

Standards/Objectives and Performance Competencies for Entrepreneurship Texts: Entrepreneurship and Small Business Operation

Standard #1

Students will understand basic economic concepts related to business ownership.

- Define entrepreneurship.
- Explain the profit motive.
- Describe effects of supply, demand and scarcity on businesses.
- Graph supply and demand curves.
- Describe concept of equilibrium.
- Describe the impact of small business/entrepreneur's contributions.
- Explain the role of competition and how "market structure" (i.e., monopolies) affects price.
- Describe government's role in business.

Standard #2

Students will identify and assess entrepreneurial traits and opportunities

- Describe desirable entrepreneurial character traits and skills.
- Evaluate goals and personal capabilities to determine entrepreneurial potential.
- Assess personal interests, ROI objectives, capital required, and external resources needed to supplement entrepreneur's expertise.
- Compare risks and rewards of owning a business.
- Determine essential factors needed to choose type of business to start.
- Assess business opportunities and trends, both domestic and global (Include new and existing ideas, franchises, and web-based enterprises).
- Apply idea-generation methods.
- Determine feasibility of ideas.
- Outline available resources and government agencies to assist small business owners.

Standard #3

Students will analyze a market's customers, competitors, and industry.

- Define target market.
- Define market segmentation by demographics, psychographics, geographics, and buying characteristics.
- Distinguish the difference between primary and secondary research.
- Describe a focus group.
- Identify the steps of market research.
- Research competitors and assess their niche, strengths, and weaknesses.
- Assess industry characteristics.

Standard #4

Students will be able to develop a business plan.

- Describe purposes of a business plan.
- List common components of a business plan.
- Identify available sources for business plan information.
- Construct a mission statement for a company.
- Explain rationale for starting business by utilizing market research.
- Describe business, its products/services, and customers.
- Compare types of ownership for business, and select best option.
- Determine organizational structure and management skills needed to operate business.
- Assess locations for business.
- Identify the 4 components of the marketing mix and how each will be utilized in a business.

- Determine product brands, product mix, and inventory methods for business.
- Understand pricing strategies utilized to make a profit; mark-up, cost-based, competition-based, demand-based, methods of psychological pricing, discounting, and credit.
- Identify the components of a promotional mix and how each will be utilized in a business.
- Describe channels of distribution, and determine best methods for business.

Standard #5

Students will be able to make use of financial documents utilized in a business.

- Project cash flow for a business; including start-up costs, gross and net income, Cost of Goods Sold, operating expenses, and break-even point.
- Interpret an Income Statement.
- Differentiate between fixed and variable costs.
- Identify sources of capital, including own collateral or equity.
- Calculate interest rate and capitalization rate.

Performance Objectives

Objective #1: Create a business Plan

Objective #2: Complete a personal trait assessment to learn their aptitude for starting a business, and to evaluate their strengths and weaknesses.

Objective #3: Research and write a report on a renowned entrepreneur.

Objective #4: Research available financial sources and write a comparative report on ways to finance business.

Objective #5: Create a professional resume, write a professional cover letter, and obtain two "Letters of Recommendation."