



# Entrepreneurship

for all Programs of Study

Please select the Entrepreneurship Standards that match the program of study to make sure you have the correct standard reference number.

## **Business Management and Administration Cluster**

Page 2- Entrepreneurship Program of Study

Page 4- Management Program of Study

## **Marketing Cluster**

Page 6- Marketing Program of Study

<b>Entrepreneurship</b>	
Course Description	
Entrepreneurship is a course with emphasis on the evaluation of the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. The role of entrepreneurial businesses in the United States and the impact on the national and global economy will be explored. Work-based learning strategies could be included through the development of a business plan, operation of school-based enterprise, or actual creation of a student-run business.	
<b>BMM.HS.3.28</b>	
Explore the characteristics of an entrepreneur.	
<b>BMM.HS.3.28.a</b>	Analyze personal strengths, skills, and talents necessary to be an entrepreneur.
<b>BMM.HS.3.28.b</b>	Identify responsible behavior, attitude, and leadership ability.
<b>BMM.HS.3.28.c</b>	Demonstrate problem-solving skills.
<b>BMM.HS.3.28.d</b>	Exhibit personal goal setting
<b>BMM.HS.3.28.e</b>	Compare and contrast successful and non-successful entrepreneurs at a local, state national global level.
<b>BMM.HS.3.29</b>	
Evaluate business ownership as related to entrepreneurship.	
<b>BMM.HS.3.29.a</b>	Identify and compare advantages and disadvantages of various forms of business ownership.
<b>BMM.HS.3.29.b</b>	Explain the legal and ethical issues affecting businesses.
<b>BMM.HS.3.29.c</b>	Evaluate the history and development of successful and non-successful entrepreneurial ventures.
<b>BMM.HS.3.29.d</b>	Identify and evaluate the methods of entering an entrepreneurial venture.
<b>BMM.HS.3.29.e</b>	Analyze the risks of starting a new, buying an existing and becoming a franchise business.
<b>BMM.HS.3.30</b>	
Integrate the management, financial, marketing, and legal skills necessary to successfully operate and grow an entrepreneurial venture.	
<b>BMM.HS.3.30.a</b>	Assess the importance of the management functions of planning, controlling, organizing, staffing, and implementing.
<b>BMM.HS.3.30.b</b>	Develop vision, mission, goals, objectives, and policies for an entrepreneurial venture.
<b>BMM.HS.3.30.c</b>	Establish financial goals and objectives.
<b>BMM.HS.3.30.d</b>	Explain the financial resources used in making entrepreneurial business decisions.
<b>BMM.HS.3.30.e</b>	Evaluate the specific target market for the entrepreneurial venture.
<b>BMM.HS.3.30.f</b>	Relate the brand image to the entrepreneurial venture and product and/or service in a competitive market.
<b>BMM.HS.3.30.g</b>	Develop a marketing plan and strategies to position the product and/or service in the consumer market.
<b>BMM.HS.3.30.h</b>	Analyze the legal issues and government compliances affecting entrepreneurial ventures.

<b>BMM.HS.3.30.i</b>	Identify the legal documents and financial records for business operations.
<b>BMM.HS.3.30.j</b>	Incorporate emerging technologies for innovation and growth.
<b>BMM.HS.3.31</b>	
Develop the elements, design, and rationale of a business plan.	
<b>BMM.HS.3.31.a</b>	Investigate the importance of a business plan.
<b>BMM.HS.3.31.b</b>	Design the components of a business plan.
<b>BMM.HS.3.31.c</b>	Explain the business concept and company profile.
<b>BMM.HS.3.31.d</b>	Consider economic concepts when developing a business plan.
<b>BMM.HS.3.31.e</b>	Evaluate the venture idea utilizing the components of a business plan.
<b>BMM.HS.3.32</b>	
Investigate the role of entrepreneurship in the global economy.	
<b>BMM.HS.3.32.a</b>	Explore entrepreneurial venture opportunities in international trade.
<b>BMM.HS.3.32.b</b>	Analyze global issues and trends for entrepreneurial ventures.
<b>BMM.HS.3.32.c</b>	Determine the impact of cultural and social requirements on international trade.
<b>BMM.HS.3.33</b>	
Analyze entrepreneurial opportunities.	
<b>BMM.HS.3.33.a</b>	Research opportunities in entrepreneurship.
<b>BMM.HS.3.33.b</b>	Discuss advantages and disadvantages of entrepreneurship as a career choice.
<b>BMM.HS.3.33.c</b>	Analyze how entrepreneurial activities drive innovation within an organization.

## Entrepreneurship

### Course Description

Entrepreneurship is a course with emphasis on the evaluation of the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. The role of entrepreneurial businesses in the United States and the impact on the national and global economy will be explored. Work-based learning strategies could be included through the development of a business plan, operation of school-based enterprise, or actual creation of a student-run business.

### BMM.HS.4.19

Explore the characteristics of an entrepreneur.

- |                      |   |
|----------------------|---|
| <b>BMM.HS.4.19.a</b> | Analyze personal strengths, skills, and talents necessary to be an entrepreneur.                          |
| <b>BMM.HS.4.19.b</b> | Identify responsible behavior, attitude, and leadership ability.  |
| <b>BMM.HS.4.19.c</b> | Demonstrate problem-solving skills.   |
| <b>BMM.HS.4.19.d</b> | Exhibit personal goal setting   |
| <b>BMM.HS.4.19.e</b> | Compare and contrast successful and non-successful entrepreneurs at a local, state national global level. |

### BMM.HS.4.20

Evaluate business ownership as related to entrepreneurship.

- |                      |   |
|----------------------|---|
| <b>BMM.HS.4.20.a</b> | Identify and compare advantages and disadvantages of various forms of business ownership.       |
| <b>BMM.HS.4.20.b</b> | Explain the legal and ethical issues affecting businesses.                                      |
| <b>BMM.HS.4.20.c</b> | Evaluate the history and development of successful and non-successful entrepreneurial ventures. |
| <b>BMM.HS.4.20.d</b> | Identify and evaluate the methods of entering an entrepreneurial venture.                       |
| <b>BMM.HS.4.20.e</b> | Analyze the risks of starting a new, buying an existing and becoming a franchise business.      |

### BMM.HS.4.21

Integrate the management, financial, marketing, and legal skills necessary to successfully operate and grow an entrepreneurial venture.

- |                      |   |
|----------------------|---|
| <b>BMM.HS.4.21.a</b> | Assess the importance of the management functions of planning, controlling, organizing, staffing, and implementing. |
| <b>BMM.HS.4.21.b</b> | Develop vision, mission, goals, objectives, and policies for an entrepreneurial venture.                            |
| <b>BMM.HS.4.21.c</b> | Establish financial goals and objectives.   |
| <b>BMM.HS.4.21.d</b> | Explain the financial resources used in making entrepreneurial business decisions.                                  |
| <b>BMM.HS.4.21.e</b> | Evaluate the specific target market for the entrepreneurial venture.  |
| <b>BMM.HS.4.21.f</b> | Relate the brand image to the entrepreneurial venture and product and/or service in a competitive market.           |
| <b>BMM.HS.4.21.g</b> | Develop a marketing plan and strategies to position the product and/or service in the consumer market.              |
| <b>BMM.HS.4.21.h</b> | Analyze the legal issues and government compliances affecting entrepreneurial ventures.                             |

<b><i>BMM.HS.4.21.i</i></b>	Identify the legal documents and financial records for business operations.
<b><i>BMM.HS.4.21.j</i></b>	Incorporate emerging technologies for innovation and growth.
<b>BMM.HS.4.22</b>	
Develop the elements, design, and rationale of a business plan.	
<b><i>BMM.HS.4.22.a</i></b>	Investigate the importance of a business plan.
<b><i>BMM.HS.4.22.b</i></b>	Design the components of a business plan.
<b><i>BMM.HS.4.22.c</i></b>	Explain the business concept and company profile.
<b><i>BMM.HS.4.22.d</i></b>	Consider economic concepts when developing a business plan.
<b><i>BMM.HS.4.22.e</i></b>	Evaluate the venture idea utilizing the components of a business plan.
<b>BMM.HS.4.23</b>	
Investigate the role of entrepreneurship in the global economy.	
<b><i>BMM.HS.4.23.a</i></b>	Explore entrepreneurial venture opportunities in international trade.
<b><i>BMM.HS.4.23.b</i></b>	Analyze global issues and trends for entrepreneurial ventures.
<b><i>BMM.HS.4.23.c</i></b>	Determine the impact of cultural and social requirements on international trade.
<b>BMM.HS.4.24</b>	
Analyze entrepreneurial opportunities.	
<b><i>BMM.HS.4.24.a</i></b>	Research opportunities in entrepreneurship.
<b><i>BMM.HS.4.24.b</i></b>	Discuss advantages and disadvantages of entrepreneurship as a career choice.
<b><i>BMM.HS.4.24.c</i></b>	Analyze how entrepreneurial activities drive innovation within an organization.

## Entrepreneurship

<p>Course Description</p> <p>Entrepreneurship is a course with emphasis on the evaluation of the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. The role of entrepreneurial businesses in the United States and the impact on the national and global economy will be explored. Work-based learning strategies could be included through the development of a business plan, operation of school-based enterprise, or actual creation of a student-run business.</p>	
<b>BMM.HS.7.22</b>	
Explore the characteristics of an entrepreneur.	
<b>BMM.HS.7.22.a</b>	Analyze personal strengths, skills, and talents necessary to be an entrepreneur.
<b>BMM.HS.7.22.b</b>	Identify responsible behavior, attitude, and leadership ability.
<b>BMM.HS.7.22.c</b>	Demonstrate problem-solving skills.
<b>BMM.HS.7.22.d</b>	Exhibit personal goal setting
<b>BMM.HS.7.22.e</b>	Compare and contrast successful and non-successful entrepreneurs at a local, state national global level.
<b>BMM.HS.7.23</b>	
Evaluate business ownership as related to entrepreneurship.	
<b>BMM.HS.7.23.a</b>	Identify and compare advantages and disadvantages of various forms of business ownership.
<b>BMM.HS.7.23.b</b>	Explain the legal and ethical issues affecting businesses.
<b>BMM.HS.7.23.c</b>	Evaluate the history and development of successful and non-successful entrepreneurial ventures.
<b>BMM.HS.7.23.d</b>	Identify and evaluate the methods of entering an entrepreneurial venture.
<b>BMM.HS.7.23.e</b>	Analyze the the risks of starting a new, buying an existing and becoming a franchise business.
<b>BMM.HS.7.24</b>	
Integrate the management, financial, marketing, and legal skills necessary to successfully operate and grow an entrepreneurial venture.	
<b>BMM.HS.7.24.a</b>	Assess the importance of the management functions of planning, controlling, organizing, staffing, and implementing.
<b>BMM.HS.7.24.b</b>	Develop vision, mission, goals, objectives, and policies for an entrepreneurial venture.
<b>BMM.HS.7.24.c</b>	Establish financial goals and objectives.
<b>BMM.HS.7.24.d</b>	Explain the financial resources used in making entrepreneurial business decisions.
<b>BMM.HS.7.24.e</b>	Evaluate the specific target market for the entrepreneurial venture.
<b>BMM.HS.7.24.f</b>	Relate the brand image to the entrepreneurial venture and product and/or service in a competitive market.
<b>BMM.HS.7.24.g</b>	Develop a marketing plan and strategies to position the product and/or service in the consumer market.
<b>BMM.HS.7.24.h</b>	Analyze the legal issues and government compliances affecting entrepreneurial ventures.
<b>BMM.HS.7.24.i</b>	Identify the legal documents and financial records for business operations.
<b>BMM.HS.7.24.j</b>	Incorporate emerging technologies for innovation and growth.
<b>BMM.HS.7.25</b>	
Develop the elements, design, and rationale of a business plan.	

<b>BMM.HS.7.25.a</b>	Investigate the importance of a business plan.
<b>BMM.HS.7.25.b</b>	Design the components of a business plan.
<b>BMM.HS.7.25.c</b>	Explain the business concept and company profile.
<b>BMM.HS.7.25.d</b>	Consider economic concepts when developing a business plan.
<b>BMM.HS.7.25.e</b>	Evaluate the venture idea utilizing the components of a business plan.
<b>BMM.HS.7.26</b>	
Investigate the role of entrepreneurship in the global economy.	
<b>BMM.HS.7.26.a</b>	Explore entrepreneurial venture opportunities in international trade.
<b>BMM.HS.7.26.b</b>	Analyze global issues and trends for entrepreneurial ventures.
<b>BMM.HS.7.26.c</b>	Determine the impact of cultural and social requirements on international trade.
<b>BMM.HS.7.27</b>	
Analyze entrepreneurial opportunities.	
<b>BMM.HS.7.27.a</b>	Research opportunities in entrepreneurship.
<b>BMM.HS.7.27.b</b>	Discuss advantages and disadvantages of entrepreneurship as a career choice.
<b>BMM.HS.7.27.c</b>	Analyze how entrepreneurial activities drive innovation within an organization.