**CTE Course Student Blueprint Essential Standards for**

**8716 Entrepreneurship I**

| Essential Std # | Units, Essential Standards, and Indicators  (The Learner will be able to:) | Course  Weight |
| --- | --- | --- |
|  | 1. **Total Course Weight** | **100%** |
| **A** | **ENTREPRENEURSHIP FOUNDATIONS** | **54%** |
| **1.00** | **Understand economics, career planning, information management, and communication skills.** | **8%** |
|  | 1. Understand economic systems to be able to recognize the environments in which businesses function. (EC:065) 2. Participate in career-planning to enhance job-success potential. (PD:066), (PD:067) 3. Acquire information to guide business decision-making. (MN:187) 4. Write internal and external business correspondence to convey and obtain information effectively. (CO:040) |  |
|  |  |  |
| **2.00** | **Understand entrepreneurship, product/service management, information management, professional development, emotional intelligence, and operations.** | **28%** |
|  | 1. Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures/products. (EN:001), (EN:002) 2. Acquire information to guide business decision-making. (NF:015) 3. Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures/products. (EN:003), (EN:004), (EN:005) 4. Generate venture/product ideas to contribute to ongoing business success. (PM:127) 5. Utilize critical-thinking skills to determine best options/outcomes. (PD:012) 6. Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures/products. (EN:006) 7. Employ product-mix strategies to meet customer expectations. (PM:130) 8. Apply ethics to demonstrate trustworthiness. (EI:091), (EI:075) 9. Develop a concept for new business venture to evaluate its success potential. (EN:007), (EN:008) 10. Implement expense-control strategies to enhance a business’s financial well-being. (OP:024) 11. Develop a concept for new business venture to evaluate its success potential. (EN:009), (EN:010) 12. Apply ethics to demonstrate trustworthiness. (EI:092) 13. Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures/products. (EN:038) |  |
|  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **3.00** | **Understand market planning and business law.** | **18%** | **B2** |
|  | 1. Develop marketing strategies to guide marketing tactics. (MP:001) 2. Select a target market appropriate for venture/product to obtain the best return on marketing investment (ROMI). (MP:003) 3. Employ marketing-information to develop a marketing plan. (MP:007), (MP:008) 4. Select a target market appropriate for venture/product to obtain the best return on marketing investment (ROMI). (MP:004), (MP:005) 5. Employ marketing-information to develop a marketing plan. (MP:009), (MP:010), (MP:012) 6. Acquire foundational knowledge of business laws and regulations to understand their nature and scope. (BL:001), (BL:006) |  |  |
|  |  |  |  |
| **B** | **PLANNING AND PREPARING TO MANAGE A SMALL BUSINESS** | **46%** |  |
| **4.00** | **Understand product/service management, strategic management, and channel management.** | **21%** | **B2** |
|  | * 1. Position venture/product to acquire desired business image. (PM:131)   2. Utilize planning tools to guide organization’s/department’s activities. (SM:008), (SM:009)   3. Acquire a foundational knowledge of product/service management to understand its nature and scope. (PM:001)   4. Employ product-mix strategies to meet customer expectations. (PM:003), (PM:006)   5. Position venture/product to acquire desired business image. (PM:042)   6. Employ product-mix strategies to meet customer expectations. (PM:036)   7. Position venture/product to acquire desired business image. (PM:272), (PM:132)   8. Acquire foundational knowledge of channel management to understand its role in marketing. (CM:001), (CM:003)   9. Manage channel activities to minimize costs and to determine distribution strategies. (CM:010) |  |  |
|  |  |  |  |
| **5.00** | **Understand pricing, promotion, and market planning.** | **25%** | **B2** |
|  | 1. Develop a foundational knowledge of pricing to understand its role in marketing. (PI:001), (PI:002) 2. Employ pricing strategies to determine optimal prices. (PI:019), (PI:006), (PI:007) 3. Acquire a foundational knowledge of promotion to understand its nature and scope. (PR:001), (PR:002), (PR:003) 4. Understand promotional channels used to communicate with targeted audiences. (PR:007) 5. Manage promotional activities to maximize return on promotional investments. (PR:097) 6. Employ marketing-information to develop a marketing plan. (MP:013), (MP:014), (MP:015), (MP:016), (MP:017), (MP:018) |  |  |