

STRANDS AND STANDARDS

ENTREPRENEURSHIP



Course Description

Students will gain an understanding of the marketing and management principles necessary to start and operate their own business. They will develop an awareness of the opportunities for small business ownership and develop the planning skills needed to open a small business. Students will become aware of the traits and characteristics of successful entrepreneurs.

Students will gain an awareness of knowledge needed in research, planning and regulations affecting the small business and the means of financing a small business. They will understand the specific strategies of business management and marketing and the economic role of the entrepreneur in the market system.

Entrepreneurship is designed for students enrolled in business and marketing education, and/or other courses, who have an interest in developing the skills, attitudes, and knowledge necessary for successful entrepreneurs.

Intended Grade Level	10-12
Units of Credit	0.5
Core Code	32.02.00.00.220
Concurrent Enrollment Core Code	32.02.00.13.220
Prerequisite	N/A
Skill Certification Test Number	451
Skill Certification Cut Score	75%
Test Weight	0.5
License Area of Concentration	CTE and/or Secondary Education 6-12
Required Endorsement(s)	
Endorsement 1	Business & Marketing (CTE/General)
Endorsement 2	Business & Marketing Essentials
Endorsement 3	N/A

STRAND 1

Characteristics of an Entrepreneur

Students will identify the role and characteristics of an entrepreneur.

Standard 1

Explore the role of the entrepreneur within the economy.

- Define and differentiate between an
 - **Entrepreneur:** An individual who undertakes to start and run their own business or with the intention of making a profit.
 - **Entrepreneurship:** Activity of setting up a business, taking on financial risks in the pursuit of profit.
 - **Intrapreneur:** Valued labor trait where an individual behaves like an entrepreneur to solve problems within an organization.
- Identify the characteristics and ethics involved in entrepreneurship
 - Common characteristics:
 - Hard Working
 - Risk Taker
 - Inquisitive
 - Goal & Action Oriented
 - Creative
- Understand the risk and rewards associated with entrepreneurship
 - Explore the risks and rewards within the entrepreneurial venture. Cover the following categories.
 - Financial
 - Career
 - Family/Social
 - Liability
 - Satisfaction
 - Explore the importance of failure within the entrepreneurial venture.
 - Growth Mindset to learn from each failure and grow from it

Performance Skills

Students will use critical thinking to explore the advantages and disadvantages of being an entrepreneur. They will identify characteristics of successful entrepreneurs through a report, SMART goal, or presentation.

STRAND 2

Lean Canvas Model

Students explore the Lean Canvas model or the use of a business plan to understand the impact that they have on the success of an entrepreneurial venture.

Standard 1

Demonstrate idea generation through innovation and problem-solving.

- Identify problems and create solutions in order to address consumers' needs/wants. The solution can be a product, service, or idea.
- Identify problems to address needs and/or wants by using various methods of idea generation (e.g. identifying trends, brainstorming, brainwriting, market research).
- **Explore trends** in entrepreneurship including:
 - emerging technologies
 - social entrepreneurship
 - green entrepreneurship

- Understand the importance of pivoting to solve entrepreneurial problems.
 - Opportunities are created from problems
 - Adaptability to internal and external factors (e.g. supply chain, global economy, competition, and emerging technologies).

USBE Lean Canvas Model

Product or Service Name

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1. Problem	2.UVP	3. Solution	5. Customer Segment	6. Key Metrics
		4. Competitive Adv.		7. Marketing Channels

8. Cost Structures	9. Revenue Streams
Cost Per unit	Retail Price by Unit

Standard 2

Describe how to **solve a customer’s** needs and want and identify what distinguishes a product/service from the competition while taking into consideration the following factors.

- **Minimum Viable Product (MVP):** Version of a product with just enough features to be usable by early customers who can then provide feedback for future product development
- **Unique Value Proposition (UVP):** Clear statement that describes the benefit of your offer, how you solve your customer’s needs, and what distinguishes you from the competition.
- **Competitive Advantage:** Factors that put a company in a favorable or superior business position in comparison to its rivals.

Performance Skills

Students will complete these areas of the Lean Canvas model.

- Problem
- Unique Value Proposition
- Solution
- Competitive Advantage

STRAND 3

Economic Impact

Students will understand how economic concepts affect decision-making in an entrepreneurial venture.

Standard 1

Explore the role of entrepreneurship as a factor of production within the economy.

- Discuss why entrepreneurship is beneficial to the economy (local, national, global).
- Understand the government's role and effect in entrepreneurship within the free market system.
- (regulations, taxes, subsidies, as a consumer).

Standard 2

Define basic economic terminology.

- **Scarcity:** Unlimited wants and needs and limited resources to satisfy those wants and needs.
- **Determinants of Supply:**
 - Cost and Price of a Product
 - Availability of resources
 - Price-related substitute goods and services
- **Determinants of Demand:**
 - Price of goods and services
 - Income level of consumers
 - Preferences of consumers
 - Consumer expectations
- **Opportunity Cost:** the loss of potential gain from alternatives when one alternative is chosen
- **Profit Motive:** motivation to operate so as to maximize profits. The ultimate goal of a business is to make money.
- **Import:** Goods or services bought into one country that was produced in another.
- **Export:** Goods and services that are produced in one country and then purchased and sent to another country.

Performance Skills (Choose one)

Students will determine one of the following:

- Cost Analysis for a product or service
- Break-Even Analysis for a Product or Service
- Price Markup or Margin Analysis for a product or service

STRAND 4

Marketing for Entrepreneurs

Students will understand how marketing affects an entrepreneurial venture.

Standard 1

Explain marketing functions.

- Identify the elements of the marketing mix as it pertains to Entrepreneurship.
 - **Product** possibly the most important, can be a good, or service.

- **Price** the amount of money requested or exchanged for a product, should cover expenses and allow for a profit
- **Place** activities involved in getting a product or service to the end user may include shipping, ordering processing, inventory storage, and stocking of goods. Describe that place can be both a physical location or an online site.
- **Promotion** the process of communication with customers and potential customers to inform, persuade, and remind them about products, their prices, and where they can be purchased
 - Explain how each component of the marketing mix contributes to successful marketing.
- Analyze the advantages and disadvantages of possible locations for businesses
 - **Brick-and-mortar stores** a business that operates conventionally rather than over the internet
 - **E-commerce:** internet commerce, refers to the buying and selling of goods or services using the Internet, and the transfer of money and data to execute these transactions
 - **Service industry** including; Curbside pick-up, Delivery, Subscription-based services
 - **Emerging trends** in location decisions such as; commercial kitchens, delivery-only businesses, pop-up stores, shared workspaces, and incubators
- Describe **distribution channels** available to effectively reach your customers.
 - Explain the consumer's experience through omnichannel defined as an approach to sales that focus on providing a seamless customer experience whether the client is shopping online from a mobile device, a laptop, or in a brick-and-mortar store.
- Explore market segmentation methods and the importance of determining your entrepreneurial venture's target market.
 - **Demographics; Who?** (Personal characteristics such as Age, Gender, Income Level, Education Level, Race, and Ethnicity)
 - **Geographics/Location;** Where? (Segmentation based on where people live such as Natural or Political Boundaries, Climate, Cultural influences, and Customs)
 - **Psychographics/Interests;** Why? (Involves grouping people with similar lifestyles, as well as shared attitudes, values, and opinions such as Activities, Attitudes, Personality & Values)
 - **Behavioral;** How? (Looking at the benefits desired by consumers such as shopping patterns, usage rate, benefits--and not just the physical characteristics of a product)

Standard 2

Explore marketing strategies in relation to their entrepreneurial venture.

- Discuss the importance of building a **brand** and creating a brand image.
- Discuss the importance of **market planning** and **market research**.
- Discuss the importance of a company's online presence and digital marketing.

Performance Skills

Students will complete these areas of the Lean Canvas model.

- Customer Segments
- Key Metrics
- Channels

STRAND 5

Financial Concepts & Tools

Students will understand financial concepts and tools used by entrepreneurs in making business decisions.

Standard 1

Examine **financial concepts and types of funding** used to operate a business.

- **Project expenses**
 - **Start-up costs:** all costs incurred to start a business including research, business licensing, website development, and more.
 - **Variable costs:** Costs that fluctuate based on units of production.
 - **Fixed costs:** Costs that stay consistent from month to month, such as rent, utilities, and fees. Non-production-related expenses.
 - **Operational expenses include** income, net profit, gross profit, and break-even point.
 - **Working capital:** represents a company's ability to pay its current liabilities with its current assets.
- Discuss the profit formula: Revenue - Cost = Profit
- Describe common funding sources and identify the advantages and disadvantages of different types of financing options for entrepreneurs. Compare and contrast **debt and equity financing**.
- Debt Financing
 - **Angel investors:** family and friends
 - **Venture capitalists:** is a form of private equity and a type of financing that investors provide to startup companies and small businesses that are believed to have long-term growth potential
 - **Crowdfunding:** Methods of funding new business ideas and products that rely on receiving small contributions from many supporters.
 - **Lines of credit:** a form of flexible, direct loan between a financial institution - usually a bank - and a
 - an individual or business
 - **Small business loan:** gives you access to capital so you can invest it into your business. The funds can be used for many different purposes including working capital or improvements.

Equity financing

- **Bootstrapping:** founding and running a company using only personal finances or operating revenue
- Describe entrepreneurship mentoring trends and entrepreneurship contests (e.g., boom start-ups, incubators, business plan/pitch contests).
- Understand the importance of **pitching** in the fundraising process.

Standard 2

Students will understand how entrepreneurs utilize business records.

Define Pro-Forma Projected revenue and sources of revenue.

- Identify and explain common financial statements
 - **Income statements:** a financial statement that covers revenue and expenses for a period of time.
 - **Profit and loss statements:** summarizes the revenues, costs, and expenses incurred during a specified period, usually a quarter or fiscal year.
 - **Balance sheets:** a financial statement that analyzes the assets, liabilities, and Equity of a business.
- Understand the importance of sales and budget forecasting in business planning.

Performance Skills

Students will complete these areas of the Lean Canvas model.

- Revenue Streams
- Cost Structure

AND (Complete at least one of the following)

- Calculate the break-even point.
- Create a financial statement.
- Compare and contrast various payment systems.
- Use a spreadsheet tool (What-If analysis) for modeling, projections, and forecasting.

STRAND 6

Management Principles

Students will understand the role of management principles in an entrepreneurial venture.

Standard 1

Discuss the importance of goal setting for an entrepreneurial venture (mission and vision statements).

Performance Skills

Students will complete one of the following:

- Create a mission statement and vision statement.

STRAND 7

Business Ownership

Students will analyze how forms of business ownership, government regulations, and legal regulations affect entrepreneurial ventures.

Standard 1

Compare and contrast the advantages and disadvantages of the different types of business ownership.

- **Sole proprietorship:** A sole proprietorship is the simplest and most common structure chosen to start a business. It is owned and run by one individual with no distinction between the business and you, the owner. The owner is entitled to all profits and is responsible for all your business's debts, losses, and liabilities.
- **Partnership:** an arrangement between two or more people to oversee business operations and share its profits and liabilities.
- **Corporation:** is legally a separate and distinct entity from its owners. Corporations possess many of the same legal rights and responsibilities as individuals. It has limited liability, which means that its shareholders are not personally responsible for the company's debts. It may be created by an individual or a group of people with a shared goal.
- **Limited Liability Company:** is a business structure in the U.S. that protects its owners from personal responsibility for its debts or liabilities. Limited liability companies are hybrid entities that combine the characteristics of a corporation with those of a partnership or sole proprietorship.
- **Nonprofit:** a business organized for the public good and received tax-exempt status from the IRS

Identify and describe the impact of organizations that support entrepreneurs (SBDC, SBA, SCORE, GOED)

Standard 2

- Identify and explain the government and legal regulations that affect entrepreneurial ventures.
- **Identify licenses** that a small business must obtain (e.g., business license, EIN, name registry, sales tax I.D., occupational/professional license, food handlers).
- Identify taxes businesses pay (income, sales, property, payroll).
- Identify ways of protecting ideas and inventions
 - **Copyright** is the exclusive legal right to reproduce, publish, sell, or distribute the matter and form of something.
 - A **patent** is a legal right to an invention given to a person or entity without interference from others who wish to replicate, use, or sell it
 - **Trademark** The term trademark refers to a recognizable insignia, phrase, word, or symbol that denotes a specific product and legally differentiates it from all other products of its kind.

Performance Skills (Choose one)

Students will use their knowledge and skill learned throughout the Entrepreneurship course to complete one of the following:

- Create a business/promotion plan (FBLA and/or DECA).
- Create an innovative business plan.
- Create a start-up business plan.
- Social entrepreneurship project.
- Create and share a presentation of how you or your team met the Entrepreneurship Performance Objective.
- Compare and contrast the advantages and disadvantages of buying an existing business, starting a new business, starting a partnership, or purchasing a franchise.

Skill Certification Test Points by Strand

Test Name	Test #	Number of Test Points by Strand										Total Points	Total Questions
		1	2	3	4	5	6	7	8	9	10		

Skill Certification Test Percentages by Strand

Test Name	Test #	Number of Test Points by Strand										Total Points	Total Questions
		1	2	3	4	5	6	7	8	9	10		