



Course Name	Entrepreneurship	Course Details	.5 (B-core pathway)
Course Description	Students in this course will demonstrate the culmination of learning within the business program. During this course, students will demonstrate their understanding of business and management in a variety of simulated scenarios applying theories, concepts, and problem-solving. Students will complete a capstone project which will demonstrate their understanding of fundamental business concepts including Accounting, Business Law, Ethics, Entrepreneurship, Computer Information Systems, Finance, Human Resources, Management, Marketing, Operations, Project Management, Risk Management, and Strategic Planning. The course covers the major aspects of small business management to enable the entrepreneur to successfully start a business.		
Note:	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all competencies are covered. This course is built out in the State Schoology resources. It is aligned to the CCNS BUS 102 and/or MAN 216 . Please contact your local community college partner for credit options. Capstone framework document		
SCED Identification #	12054	Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.	
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at https://www.cde.state.co.us/standardsandinstruction/essentialskills			

Career Cluster: Business Administration

Certifications: [Small Business Certification \(Cengage\)](#) (aligns and may be used with course)

CCNS Common Course Competencies – (school may decide which class to align: either/or: BUS102 or MAN216
 BUS102-https://erpdnssb.cccs.edu/PRODCCCS/ccns_pub_controller.p_command_processor?pi_search_type=SB_COURSE&pi_subj_c ode=BUS&pi_crse_numb=102&pi_archive_date=&pi_course_status=A&pi_term_code=201910

MAN216-https://erpdnssb.cccs.edu/PRODCCCS/ccns_pub_controller.p_command_processor?pi_search_type=SB_COURSE&pi_subj_c ode=MAN&pi_crse_numb=216&pi_archive_date=&pi_course_status=A&pi_term_code=201910

Work based learning component: [Colorado wbl standards](#)

High School Capstone Grad Requirement guidelines: [Colorado Graduation Requirements](#)



CLEP: Principles of Management: <https://clep.collegeboard.org/business/financial-accounting>

Standards Alignment:

NBEA national standards for entrepreneurship: <https://www.nbea.org/newsite/curriculum/standards/entrepreneurship.html>

http://www.corestandards.org/assets/CCSSI_ELA_Standards.pdf <http://www.cde.state.co.us/standardsandinstruction/coloradostandards>

-**FBLA:** FBLA.org

-**DECA:** deca.org

-**PWR:** Postsecondary and Workforce Readiness

<http://www.coloradostateplan.com/Counseling/Crosswalk-PWR.PDF>

Unit Topic (Skill area)	Competencies Objectives	Evidence Outcomes	DECA/FBLA/JA Connection and Classroom Resources
Entrepreneurial Mindset	Colorado high school graduates demonstrate the knowledge and skills (competencies) needed to succeed in postsecondary settings and to advance in career pathways as lifelong learners and contributing citizens. The entrepreneurial mindset and entrepreneurial skills are necessary not only for students who will become business leaders, but also for individuals working in the increasingly competitive corporate world.		
	1. Examine personal skills, strengths, talents, hobbies and work experience for business ideas.	Students can: a- Complete an interest inventory and personality assessment	https://www.16personalities.com/free-personality-test http://www.humanmetrics.com/entrepreneur
Entrepreneurial Opportunities	Understand discovery stage in which the entrepreneur generates ideas, recognizes opportunities and determines the feasibility of ideas, markets, ventures, etc.		
	1. Seek out opportunities to develop and offer new products and services and/or improve, streamline, reinvent work processes. 1.1. Identify changes in tastes, preferences and trends as they are evolving. 1.2. Identify needs, wants and problems as they are changing.	Students can: a- Identify a clear entrepreneurial opportunity. b- Acquire information about the marketplace and the industry related to selected business concept(s).	

	<p>1.3. Identify smaller niche markets within larger markets.</p> <p>1.4. Identify the types of external information available to assist identifying potential for business start-up and growth.</p>		
	<p>2. Evaluate opportunities. Maintain fit between business concept and opportunity. Accurately evaluate and justify which identified business opportunities have the greatest possibility of economic success.</p>	<p>Students can:</p> <p>a- Conduct an environmental scan to obtain marketing information.</p>	<p>Environmental Scan and SWOT http://www.cpshr.us/workforceplanning/documents/ToolKitEnvScanSWOT.pdf</p>
	<p>3. Conduct market analysis and customer profiling. Identify significant consumer trends creating opportunities for business local, regional, national and international.</p>	<p>Students can:</p> <p>a- Demonstrate research to support the viability of the idea. b- Provide a target market analysis. c- Create an industry analysis.</p>	
	<p>4. Determine unique selling proposition.</p>	<p>Students can:</p> <p>a- Prepare a concise summary of the venture. b- Explain how the product or service will work and how it is innovative. c- Identify competition and describe strategy for meeting or beating. d - Create a competitor analysis</p>	

<p>Ethics</p>	<p>1. Students will be knowledgeable and ethical decision makers as they fulfill their roles as consumers, workers, and citizens.</p>	<p>Students can: a- Identify personal ethics principles and areas for growth. b - Entrepreneurial ethics case study</p>	<p>DECA Role Play https://www.deca.org/wp-content/uploads/2014/08/HS_BLTDM_Web_Sample.pdf http://www.deforest.k12.wi.us/cms/files/resources/BLTDM_2014_District_Event_1.pdf</p>
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<p>Project Management</p>	<p>1. Demonstrate understanding of the fundamental knowledge, terminology, and processes of Project Management.</p>	<p>Students can: a- Project Management Tool (GANTT Chart, etc.)</p>	<p>Downloadable GANTT Chart FblaTemplate https://www.smartsheet.com/blog/where-do-you-find-best-gantt-chart-spreadsheet-templates</p>
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<p>Element 1: Strategic Planning</p> <p>CCCS Standard Competency IV. Prepare a comprehensive business plan for his business.</p>	<ol style="list-style-type: none"> 1. Understand the actualization stage in which the entrepreneur operates the venture and utilizes resources to achieve its goals and objectives. 2. Engages in the strategic planning process: <ul style="list-style-type: none"> ● Executive Summary ● Company Overview <ul style="list-style-type: none"> ○ Mission ○ Vision ○ Company Culture ○ SMART Goals ○ SWOT Analysis ○ Risk Analysis ○ Location Analysis 	<p>Students can:</p> <p>a- Describe each of the business plan components.</p> <p>b- Outline of business plan concept and include Mission, Vision, Company Culture, SWOT Analysis, Risk Analysis, and Location Analysis.</p>	<p>Business Plan Templates</p> <p>Small Business https://www.sba.gov/sites/default/files/SBA%201010C.pdf</p> <p>DECA Lean Business Model Template https://www.deca.org/wp-content/uploads/2014/08/HS_EIB_Guidelines.pdf</p> <p>FBLA Business Plan http://www.fbla-pbl.org/media/Business-Plan-FBLA-Rating-Sheet.pdf</p>
<p>Legal Environment</p>	<ol style="list-style-type: none"> 1. Select form of business ownership. 2. Obtain legal documents for business operations. 3. Identify resources to keep current on business related laws and regulations. 4. Protect intellectual property rights. 5. Understand legal aspects and labor relations. 	<p>a- Explain the reason they have selected the specific business ownership type.</p> <p>b - Research and find the state legal documents that are required for their businesses.</p> <p>c - Summarize the laws and regulations they will have to comply with to run the specified business.</p> <p>d- Describe a plan to protect any intellectual property rights.</p>	

<p>Human Resources and Business Management</p> <p>CCCS Standard Competency</p> <p>II. Detail the problems in managing the operations of his business;</p>	<ol style="list-style-type: none"> 1. Organizational planning. 2. Recruiting, interviewing, hiring, training. 3. Compensation and benefits. 4. Understand and conduct performance evaluations and rewards/recognition. 5. Dismiss/fire employees. 	<p>Students can:</p> <ul style="list-style-type: none"> a- Develop a graphic illustrating their organizational structure and reporting relationships. b - Create job descriptions and advertisements for the first two employees they need to hire. c - Competitive compensation plan. d - Use a hiring matrix to select qualified candidates based on interviews. e - Employee contract including compensation, benefits, evaluation terms, and employee dismissal f - Evaluate employees using a performance evaluation tool. g - Provide documentation of employee performance. h - Develop a process for performance improvement, 	
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		termination, and employee dismissal.	
Sales and Marketing CCCS Standard Competency I. Discuss how to market his product or service	Marketing Plan <ol style="list-style-type: none"> 1. Monitor internal records for marketing information. 2. Develop a marketing plan. 3. Determine image business is to project (positioning). 4. Plan product/service mix. 5. Choose product/service name. 6. Build brand/image. 7. Understand branding, design, and packaging. Sales <ol style="list-style-type: none"> 1. Understands how to set, align sales strategy and sales goals to the broader company goals and sales quotas. 2. Understands how to actively monitor sales people and pipeline. 	Students can: Marketing Plan a - Develop a complete marketing plan including the Marketing Mix (4 Ps). b - Create a brand and logo. Sales a- Establish sales goals for year one. b - Return procedure plan that includes warranties and guarantees Promotion a - Create a promotional plan and budget	

	<ol style="list-style-type: none"> 3. Monitor competitors for pricing, offerings and approaches. 4. Understands customer support after sales issues. 5. Understand the role E-commerce and technology serve in sales. 	<p>b - Develop an advertisement, press release, or interactive social media promotion for the business.</p>	
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	<p>Promotion</p> <ol style="list-style-type: none"> 1. Explain the role of promotion. 2. Prepare a promotional plan and budget that includes personal selling, public relations, advertising, sales promotion, direct marketing. 3. Prepare a social media strategy. 4. Write a news release and obtain publicity. 5. Select sales-promotion options such as coupons, display, email. 6. Conceptualize and design advertisements. 		
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Supply Chain Management

1. Understand product planning and pricing.
2. Understand cost of goods sold.
3. Understand supply chains, suppliers and channel distribution.
4. Explore equipment and associated costs of production versus purchasing aftermarket products.
5. Understands logistics and delivery. Select appropriate distribution channels for the business.
6. Understand the role e-commerce and technology serve in the business.
7. Distribution and global markets.

Students can:

- a- Find and compare quotes from potential vendors.
- b - Create sample product packaging that contains product information and effectively advertises the product/service.
- c - Visually represent the supply chain

<p>Finance and Accounting</p> <p>CCCS STANDARD COMPETENCY:</p> <p>III. Demonstrate a better understanding of accounting and financial controls</p>	<ol style="list-style-type: none"> 1. Understand the concept development state in which the entrepreneur plans the venture, identifies needed resources using a business plan, identifies strategies to protect intellectual property, etc. 2. Determine financing needed to start a business. Able to develop and monitor financials. 3. Understand profit and loss income statements to remain positive. 4. Price product/services and create a margin analysis. Establish pricing objectives. Select pricing strategies. Set prices and adjust as necessary to maximize profitability. 5. Estimate costs and potential revenues for planning purposes. 	<p>Students can:</p> <p>a - Pricing Analysis, Margin Analysis, and Break Even Analysis b- Startup capital requirements c - Summary of financial options and associated risk. d - Simplified Balance Sheet and Projected Income Statement c - Debt and repayment plan d - Create or use a tool that will accurately record financial transactions.</p>	
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	<p>Determine breakeven point using sales forecasts.</p> <ol style="list-style-type: none"> 6. Determine financing needed to start a business and sources of assistance. Explore opportunities to secure venture capital and associated financial risk. 7. Able to report results accurately and effectively. 8. Develop and monitor internal control safeguards. 		
<p>Risk Management</p>	<ol style="list-style-type: none"> 1. Explain and evaluate potential risks. 2. Determine business's exposure to different types of risk. 3. Develop procedures/policies and obtain adequate insurance to mitigate risk. 4. Establish parameters for staff responsibility / authority. 	<p>Students can: a - Risk Analysis b - SWOT Analysis c - Organizational chart with reporting relationships</p>	

<p>Future Growth Plans/ Sustainability</p> <p>CCCS Standard Competency</p> <p>IV. Prepare a comprehensive business plan for his business.</p>	<ol style="list-style-type: none"> 1. Understand the harvesting stage in which the entrepreneur decides on the venture's future (growth, development, sustainability) 2. Manage the implementation and execution of the business plan to grow the enterprise. 3. Recognize when to seek outside help and use available resources. Follow advice from trusted sources. 4. Recognize when the enterprise has reached its potential. 5. Use a replicable process to create enterprises that are sustainable. Develop a continuation plan. 6. Pass over leadership to others when the organization needs change. 	<p>Students can:</p> <p>a - Develop a Five Year Plan with SMART Goals.</p>	
<p>Optional Portfolio and Internship Activities</p>			
<p>21st Century Workplace Skills and Career Development</p>	<ol style="list-style-type: none"> 1. Students will complete a business related internship. 2. Students will demonstrate sales techniques and presentation techniques in a job interview with a selection committee. 	<p>Students can:</p> <p>a - Use their skills to work in business.</p> <p>b- Use their skills to complete a professional interview and present samples of their work.</p>	