.8.2	Analyze critical banking relationships (FI:039) (ON)
	7.8.6	Explain loan evaluation criteria used by lending institutions (FI:034) (ON)
	7.8.7	Complete loan application package (FI:033) (ON)
	5.2.2	Persuade others (EI:012) (SP)
	5.2.3	Demonstrate negotiation skills (EI:062, LAP-EI-008) (SP)
	7.4.4	Explain the nature of risk management (FI:084, FI LAP 8) (SP)
	11.7.4	Describe crucial elements of a quality culture (OP:019) (SP)
	11.7.5	Describe the role of management in the achievement of quality (OP:020) (MN)
	10.3.3	Develop strategies to market an organization to potential employees (MK:021) (MN)
		Course Assessment
		Final Exam