

# **PRINCIPLES OF ENTREPRENEURSHIP**

## **Course Frameworks**

**MIS03 Course Code: 04110**



**North Dakota Marketing Education**  
State Board for Career and Technical Education

<b>Course Title</b>	<i>Principles of Entrepreneurship</i>
<b>MIS03 Course #</b>	<b>04110</b>
<b>License Code</b>	<i>An instructor must hold the License Code: 04006-CTE Marketing Education to be qualified to teach this course.</i>
<b>Description</b>	<i>Principles of Entrepreneurship</i> introduces students to a wide array of entrepreneurial concepts and skills, including the role of entrepreneurship in our economy, entrepreneurial discovery processes, ideation, and preliminary start-up venture planning. Students also develop an appreciation for marketing's pivotal role in the development and success of a new business. They become acquainted with channel management, pricing, product/service management, and promotion. Students conduct thorough market planning for their ventures: selecting target markets; conducting market, SWOT, and competitive analyses; forecasting sales; setting marketing goals and objectives; selecting marketing metrics; and setting a marketing budget. The capstone activity in the course is the development of detailed marketing plans for students' start-up businesses.
<b>Performance Indicators</b>	64
<b>Credit</b>	½ or One credit
<b>Program of Study</b>	<i>Principles of Entrepreneurship</i> a first year course for the Business Administration Program of Study for Marketing Education.
<b>Grade Level</b>	9-10

<b>Course Outline Introduction</b>	An outline is provided to identify a recommended instructional sequence/schedule for <i>Principles of Entrepreneurship</i> . The outline identifies the week in which each learning outcome should be taught and an abbreviated version of the performance indicators, or learning outcomes.
<b>Week 1</b>	
	<p>Explain the goals of the <i>Principles of Entrepreneurship</i> course</p> <p>Discuss classroom operations and procedures</p> <p>Discuss the purposes of CTSO and its activities</p> <p>Identify the impact of small business/entrepreneurship on market economies (EC:065) (CS)</p>
<b>Week 2</b>	
	<p>Explain career opportunities in entrepreneurship (PD:066, PD LAP 4) (CS)</p> <p>Conduct self-assessment to determine entrepreneurial potential (PD:067) (CS)</p>
<b>Week 3</b>	
	<p>Identify sources of business start-up information (MN:187) (SP)</p> <p>Write inquiries (CO:040) (CS)</p>
<b>Week 4</b>	
	<p>Explain the need for entrepreneurial discovery (EN:001) (ON)</p> <p>Discuss entrepreneurial discovery processes (EN:002) (ON)</p>
<b>Week 5</b>	
	<p>Conduct an environmental scan to obtain business information (NF:015, NF LAP 2) (SP)</p> <p>Assess global trends and opportunities for business ventures/products (EN:003) (ON)</p>
<b>Week 6</b>	
	<p>Determine opportunities for venture/product creation (EN:004) (ON)</p> <p>Assess opportunities for venture/product creation (EN:005) (ON)</p>
<b>Week 7</b>	
	<p>Identify methods/techniques to generate a venture/product idea (PM:127, PM LAP 11) (SP)</p> <p>Demonstrate appropriate creativity (PD:012, QS LAP 5) (SP)</p> <p>Generate venture/product ideas (EN:006) (ON)</p>

<b>Week 8</b>	
	Identify product to fill customer need (PM:130) (MN) Assess risks of personal decisions (PQ) Take responsibility for decisions and actions (EI:075) (PQ)
<b>Week 9</b>	
	Describe entrepreneurial planning considerations (EN:007) (ON) Explain tools used by entrepreneurs for venture planning (EN:008) (ON)
<b>Week 10</b>	
	Explain the nature of overhead/operating costs (OP:024) (SP) Assess start-up requirements (EN:009) (ON)
<b>Week 11</b>	
	Assess risks associated with venture (EN:010) (ON) Develop tolerance for ambiguity (CS) Determine feasibility of venture/product ideas (EN:038) (ON)
<b>Week 12</b>	
	Determine feasibility of venture/product ideas (EN:038) (ON) [cont'd] Explain the concept of marketing strategies (MP:001, MP LAP 2) (CS) Explain the concept of market and market identification (MP:003, IM LAP 9, MP LAP 3) (CS)
<b>Week 13</b>	
	Explain the nature of marketing plans (MP:007, MP LAP 1) (SP) Explain the role of situation analysis in the marketing planning process (MP:008) (SP)
<b>Week 14</b>	
	Identify market segments (MP:004) (MN) Select target market (MP:005) (MN)
<b>Week 15</b>	
	Conduct market analysis (market size, area, potential, etc.) (MP:009) (MN) Conduct SWOT analysis for use in the marketing planning process (MP:010, IM LAP 8) (MN)

<b>Week 16</b>	
	Conduct SWOT analysis for use in the marketing planning process (MP:010, IM LAP 8) (MN) [cont'd] Conduct competitive analysis (MP:012) (MN)
<b>Week 17</b>	
	Describe legal issues affecting businesses (BL:001) (SP) Select form of business ownership (BL:006, BL LAP 2) (ON)
<b>Week 18</b>	
	Choose venture/product name (PM:131) (ON) <b>Semester Exam</b>
<b>Week 19</b>	
	Develop company goals/objectives (SM:008) (ON) Define business mission (SM:009) (ON)
<b>Week 20</b>	
	Explain the nature and scope of the product/service management function (PM:001, PM LAP 17) (SP) Explain the concept of product mix (PM:003, PM LAP 3) (SP)
<b>Week 21</b>	
	Plan product mix (PM:006) (MN)
<b>Week 22</b>	
	Describe factors used by marketers to position ventures/products (PM:042) (SP) Determine services to provide customers (PM:036) (MN)
<b>Week 23</b>	
	Identify company's unique selling proposition (PM:272) (MN) Select business location (PM:132) (ON)
<b>Week 24</b>	
	Explain the nature and scope of channel management (CM:001, CM LAP 2) (CS) Explain the nature of channels of distribution (CM:003, CM LAP 1) (CS)

<b>Week 25</b>	
	Explain the nature of channels of distribution (CM:003, CM LAP 1) (CS) [cont'd] Select channels of distribution (CM:010) (MN)
<b>Week 26</b>	
	Explain the nature and scope of the pricing function (PI:001, PI LAP 2) (SP) Explain factors affecting pricing decisions (PI:002, PI LAP 3) (SP)
<b>Week 27</b>	
	Determine cost of product (breakeven, ROI, markup) (PI:019) (MN) Calculate break-even point (PI:006, PI LAP 4) (MN)
<b>Week 28</b>	
	Calculate break-even point (PI:006, PI LAP 4) (MN) [cont'd] Set prices (PI:007) (MN)
<b>Week 29</b>	
	Explain the role of promotion as a marketing function (PR:001, PR LAP 2) (CS) Explain the types of promotion (PR:002, PR LAP 4) (CS)
<b>Week 30</b>	
	Identify the elements of the promotional mix (PR:003, PR LAP 1) (SP) Explain types of advertising media (PR:007, PR LAP 3) (SP)
<b>Week 31</b>	
	Develop promotional plan for a business (PR:097) (MN)
<b>Week 32</b>	
	Explain the nature of sales forecasts (MP:013) (SP) Forecast sales for marketing plan (MP:014) (MN)
<b>Week 33</b>	
	Set marketing goals and objectives (MP:015) (MN) Select marketing metrics (MP:016) (MN)

<b>Week 34</b>	
	Select marketing metrics (MP:016) (MN) [cont'd] Set marketing budget (MP:017) (MN)
<b>Week 35</b>	
	Develop marketing plan (MP:018) (MN)
<b>Week 36</b>	
	Develop marketing plan (MP:018) (MN) [cont'd] Course Assessment <b>Final Exam</b>