

Entrepreneurship

Unit	Objectives	Objectives
Communication Skills	<ol style="list-style-type: none"> 1 Explain the nature of effective communications 2 Apply effective listening skills 3 Use proper grammar and vocabulary 4 Reinforce service orientation through communication 5 Explain the nature of effective verbal communication 6 Address people properly 7 Handle telephone calls in a businesslike manner 8 Make oral presentations 9 Explain the nature of written communications 10 Write business letters 11 Write informational letters 12 Write inquiries 13 Write persuasive messages 14 Prepare simple written reports 15 Prepare complex written reports 16 Use communications technologies/systems 17 Follow directions 18 Explain the nature of staff communication 19 Give directions for completing job tasks 20 Conduct a meeting 21 Show empathy for others 	<ol style="list-style-type: none"> 22 Use appropriate assertiveness 23 Demonstrate negotiation skills 24 Handle difficult customers/clients 25 Interpret business policies to customers/clients 26 Handle customer /client complaints 27 Explain the nature of organizational change 28 Describe the nature of organizational conflict 29 Explain the nature of stress management 30 Utilize job-search strategies 31 Complete a job application 32 Interview for a job 33 Write a follow-up letter after job interviews 34 Write a letter of application 35 Prepare a resume 36 Describe techniques for obtaining work experience 37 Explain the need for ongoing education as a worker 38 Explain possible advancement patterns for jobs 39 Determine skills needed to enhance career progression 40 Utilize resources that can contribute to professional development 41 Use networking techniques for professional growth
Business Concepts	<ol style="list-style-type: none"> 1 Explain the complexity of business operations 2 Explain the need for business systems and procedures 3 Develop and/or provide product/service 4 Explain the role of business in society 5 Describe types of business activities 6 Explain types of businesses 7 Explain opportunities for creating added value 8 Determine issues and trends in business 9 Describe crucial elements of a quality culture/continuous quality improvement 10 Describe the role of management in the achievement of quality 11 Explain the nature of managerial ethics 12 Describe the need for and impact of ethical business practices 13 Explain the concept of management 14 Distinguish between economic goods and services 	<ol style="list-style-type: none"> 15 Explain the factors of production 16 Explain the concept of scarcity 17 Explain the concept of opportunity costs 18 Describe the nature of economics and economic activities 19 Determine forms of economic utility created by business activities 20 Explain the principles of supply and demand 21 Describe the concept of price 22 Explain the types of economic systems 23 Describe the relationship between government and business 24 Assess impact of government actions on business ventures 25 Explain the concept of private enterprise 26 Explain the concept of competition 27 Describe types of market structures 28 Determine the impact of small business/entrepreneurship on market economies
Business Math	<ol style="list-style-type: none"> 1 Describe the sources of income (2 Describe costs associated with credit 3 Use money effectively 4 Describe services provided by financial institutions 	<ol style="list-style-type: none"> 5 Calculate financial ratios 6 Determine and deposit payroll taxes 7 Calculate breakeven point
Ethics	<ol style="list-style-type: none"> 1 Demonstrate honesty and integrity 2 Demonstrate responsible behavior 3 Demonstrate ethical work habits 4 Explain the nature of managerial ethics 	<ol style="list-style-type: none"> 5 Describe the need for and impact of ethical business practices 6 Respect the privacy of others 7 Explain ethical considerations in providing information

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Entrepreneurship Skills	<ol style="list-style-type: none"> 1 Explain and discuss the need for entrepreneurial discovery 2 Assess global trends and opportunities 3 Determine and assess opportunities for venture creation 4 Describe idea-generation methods 5 Generate venture ideas 6 Determine feasibility of ideas 7 Describe entrepreneurial planning considerations 8 Explain tools used by entrepreneurs for venture planning 9 Assess start-up requirements 10 Assess risks associated with venture 11 Describe external resources useful to entrepreneurs during concept development 	<ol style="list-style-type: none"> 12 Assess the need to use external resources for concept development 13 Evaluate risk-taking opportunities 14 Demonstrate initiative 15 Exhibit passion for goal attainment 16 Describe desirable entrepreneurial personality traits 17 Determine personal biases and stereotypes 18 Determine interests 19 Evaluate personal capabilities 20 Conduct self-assessment to determine entrepreneurial potential 21 Demonstrate self-control
Financial Statements	<ol style="list-style-type: none"> 1 Prepare estimated/projected income statement 2 Estimate cash-flow needs 3 Prepare estimated/projected balance sheet 4 Explain the purposes and importance of obtaining business credit 5 Explain the nature of overhead/operating expenses 6 Determine financing needed to start a business 7 Explain sources of financial assistance 8 Select sources of business loans 	<ol style="list-style-type: none"> 9 Develop and monitor budget 10 Explain the nature of capital investment 11 Maintain record of daily financial transactions 12 Record and report sales tax 13 Conduct break-even analysis 14 Use budgets to control operations 15 Analyze cash-flow patterns 16 Interpret financial statements
Legal Intellectual Property/Risk Management	<ol style="list-style-type: none"> 1 Determine factors affecting business risk 2 Describe types of business risk 3 Establish controls to prevent embezzlement/theft 4 Develop strategies to protect computer (digital) data 	<ol style="list-style-type: none"> 5 Explain legal issues affecting businesses 6 Protect intellectual property rights 7 Select form of business ownership 8 Obtain legal documents for business operations
Market Research	<ol style="list-style-type: none"> 1 Select sources of business start-up information 2 Conduct an environmental scan to obtain marketing information 3 Monitor internal records for marketing information 4 Determine underlying customer needs/frustrations 5 Explain methods to generate a product/service idea 6 Generate product/service ideas 7 Determine product/service to fill customer need 8 Determine initial feasibility of product/service ideas 9 Plan product/service mix 10 Choose product name 11 Determine unique selling proposition 	<ol style="list-style-type: none"> 12 Develop strategies to position product/service 13 Build brand/image 14 Evaluate customer experience 15 Explain the concept of market and market identification 16 Describe the role of situation analysis in the marketing-planning process 17 Determine market segments 18 Select target markets 19 Conduct market analysis 20 Explain the concept of marketing strategies 21 Describe the nature of marketing planning
Production/Operational Management	<ol style="list-style-type: none"> 1 Use Personal Information Management/Productivity applications 2 Determine venture's technology needs 3 Plan business layout 4 Determine equipment needs 5 Document business systems and procedures 6 Establish operating procedures 7 Develop project plans 8 Analyze business processes and procedures 9 Implement quality improvement techniques 10 Evaluate productivity of resources 11 Select business location 	<ol style="list-style-type: none"> 12 Select distribution channels 13 Develop and implement order-fulfillment processes 14 Explain the buying process 15 Describe the nature of buyer reputation and vendor relationships 16 Establish company buying/purchasing policies 17 Conduct vendor search 18 Choose vendors 19 Schedule staff 20 Maintain inventory of products/supplies 21 Organize shipping/receiving

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Unit

Objectives

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Marketing Management Promotion

- 1 Conduct SWOT analysis
- 2 Conduct competitive analysis
- 3 Set a marketing budget
- 4 Develop marketing plan
- 5 Monitor and evaluate performance of marketing plan
- 6 Describe the elements of the promotional mix
- 7 Calculate advertising media cost
- 8 Select advertising media
- 9 Prepare a promotional budget
- 10 Develop promotional plan for a business
- 11 Write a news release
- 12 Obtain publicity
- 13 Select sales-promotion options
- 14 Write sales letters
- 15 Manage online (www) activities
- 16 Evaluate effectiveness of advertising
- 17 Explain factors affecting pricing decisions
- 18 Establish pricing objectives
- 19 Select pricing strategies

- 20 Acquire product information for use in selling
- 21 Analyze product information to identify product features and benefits
- 22 Prepare for the sales presentation
- 23 Establish relationship with client/customer
- 24 Determine customer/client needs
- 25 Determine customer's buying motives for use in selling
- 26 Differentiate between consumer and organizational buying behavior
- 27 Recommend specific product
- 28 Convert customer/client objections into selling points
- 29 Close the sale
- 30 Demonstrate suggestion selling
- 31 Plan follow up strategies for use in selling
- 32 Process sales documentation
- 33 Prospect for customers
- 34 Plan strategies for meeting sales quotas
- 35 Analyze sales reports
- 36 Train staff to support sales efforts
- 37 Analyze technology for use in the sales function
- 38 Manage online sales process

Management

- 1 Recognize others' efforts
- 2 Lead others using positive statements
- 3 Develop team spirit
- 4 Enlist others in working towards a shared vision
- 5 Share authority, when appropriate
- 6 Value diversity
- 7 Maintain positive attitude
- 8 Demonstrate interest and enthusiasm
- 9 Make decisions
- 10 Develop an orientation to change
- 11 Demonstrate problem-solving skills
- 12 Assess risks
- 13 Assume personal responsibility for decisions
- 14 Use time-management principles
- 15 Develop tolerance for ambiguity
- 16 Use feedback for personal growth
- 17 Demonstrate creativity
- 18 Set personal goals
- 19 Explain the concept of human resource management
- 20 Treat other fairly at work
- 21 Develop cultural sensitivity
- 22 Foster positive working relationships
- 23 Participate as a team member
- 24 Explain the rights of workers

- 25 Develop a personal organizational plan
- 26 Develop job descriptions
- 27 Develop compensation plan/incentive systems
- 28 Organize work/projects for others
- 29 Delegate responsibility for job tasks
- 30 Determine hiring needs
- 31 Recruit, interview, and hire new employees
- 32 Screen job applications/resumes
- 33 Negotiate new-hire's salary/pay
- 34 Dismiss/Fire employee
- 35 Orient new employee (management's role)
- 36 Conduct training class/program
- 37 Coach employees
- 38 Exhibit leadership skills
- 39 Encourage team building
- 40 Recognize/reward employees
- 41 Handle employee complaints/grievances
- 42 Ensure equitable opportunities for employees
- 43 Build organizational culture
- 44 Assess employee morale
- 45 Provide feedback on work efforts
- 46 Assess employee performance
- 47 Take remedial action with employee
- 48 Conduct exit interviews