

# PRINCIPLES OF ENTREPRENEURSHIP

**MIS03 04110**

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

*Principles of Entrepreneurship* 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.

*Principles of Entrepreneurship* a first year course for the Business Administration Program of Study for Marketing Education.

**Credit** ½ or 1 credit

**Level** Grades 9-10

## Quarter 1

### Student Competencies

	Explain the goals of the Principles of Entrepreneurship course
	Discuss classroom operations and procedures
	Discuss the purposes of CTSO and its activities
4.3.2	Identify the impact of small business/entrepreneurship on market economies (EC:065) (CS)
12.5.7	Explain career opportunities in entrepreneurship (PD:066, LAP-PD-004) (CS)
12.5.9	Conduct self-assessment to determine entrepreneurial potential (PD:067) (CS)
2.3.7	Write inquiries (CO:040) (CS)
6.1.1	Explain the need for entrepreneurial discovery (EN:001) (ON)
6.1.2	Discuss entrepreneurial discovery processes (EN:002) (ON)
9.3.2	Conduct an environmental scan to obtain business information (NF:015, LAP-NF-002) (SP)
6.1.3	Assess global trends and opportunities for business ventures (EN:003) (ON)
6.1.4	Determine opportunities for venture creation (EN:004) (ON)
6.1.5	Assess opportunities for venture creation (EN:005) (ON)
18.2.1	Identify methods/techniques to generate a product idea (PM:127, LAP-PM-011) (SP)
12.4.4	Demonstrate appropriate creativity (PD:012) (SP)
6.1.6	Generate venture ideas (EN:006) (ON)

	18.3.3	Identify product to fill customer need (PM:130) (MN)
	5.1.1	Take responsibility for decisions and actions (EI:075) (PQ)
	6.2.1	Describe entrepreneurial planning considerations (EN:007) (ON)
	6.2.2	Explain tools used by entrepreneurs for venture planning (EN:008) (ON)
<b>Quarter 2</b>		
<b>Student Competencies</b>		
	11.8.1	Explain the nature of overhead/operating costs (OP:024, LAP-OP-009) (SP)
	6.2.3	Assess start-up requirements (EN:009) (ON)
	6.2.4	Assess risks associated with venture (EN:010) (ON)
	6.1.7	Determine feasibility of venture ideas (EN:038) (ON)
	16.1.1	Explain the concept of marketing strategies (MP:001, LAP-MP-002) (CS)
	16.1.2	Explain the concept of market and market identification (MP:003, LAP-MP-003) (CS)
	16.2.1	Explain the nature of marketing plans (MP:007, LAP-MP-001) (SP)
	16.2.2	Explain the role of situation analysis in the marketing planning process (MP:008) (SP)
	16.1.3	Identify market segments (MP:004) (MN)
	16.1.4	Select target market (MP:005) (MN)
	16.2.3	Conduct market analysis (market size, area, potential, etc.) (MP:009) (MN)
	16.2.4	Conduct SWOT analysis for use in the marketing planning process (MP:010, LAP-MP-004) (MN)
	16.2.5	Conduct competitive analysis (MP:012) (MN)
	1.1.1	Describe legal issues affecting businesses (BL:001) (SP)
	1.2.2	Select form of business ownership (BL:006, LAP-BL-002) (ON)
	18.4.1	Choose venture/product name (PM:131) (ON)
		Semester Exam
<b>Quarter 3</b>		
<b>Student Competencies</b>		
	13.2.2	Develop company goals/objectives (SM:008) (ON)
	13.2.3	Define business mission (SM:009) (ON)
	18.1.1	Explain the nature and scope of the product/service management function (PM:001, LAP-PM-017) (SP)
	18.3.1	Explain the concept of product mix (PM:003, LAP-PM-003) (SP)
	18.3.4	Plan product mix (PM:006) (MN)
	18.4.5	Describe factors used by marketers to position products/services (PM:042, LAP-PM-019) (SP)
	18.3.5	Determine services to provide customers (PM:036) (MN)
	18.4.10	Identify company's unique selling proposition (PM:272, LAP-PM-016) (MN)
	18.4.2	Select business location (PM:132) (ON)
	14.1.1	Explain the nature and scope of channel management (CM:001, LAP-CM-002) (CS)

	14.1.3	Explain the nature of channels of distribution (CM:003, LAP-CM-001) (CS)
	14.2.3	Select channels of distribution (CM:010) (MN)
	17.1.1	Explain the nature and scope of the pricing function (PI:001, LAP-PI-002) (SP)
	17.1.5	Explain factors affecting pricing decisions (PI:002, LAP-PI-003) (SP)
	17.2.1	Determine cost of product (breakeven, ROI, markup) (PI:019) (MN)
	17.2.2	Calculate break-even point (PI:006, LAP-PI-004) (MN)
<b>Quarter 4</b>		
<b>Student Competencies</b>		
	17.2.9	Set prices (PI:007) (MN)
	19.1.1	Explain the role of promotion as a marketing function (PR:001, LAP-PR-002) (CS)
	19.1.2	Explain the types of promotion (PR:002, LAP-PR-004) (CS)
	19.1.3	Identify the elements of the promotional mix (PR:003, LAP-PR-001) (SP)
	19.2.1	Explain types of advertising media (PR:007, LAP-PR-003) (SP)
	19.10.5	Develop promotional plan for a business (PR:097) (MN)
	16.2.6	Explain the nature of sales forecasts (MP:013) (SP)
	16.2.7	Forecast sales for marketing plan (MP:014) (MN)
	16.2.8	Set marketing goals and objectives (MP:015) (MN)
	16.2.9	Select marketing metrics (MP:016) (MN)
	16.2.10	Set marketing budget (MP:017) (MN)
	16.2.11	Develop marketing plan (MP:018) (MN)
		Course Assessment
		Final Exam