KANSAS STATE DEPARTMENT OF EDUCATION

CAREER TECHNICAL EDUCATION (CTE) COURSE COMPETENCIES

Entrepreneurship Course No. 12053 Credit: 0.5

Student name: _____ Graduation Date: _____

Pathways and CIP Codes: All Pathways

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: APPLY ENTREPRENEURIAL MINDSET CHARACTERISTICS TO IDENTIFY COMMUNITY-BASED PROBLEMS AND EVALUATE OPPORTUNITIES FOR INNOVATION.

Competencies

#	DESCRIPTION	RATING
1.1	Analyze core characteristics of an entrepreneurial mindset (initiative, self-reliance, and risk-taking).	
1.2	Compare traditional small business ownership with high-growth startups and intrapreneurship.	
1.3	Identify community-based problems or market needs through observation and empathy mapping.	
1.4	Demonstrate resilience by documenting a failure and outlining the learning or pivot derived from it.	

BENCHMARK 2: EXECUTE ITERATIVE DESIGN PROCESSES AND CUSTOMER DISCOVERY METHODS TO VALIDATE BUSINESS ASSUMPTIONS AND PROTOTYPE SOLUTIONS

Competencies

#	DESCRIPTION	RATING
2.1	Explain Lean Startup methodology and the benefits of iterative testing over linear planning	
2.2	Conduct and analyze customer discovery interviews to validate business assumptions.	
2.3	Develop a formal Value Proposition statement that defines a specific customer pain point and solution.	

BENCHMARK 3: EVALUATE THE ECONOMIC, ETHICAL, AND LEGAL FRAMEWORKS REQUIRED TO LAUNCH AND OPERATE A SUSTAINABLE VENTURE WITHIN SOCIETY.

Competencies

#	DESCRIPTION	RATING
3.1	Describe the impact of entrepreneurship on local, state, and global economies.	
3.2	Evaluate business ownership types (Sole Prop, LLC, B-Corp, etc.) based on liability and mission.	
3.3	Apply principled entrepreneurship and ethical decision-making frameworks to business scenarios.	
3.4	Identify specific local government regulations, zoning laws, or licenses required for a local venture.	
3.5	Identify methods for protecting intellectual property (patents, trademarks, copyrights) in a digital economy.	

BENCHMARK 4:CONSTRUCT A VIABLE BUSINESS MODEL UTILIZING LOCAL ECOSYSTEM RESOURCES AND MODERN DIGITAL MARKETING STRATEGIES.

Competencies

#	DESCRIPTION	RATING
4.1	Complete a Business Model Canvas to map key partners, activities, resources, and revenue streams	
4.2	Map the local entrepreneurial ecosystem and identify three strategic community resources.	
4.3	Analyze how disruptive technologies (AI, automation) create new entrepreneurial opportunities.	
4.4	Develop a marketing strategy utilizing digital-first approaches and the creator economy.	

BENCHMARK 5: DEMONSTRATE FINANCIAL PROFICIENCY BY GENERATING BUSINESS FINANCIAL STATEMENTS AND PERFORMING DATA-DRIVEN FORECASTING.

Competencies

#	DESCRIPTION	RATING
5.1	Estimate start-up costs and identify bootstrapping techniques to minimize initial debt.	
5.2	Analyze funding sources including bank lending, venture capital, and community crowdfunding	
5.3	Create and interpret the "Big Three" financial statements (Income, Balance Sheet, Cash Flow).	
5.4	Calculate break-even points and utilize data-driven forecasting for decision making.	

BENCHMARK 6: LEAD VENTURE EXECUTION THROUGH PROFESSIONAL STAKEHOLDER COMMUNICATION, CONFLICT RESOLUTION, AND THE USE OF DIGITAL PROJECT MANAGEMENT TOOLS.

Competencies

#	DESCRIPTION	RATING
6.1	Deliver a professional pitch to stakeholders articulating the problem, solution, and business model.	
6.2	Demonstrate negotiation and conflict-resolution skills through business simulations.	
6.3	Utilize digital collaboration and project management tools to manage venture milestones.	
6.4	Outline an operational plan that accounts for remote work and global supply chains.	

#	DESCRIPTION	RATING
6.5	Describe acceptable conduct in professional relationships (employee-employer, coworker, and public).	
6.6	Demonstrate the use of content-specific technical concepts and vocabulary when conveying information.	
6.7	Utilize data representation in written and oral communication to support business cases.	
6.8	Apply collaborative problem-solving techniques to lead and manage team projects.	

BENCHMARK 7: APPLY ENTRPRENEURIAL STRATEGIES FOR CAREER PLANNING AND EXPLORATION IN THE BUSINESS MANAGEMENT AND ENTREPRENEURSHIP PATHWAY.

Competencies

#	DESCRIPTION	RATING
7.1	Investigate the gig economy and independent contracting as a viable career opportunities in the Business Management and Entrepreneurship Pathway.	
7.2	Illustrate the services of professional organizations and Career and Technology Student Organizations (CTSOs) relevant to the business management and entrepreneurship sector.	
7.3	Explain how communication skills fuel career successes in a technology-driven, social, and mobile workplace.	
7.4	Explore job and career options in relation to developing the student's IPS, personal interest, financial goals, and desired lifestyle.	
7.5	Utilize the Workforce and Labor market information to determine needs when developing WBL experience with a career plan aligned with emerging industry trends. https://klic.dol.ks.gov/vosnet/gsipub/documentView.aspx?enc=XR1MJE2Q7Rmn9KjAm0oNxA==	

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

Instructor Signature: _____

For more information, contact:

CTE Pathways Help Desk
(785) 296-4908
pathwayshelpdesk@ksde.org

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