Name		ID						
				course for Business Management and Administration, Hospitality and Tourism Finance Career Clusters (Funded)	١,			
Enrollment Date  / /  I certify that the students	Marketing and Finance Career Clusters (Funded)  Entrepreneurship courses acquaint students with the knowledge and skills necessary to own and ope their own businesses. Topics from several fields typically form the course content: economics, market principles, human relations and psychology, business and labor law, legal rights and responsibilities of the student received the training in the area indicated.  Marketing and Finance Career Clusters (Funded)  Entrepreneurship courses acquaint students with the knowledge and skills necessary to own and ope their own businesses. Topics from several fields typically form the course content: economics, market principles, human relations and psychology, business and labor law, legal rights and responsibilities of the volument of the council for Economic Education.  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 as minimums.  Rencies reflect standards from National Career Clusters, National Content Standards for Entrepreneurship Education, National Business Education Association and The Council for Economic Education.  Achieve additional academic knowledge and skills required to pursue the full career and postsecondary education opportunities within a career cluster					ing	•	
Instructor Signature	:	Date	skill undevelope as minimums.	d; 0: No exposure, instruction or training. Measured competencies listed should				
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Topic	1	Academic Foundations		· · · · · · · · · · · · · · · · · · ·		ranç	ge o	f
Benchmark	1.01	Solve mathematical problems and use the information as i	it relates with e	entrepreneurship/small business ownership.				
		Competencies		Sample Indicators				
	1.01.01	Solve mathematical problems using numbers and operations.		Recognize relationships among numbers	3	2	1	0
				Employ mathematical operations				
				Perform computations successfully				
				Predict reasonable estimations		1	1	_
	1.01.02	Incorporate algebraic skills to make business decisions.		Recognize patterns and mathematical relations	3	2	1	0
				Use algebraic symbols to represent, solve, and analyze mathematical problems				
				Create mathematical models from real-life situations	1			
				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 at	nd concepts in	making informed business decisions to continue business operatio	ns.			
		Competencies		Sample Indicators				
	1.02.01	Demonstrate an understanding of how basic economic concep by an entrepreneur/small business owner.	ots are utilized	Explain the principles of supply and demand	3	2	1	0
ļ		·		Explain the factors of production	1			
			ŀ	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
			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 into information and ideas including technical terminology and information	erpre	ting	
Benchmark	2.01	Demonstrate use of the concepts, strategies, and systems for obtain	ing and conveying ideas and information to enhance communication in t	he v	/ork	plac
		Competencies	Sample Indicators			
	2.01.01	Explain and demonstrate the nature of effective communications	Apply effective listening skills	3	2	1
			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
			Describe techniques and importance of handling difficult customers/clients			
Topic	3	Ethics & Legal Responsibilities	Know and understand the importance of professional ethics and legal res maintaining responsible citizenry	pons	ibilit	ties i
Benchmark	3.01	Describe an entrepreneur's responsibility to know and abide by laws	and regulations that affect all individuals involved in the business opera	ition	s.	
		Competencies	Sample Indicators			
	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
			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
			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
	3.01.04	Demonstrate understanding of managerial and business ethics	Discuss ethics, responsibility, honest, integrity, and work habits	3	2	1

Topic	4	Entrepreneurial Processes and Characteristics	Understand concepts, processes and characteristics associated with succentrepreneurial performance	cessf	ul		
Benchmark	4.01	Assess entrepreneurship/small-business management-career information	on to enhance opportunities for career success.				
		Competencies	Sample Indicators				
	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 th entrepreneurial discovery, concept development, resourcing, actualization harvesting	_			
Benchmark	5.01	Examine and describe the entrepreneurial business creation process	That vocality				
		Competencies	Sample Indicators				
	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				

		Competencies	Sample Indicators			
	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
			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			
			Understand the need for changes in a business environment			
	5.02.02	Describe the need for continuation planning as it relates with entrepreneurship/small business ownership.	Describe methods of venture harvesting	3	2	1
			Evaluate options for continued venture involvement			
			Develop exit strategies	1		
Topic	6	Information Technology Application	Understands concepts and procedures needed for basic computer operation	ons		
Topic Benchmark	6.01	Maintain, monitor, plan, and control the use of financial resources to p	rotect an entrepreneur and business's fiscal well-being.	ons		
	6.01	Maintain, monitor, plan, and control the use of financial resources to p  Competencies  The student demonstrates an understanding of information management	rotect an entrepreneur and business's fiscal well-being.  Sample Indicators			1
•		Maintain, monitor, plan, and control the use of financial resources to p	rotect an entrepreneur and business's fiscal well-being.		2	1
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	6.01.01	Maintain, monitor, plan, and control the use of financial resources to p  Competencies  The student demonstrates an understanding of information management concepts and how they support effective business operations.  Describe the impact of the Internet on entrepreneurship/small business	rotect an entrepreneur and business's fiscal well-being.  Sample Indicators  Explain the role of and justification for information management  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	3		
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Cluster Topic	7	Marketing	Understands the concepts, processes, and systems needed to determine customer needs/wants/expectations, meet business goals/objectives, and product/service ideas			-	
Benchmark	7.01	Manage marketing activities to facilitate business development and gro	wth.				
		Competencies	Sample Indicators				
	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 ca pathways in the career cluster, including knowledge of design, operation, maintenance of technological systems critical to the career cluster		for a	all	
Benchmark	8.01	The student conducts a needs assessment for a business.					
		Competencies	Sample Indicators				
	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				
	1		Identify sources of capital			-	

Benchmark	8.02	Understand organizational and financial tools used in making business	decisions as it relates to entrepreneurship/small business ownership	<b>)</b> .		
		Competencies	Sample Indicators			
	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 (
			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, pla effectively manage careers. Know and understand the importance of entre skills.	•		nip
Benchmark	9.01	Obtain and develop strategies for ensuring a successful career in entrep	preneurship/small business ownership.			
		Competencies	Sample Indicators			
	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			