

Colorado CTE Course – Scope and Sequence

Course Name	Intro to Entrepreneurship	Course Details	.5
		Course = 0.50 Carnegie Unit Credit	
Course Description	Explores the business skills, personality traits, and commitment necessary to successfully plan, launch, and grow an entrepreneurial venture. This course will cover the challenges and <u>rewards</u> of entrepreneurship. This course will cover the role of entrepreneurial businesses in the United States and the world and their impact on our national and global economy.		
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 aligns to the CCNS (ENP105). Please contact your local community college partner for credit options available.		
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>

COURSE COMPETENCIES AND OUTCOMES

STUDENT COMPETENCIES

1. Explain the nature of entrepreneurship as a method of business ownership.
2. Examine the advantages and disadvantages of entrepreneurship as a career choice.
3. Examine the conceptual, managerial, financial, marketing, technology, and legal skills necessary to successfully operate and grow an entrepreneurial business venture.
4. Assess the suitability of entrepreneurship as a career path by distinguishing the student's personal strengths, weaknesses, personality traits, and entrepreneurial motivations.
5. Describe why creativity and innovation are such an integral part of entrepreneurship.
6. Identify methods entrepreneurs utilize to continually improve their product or service and the strategies of operating their entrepreneurial business.
7. Identify business models and various approaches of models for entrepreneurs.
8. Explain the idea of scalability and how to implement the concept in a small and growing business venture.
9. Explain why and how a small business must create a competitive advantage in the market.
10. Identify global issues and opportunities for entrepreneurial businesses.



TOPICAL OUTLINE:

- I. The entrepreneurial mind-set in the twenty-first century
 - a. Evolution of entrepreneurship
 - b. Entrepreneurial mind-set in individuals
 - c. Social entrepreneurship
 - d. Global environment for entrepreneurship
- II. Initiating entrepreneurial ventures
 - a. Innovation and the creative pursuit of ideas
 - b. Assessment of entrepreneurial opportunities
- III. Developing the entrepreneurial plan
 - a. Sources of capital for entrepreneurs
 - b. Legal challenges for entrepreneurial ventures
 - c. Marketing challenges for entrepreneurial ventures
 - d. The role of technology in entrepreneurial ventures
 - e. The importance of knowing the competition
 - f. Lean business modeling
- IV. Strategic entrepreneurial growth

CTSO Integration

FBLA:

- Entrepreneurship
- Marketing
- Business Plan
- Business Financial Plan
- Introduction to Information Technology
- Electronic Career Portfolio
- Global Business
- Business Law

DECA:

- Entrepreneurship Written Events
- Entrepreneurship Team Decision Making
- Entrepreneurship Series Individual Event