

## 6.0 ENTREPRENEURSHIP

**6.1 Entrepreneurship (E):** Students will understand the elements of a business plan and its effect on the success of small business. The student will demonstrate competency by preparing, describing and presenting a business plan.

BENCHMARKS	COURSE TITLES				
6.1.1 Business Image-develop public relations strategies to establish and maintain a positive image					
6.1.2 Capital Budgeting-create a capital budget, including sources of funding and investment strategies					
6.1.3 Collections-develop billing and collection policies					
6.1.4 Contracts-describe the elements of an enforceable contract and evaluate its impact on an entrepreneurial venture					
6.1.5 Entrepreneurial Potential-describe and analyze the characteristics of a successful entrepreneur					
6.1.6 Financial Planning-develop operating budgets which project income, expenses, profitability, cash flow, profit and loss					
6.1.7 Financial Resources-research public and private sources of financial information and describe methods for raising capital					

Primary Delivery - **P**  
 Secondary Delivery - **S**

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BENCHMARKS	COURSE TITLES				
6.1.8 Financial Statement Analysis-prepare and analyze financial statements; demonstrate the use of financial statements in making business decisions					
6.1.9 Franchising-research franchising options, including acquisition, operation and profitability					
6.1.10 Government Regulations-discuss federal, state and local codes; describe licensing, tax requirements, and administrative agencies used in business situations					
6.1.11 Human Resources Management-generate an organizational chart and structure; prepare job descriptions, and a plan for recruiting, training, and evaluating personnel					
6.1.12 International Business-appraise opportunities for global trade, discuss trade concepts relating to the import/export process					

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6.1.13 Legal Considerations and Control-identify and analyze federal, state, and local requirements which affect business organizations					
6.1.14 Location & Property Analysis-analyze business locations, determine suitability of property, and prepare a layout design					
6.1.15 Management-describe planning, organization, staffing, leading, and controlling functions; research current management practices and discuss their application					
6.1.16 Marketing Analysis-identify a target market and market niche; develop a segmentation strategy used to market a product or service					
6.1.17 Marketing Plan-develop a marketing plan based on market research and analysis to include ideas for new or improved products and/or services					

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6.1.18 Pricing Strategies-formulate pricing strategies for products and fee setting strategies for services					
6.1.19 Production-develop a plan using quality control procedures to produce and acquire products and materials to meet market demand					
6.1.20 Promotion-describe how to target the market, develop a budget, select the media, design and implement a promotional campaign					
6.1.21 Purchasing & Inventory Management-identify buying procedures & methods for controlling inventory					
6.1.22 Research and Development-discuss the importance of research to business planning and development					

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6.1.23 Risk Management-demonstrate strategies to minimize loss and liability; research types of business insurance and propose appropriate solutions that provide protection from various business risks					
6.1.24 Sales-describe strategies to maintain and increase sales					
6.1.25 Technology-evaluate various applications of technology; select office equipment such as computers, telephone systems, fax machines and copiers					

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