



Entrepreneurial Skills

Career Cluster	All 16 clusters
Course Code	
Prerequisite(s)	Entrepreneurship recommended
Credit	
Graduation Requirement	
Program of Study and Sequence	Foundational course-cluster-pathway-advanced
Student Organization	DECA, FCCLA, FBLA, Skills USA
Coordinating Work-Based Learning	
Industry Certifications	
Dual Credit or Dual Enrollment	
Teacher Certification	
Resources	https://www.sba.gov/starting-business/ http://www.thesekidsmeanbusiness.org/educators_guide/high_school_lesson_plans.php http://www.entre-ed.org/teach/activits.htm http://www.themint.org/teens/be-your-own-boss.html

Course Description:

The Entrepreneurial Skills course provides students with the knowledge, skills, and motivation to support entrepreneurial success in a variety of settings.

Program of Study Application

This is an advanced cluster course. It is recommended to take the entrepreneurship foundation course before taking this course.

Course Standards**ES 1: Evaluate leadership styles and management functions for entrepreneurs.**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
3-Strategic Thinking	ES 1.1 Describe how cultural/ethnic/generational differences affect interpersonal interactions/communications within a business structure <ul style="list-style-type: none"> See How Can Cultural Differences Affect Business Communication? 	http://catalog.flatworldknowledge.com/bookhub/3158?e=fwk-168388-ch04_s03 http://www.fdu.edu/news_pubs/magazine/05ws/generations.htm Eeoc.gov
2-Skill/concept	ES 1.2 Compare and contrast leadership styles and characteristics.	
2-Skill/concept	ES 1.3 Distinguish the roles of support staff, supervisors, and managers.	
3-Strategic Thinking	ES 1.4 Discuss the role of ethics in business.	

Notes:

ES 2: Demonstrate an understanding of the elements and purpose of business and strategic planning in entrepreneurship

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
1-Recall	ES 2.1 Identify and explain the components of a business plan.	
2-Skill/concept	ES 2.2 Conduct market research using a variety of methods.	
3-Strategic Thinking	ES 2.3 Compare and contrast sample business plans, identifying strengths and weaknesses.	
4-Extended Thinking	ES 2.4 Synthesize all elements into a business plan.	

Notes:

ES 3: Identify strategies for business startup and growth.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
4-Extended Thinking	ES 3.1 Develop mission, purpose, core values, and vision statement.	
2-Skill/concept	ES 3.2 Identify factors for business expansion.	
3-Strategic Thinking	ES 3.3 Evaluate advantages and disadvantages of business locations.	
2-Skill/concept	ES 3.4 Identify startup costs	
3-Strategic Thinking	ES 3.5 Assess barriers to startup	

Notes:

ES 4: Understand financial planning, reports, and projections.

Webb Level	Sub Indicator	Integrated Content
2-Skill/concept	ES 4.1 Research sources of capital.	
4-Extended Thinking	ES 4.2 Formulate pricing strategies for goods and services	
4-Extended Thinking	ES 4.3 Project annual and monthly business income and expenses.	
4-Extended Thinking	ES 4.4 Calculate projected sales, income, expenses, and taxes.	
4-Extended Thinking	ES 4.5 Construct a financial plan	

Notes:

ES 5: Understand effective marketing.

Webb Level	Sub Indicator	Integrated Content
4-Extended Thinking	ES 5.1 Identify target markets, competition, and customer profiles.	
3-Strategic Thinking	ES 5.2 Know the components of a promotional plan (i.e., advertising, public relations, sales promotion) and how the plan is used to achieve a stated outcome.	
1-Recall	ES 5.3 Identify the selling techniques used to aid customers and clients in making buying decisions	
4-Extended Thinking	ES 5.4 Use market research to develop strategies for marketing products or services.	
4-Extended Thinking	ES 5.5 Create an effective marketing plan including current social media, viral marketing, and other technologies	

Notes:

ES 6: Understand the role of human resources.

Webb Level	Sub Indicator	Integrated Content
2-Skill/concept	ES 6.1 Research job descriptions, compensation, and benefits for potential employees.	
1-Recall	ES 6.2 Identify government regulations (federal, state, and local) that affect small business.	
1-Recall	ES 6.3 Recognize various types of taxes that affect small business.	
2-Skill/concept	ES 6.4 Understand policies and laws regarding harassment, nondiscrimination, and workplace safety.	

Notes: