# Entrepreneurship Course No. 12053 Credit: 0.5

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| **Student name:** |  | **Graduation Date:** |  |

Pathways and CIP Codes: **Business Management & Entrepreneurship (52.0799)**; Business Finance (52.0801); Marketing (52.1402); Restaurant & Event Management (12.0504); Travel & Tourism (52.0901); Mobile Equipment Maintenance – Automotive Collision (47.9999)

Course Description: **Technical Level:** Entrepreneurship courses acquaint students with the knowledge and skills necessary to own and operate their own businesses or the ability to use the entrepreneurial mindset in an existing organization. Topics from several fields typically form the course content: economics, marketing principles, human relations and psychology, business and labor law, legal rights and responsibilities of ownership, business and financial planning, finance and accounting, and communication.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Understand the concepts, processes, knowledge and skills related to identifying new ideas, opportunities, and and methods utilized in creating or starting a new entrepreneurship/small business venture.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Define entrepreneurship and what it means to be an entrepreneur. |  |
| 1.2 | Explain characteristics of an entrepreneur as it relates to personal assessment and management. |  |
| 1.3 | Utilize entrepreneurial discovery strategies to generate feasible ideas for business ventures. |  |
| 1.4 | Develope a concept for a new business venture and evaluate it's feasiblility and potential to become successful. |  |

## Benchmark 2: Understand the economic principles and concepts fundamental to business operations.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Expound on the importance of entrepreneurship on market economies. |  |
| 2.2 | Demonstrate an understanding of how basic economic concepts are utilized by an entrepreneur/small business owner. |  |

## Benchmark 3: Describe an entrepreneur’s responsibility to know and abide by laws and regulations that affect all individuals involved in the business operations.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Describe the relationship between principled entrepreneurship and personal responsibility. |  |
| 3.2 | Describe the relationship between government and business. |  |
| 3.3 | Identify types of business ownership. |  |
| 3.4 | Demonstrate understanding of managerial and business ethics. |  |

## Benchmark 4: Developing and recognizing a successful business venture opportunity through entrepreneurial discovery, concept development, resourcing, actualization and harvesting.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Identify successful methods in developing and assessing innovative business ideas. |  |
| 4.2 | Explain how entrepreneurs recognize marketplace opportunities. |  |
| 4.3 | Explain tools used by entrepreneurs for venture planning. |  |
| 4.4 | Explain proper methods in assessing and calculating risk in developing a business venture. |  |
| 4.5 | Describe the need for continuation planning as it relates with entrepreneurship/small business ownership. |  |

## Benchmark 5: Understands the concepts, processes, and systems needed to determine and satisfy customer needs/wants/expectations, meet business goals/objectives, and create new product/service ideas.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Understand marketing's role and function in business to facilitate economic exchanges with customers. |  |
| 5.2 | Analyze the role of marketing research in constructing a small business management model. |  |
| 5.3 | Identify and explain primary and secondary market research. |  |
| 5.4 | Describe marketing functions and related activities. |  |
| 5.5 | Describe the components and purpose of a business plan. |  |
| 5.6 | Identify and evaluate a local entrepreneurial venture/business. |  |
| 5.7 | Describe methods in dealing with conflict as it relates with entrepreneurship/small business ownership. |  |

## Benchmark 6: Understand organizational and financial tools used in making business decisions as it relates to entrepreneurship/small business ownership.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 6.1 | Develop project management (organizational skills) to improve efficiency. |  |
| 6.2 | Identify and explain expense control strategies to enhance the financial well-being of a business. |  |
| 6.3 | Give explanation on how entrepreneurs incorporate accounting in making business decisions. |  |
| 6.4 | Understand the need for proper financial and money management as it relates to an entrepreneur/small business owner. |  |
| 6.5 | Explain and describe cost/benefit analysis as it explains cost-profit relationships. |  |
| 6.6 | Examine and explain the components and purpose of a financial plan for a business. |  |

## Benchmark 7: Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills. Obtain and develop strategies for ensuring a successful career in entrepreneurship/small business ownership.

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 7.1 | Develop personal traits and behaviors to foster career advancement. |  |
| 7.2 | Demonstrate employability/career success skills. |  |
| 7.3 | Explain and demonstrate the nature of effective communications. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

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