Course Description:
How do you turn an idea into a business? Experience just that in this course! Entrepreneurship focuses on recognizing a business opportunity, starting a business, operating and maintaining a business. Students will be exposed to the development of critical thinking, problem solving, and innovation in this course as they will either be the business owner or individuals working in a competitive job market in the future. Integration of accounting, finance, marketing, business management, legal and economic environments will be developed throughout projects in this course. Working to develop a business plan that includes structuring the organization, financing the organization, and managing information, operations, marketing, and human resources will be a focus in the course. Engaging students in the creation and management of a business and the challenges of being a small business owner will be fulfilled in this course.

Various forms of technologies will be used to expose students to resources and application of business principles for starting, operating and maintaining a business. Professional communication skills and practices, problem-solving, ethical and legal issues, and the impact of effective presentation skills are enhanced in this course to prepare students to be college and career ready. Employability skills are integrated into activities, tasks, and projects throughout the course standards to demonstrate the skills required by business and industry. Competencies in the co-curricular student organization, Future Business Leaders of America (FBLA), are integral components of the employability skills standard for this course.

Entrepreneurship is the third course in the pathway in the Business Management & Administration Cluster. Students enrolled in this course should have successfully completed Introduction to Business & Technology and Legal Environment of Business. After mastery of the standards in this course, students should be prepared to take the end of pathway assessment in this career area.

Course Standard 1

BMA-ENT-1
The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

**Standard: Demonstrate employability skills required by business and industry.**
The following elements should be integrated throughout the content of this course.

<table>
<thead>
<tr>
<th>Person-to-Person Etiquette</th>
<th>Telephone and Email Etiquette</th>
<th>Cell Phone and Internet Etiquette</th>
<th>Communicating At Work</th>
<th>Listening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interacting with Your Boss</td>
<td>Telephone Conversations</td>
<td>Using Blogs</td>
<td>Improving Communication Skills</td>
<td>Reasons, Benefits, and Barriers</td>
</tr>
<tr>
<td>Interacting with Subordinates</td>
<td>Barriers to Phone conversations</td>
<td>Using Social Media</td>
<td>Effective Oral Communication</td>
<td>Listening Strategies</td>
</tr>
</tbody>
</table>
Interacting with Co-workers | Making and Returning Calls | Effective Written Communication | Ways We Filter What We Hear
---|---|---|---
Interacting with Suppliers | Making Cold Calls | Effective Nonverbal Skills | Developing a Listening Attitude
Handling Conference Calls | Effective Word Use | Show You Are Listening
Handling Unsolicited Calls | Giving and Receiving Feedback | Asking Questions

<table>
<thead>
<tr>
<th>Nonverbal Communication</th>
<th>Written Communication</th>
<th>Speaking</th>
<th>Applications and Effective Résumés</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communicating Nonverbally</td>
<td>Writing Documents</td>
<td>Using Language Carefully</td>
<td>Completing a Job Application</td>
</tr>
<tr>
<td>Reading Body Language and mixed Messages</td>
<td>Constructive Criticism in Writing</td>
<td>One-on-One Conversations</td>
<td>Writing a Cover Letter</td>
</tr>
<tr>
<td>Matching Verbal and Nonverbal communication</td>
<td>Small Group Communication</td>
<td>Things to Include in a Résumé</td>
<td></td>
</tr>
<tr>
<td>Improving Nonverbal Indicators</td>
<td>Large Group Communication</td>
<td>Selling Yourself in a Résumé</td>
<td></td>
</tr>
<tr>
<td>Nonverbal Feedback</td>
<td>Making Speeches</td>
<td>Terms to Use in a Résumé</td>
<td></td>
</tr>
<tr>
<td>Showing Confidence Nonverbally</td>
<td>Involving the Audience</td>
<td>Describing Your Job Strengths</td>
<td></td>
</tr>
<tr>
<td>Showing Assertiveness</td>
<td>Answering Questions</td>
<td>Organizing Your Résumé</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Visual and Media Aids</td>
<td>Writing an Electronic Résumé</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Errors in Presentation</td>
<td>Dressing Up Your Résumé</td>
<td></td>
</tr>
</tbody>
</table>

1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

<table>
<thead>
<tr>
<th>Teamwork and Problem Solving</th>
<th>Meeting Etiquette</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thinking Creatively</td>
<td>Preparation and Participation in Meetings</td>
</tr>
<tr>
<td>Taking Risks</td>
<td>Conducting Two-Person or Large Group Meetings</td>
</tr>
<tr>
<td>Building Team Communication</td>
<td>Inviting and Introducing Speakers</td>
</tr>
<tr>
<td></td>
<td>Facilitating Discussions and Closing</td>
</tr>
<tr>
<td></td>
<td>Preparing Visual Aids</td>
</tr>
<tr>
<td></td>
<td>Virtual Meetings</td>
</tr>
</tbody>
</table>

1.3 Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

<table>
<thead>
<tr>
<th>Problem Solving</th>
<th>Customer Service</th>
<th>The Application Process</th>
<th>Interviewing Skills</th>
<th>Finding the Right Job</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transferable Job Skills</td>
<td>Gaining Trust and Interacting with Customers</td>
<td>Providing Information, Accuracy and Double Checking</td>
<td>Preparing for an Interview</td>
<td>Locating Jobs and Networking</td>
</tr>
<tr>
<td>Becoming a Problem Solver</td>
<td>Learning and Giving Customers What They Want</td>
<td>Online Application Process</td>
<td>Questions to Ask in an Interview</td>
<td>Job Shopping Online</td>
</tr>
<tr>
<td>Identifying a Problem</td>
<td>Keeping Customers Coming Back</td>
<td>Following Up After Submitting an Application</td>
<td>Things to Include in a Career Portfolio</td>
<td>Job Search Websites</td>
</tr>
<tr>
<td>Becoming a Critical Thinker</td>
<td>Seeing the Customer’s Point</td>
<td>Effective Résumés: Traits Employers are Seeking</td>
<td>Participation in Job Fairs</td>
<td></td>
</tr>
</tbody>
</table>

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1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

<table>
<thead>
<tr>
<th>Workplace Ethics</th>
<th>Personal Characteristics</th>
<th>Employer Expectations</th>
<th>Business Etiquette</th>
<th>Communicating at Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrating Good Work Ethic</td>
<td>Demonstrating a Good Attitude</td>
<td>Behaviors Employers Expect</td>
<td>Language and Behavior</td>
<td>Handling Anger</td>
</tr>
<tr>
<td>Behaving Appropriately</td>
<td>Gaining and Showing Respect</td>
<td>Objectionable Behaviors</td>
<td>Keeping Information Confidential</td>
<td>Dealing with Difficult Coworkers</td>
</tr>
<tr>
<td>Maintaining Honesty</td>
<td>Demonstrating Responsibility</td>
<td>Establishing Credibility</td>
<td>Avoiding Gossip</td>
<td>Dealing with a Difficult Boss</td>
</tr>
<tr>
<td>Playing Fair</td>
<td>Showing Dependability</td>
<td>Demonstrating Your Skills</td>
<td>Appropriate Work Email</td>
<td>Dealing with Difficult Customers</td>
</tr>
<tr>
<td>Using Ethical Language</td>
<td>Being Courteous</td>
<td>Building Work Relationships</td>
<td>Cell Phone Etiquette</td>
<td>Dealing with Conflict</td>
</tr>
<tr>
<td>Showing Responsibility</td>
<td>Gaining Coworkers’ Trust</td>
<td></td>
<td>Appropriate Work Texting</td>
<td></td>
</tr>
<tr>
<td>Reducing Harassment</td>
<td>Persevering</td>
<td></td>
<td>Understanding Copyright</td>
<td></td>
</tr>
<tr>
<td>Respecting Diversity</td>
<td>Handling Criticism</td>
<td></td>
<td>Social Networking</td>
<td></td>
</tr>
<tr>
<td>Making Truthfulness a Habit</td>
<td>Showing Professionalism</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1.5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.

<table>
<thead>
<tr>
<th>Expected Work Traits</th>
<th>Teamwork</th>
<th>Time Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrating Responsibility</td>
<td>Teamwork Skills</td>
<td>Managing Time</td>
</tr>
<tr>
<td>Dealing with Information Overload</td>
<td>Reasons Companies Use Teams</td>
<td>Putting First Things First</td>
</tr>
<tr>
<td>Transferable Job Skills</td>
<td>Decisions Teams Make</td>
<td>Juggling Many Priorities</td>
</tr>
<tr>
<td>Managing Change</td>
<td>Team Responsibilities</td>
<td>Overcoming Procrastination</td>
</tr>
<tr>
<td>Adopting a New Technology</td>
<td>Problems That Affect Teams</td>
<td>Organizing Workspace and Tasks</td>
</tr>
<tr>
<td>Expressing Yourself on a Team</td>
<td></td>
<td>Staying Organized</td>
</tr>
<tr>
<td>Giving and Receiving Constructive Criticism</td>
<td></td>
<td>Finding More Time</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Managing Projects</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Prioritizing Personal and Work Life</td>
</tr>
</tbody>
</table>

1.6 Present a professional image through appearance, behavior and language.

<table>
<thead>
<tr>
<th>On-the-Job Etiquette</th>
<th>Person-to-Person Etiquette</th>
<th>Communication Etiquette</th>
<th>Presenting Yourself</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using Professional Manners</td>
<td>Meeting Business Acquaintances</td>
<td>Creating a Good Impression</td>
<td>Looking Professional</td>
</tr>
</tbody>
</table>
**Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10:**
Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses.

**Course Standard 2**

**BMA-ENT-2**
Relate concepts and processes associated with entrepreneurial success and the personal traits and behaviors associated with successful entrepreneurial performance.
1. **Explain the role of entrepreneur in their own business, the local community, and the economic development of the global market.**
2. **Categorize the characteristics of a successful entrepreneur, including the skills and ethical responsibilities.**
3. **Differentiate the unique traits, behaviors and processes that distinguish an entrepreneur from an employee or manager.**
4. **Connect entrepreneurial success with personal traits and behaviors through analyzing successful entrepreneurs by identifying leadership style.**

**Course Standard 3**

**BMA-ENT-3**
Use and model concepts, strategies, and systems needed to interact and present effectively to others.
1. **Define and model importance of effective communication—oral, written, and non-verbal—with staff and customers.**
2. **Demonstrate effective listening and speaking skills using proper grammar and appropriate vocabulary for target audience.**
3. **Explore the impact of and how to network with other business contacts through work and social environments.**
4. **Develop strategies for following up on business leads and business opportunities through multiple outlets (social media, existing prospect bases, cold calling, referrals, telemarketing, etc.).**
5. **Exhibit effective introduction of self and business to target market.**
6. **Demonstrate appropriate and effective questioning techniques (open-ended) to identify needs of prospective clients.**
3.7 Present benefits to satisfy and exceed customer needs and model closing a deal.
3.8 Explore team dynamics, managing conflict, and handling difficult situations with customers, business contacts, and staff.

**Course Standard 4**

**BMA-ENT-4**

Apply fundamental business concepts that affect business decision making.

4.1 Explain how the Law of Demand, the Law of Supply, prices, and profits work to determine production and distribution in a market economy.
4.2 Explain how markets, prices, and competition influence economic behavior.
4.3 Give examples of how rational decision-making entails comparing the marginal benefits and the marginal costs of an action.
4.4 Model how business decisions are made while operating a successful business.
4.5 Assess opportunities for venture creation, global trends and opportunities, and feasibility of ideas for business venture.
4.6 Compare and contrast business activities with the impact on financial, human resources, risk, and strategic management.
4.7 Explore management styles and apply styles to personal traits of entrepreneur.

**Course Standard 5**

**BMA-ENT-5**

Explain and detail legal form of business ownership and the impact of government’s role on business.

5.1 Compare and contrast legal forms of business ownership (sole proprietorship, partnership, corporation, S-corporation, LLC).
5.2 Analyze the four types of market structures in the United States economy: monopoly, oligopoly, monopolistic competition, and pure competition.
5.3 Describe the roles of government in a market economy and explain why government provides public goods and services, redistributes income, protects property rights, and resolves market failures.
5.4 Identify licenses, inspections, zoning laws, covenants, codes, and government regulations needed for type and location of business.
5.5 Compare the cost/feasibility of purchasing, leasing, or building.
5.6 Describe how households, businesses, and governments are interdependent and interact through flows of goods, services, and money and the impact on a local business from this interaction.

**Course Standard 6**

**BMA-ENT-6**

Understand and apply the basic economic principles and concepts fundamental to entrepreneurship.

6.1 Explain economic concepts of scarcity, price, opportunity costs, supply and demand, forms of economic utility created by business activities, distinguishing between economic goods and services, and explain the factors of production.
6.2 Defend why limited productive resources and unlimited wants result in scarcity, opportunity costs, and tradeoffs for individuals, businesses, and governments.
6.3 Explain how specialization and voluntary exchange between buyers and sellers increase the satisfaction of both parties.
6.4 Compare and contrast current economic stability to determine what to produce, how to produce, and for whom to produce.

6.5 Predict the risk on future investing of the company based on new technology, health, education, and training of workforce.

6.6 Research and determine the impact of small businesses/entrepreneurship has on market economies—locally, regionally, and globally.

6.7 Compare and contrast business to business transactions and business to consumer transactions.

Course Standard 7
BMA-ENT-7
Develop a marketing plan to identify, reach, and retain customers in a specific target market.

7.1 Use market segmentation (behavioral, demographic, psychographic, and geographic differences) to define the target market.

7.2 Conduct market research to determine target market using primary and secondary data sources to locate information.

7.3 Establish a customer profile for specific business venture.

7.4 Compare advantages and disadvantages of different types of advertising mediums (social media, print, television, radio, free publicity, etc.).

7.5 Explain how to build community relations and provide examples of types of activities a business can explore to increase community involvement.

7.6 Create an advertising campaign to promote a business product or service.

7.7 Detail the importance of technology to business operations and performance.

7.8 Create a plan to increase market share considering the impact of competition, customer feedback, networking, selling on credit, etc.

7.9 Formulate a plan to maintain customer loyalty, response to customer concerns and ideas, and ability to track customers.

Course Standard 8
BMA-ENT-8
Analyze financial issues relating to successful business ownership.

8.1 Define seed money, profit, fixed assets, variable assets, short and long term assets, short and long term liabilities, depreciation, cost vs. revenue and pro forma.

8.2 Analyze financial statements (Income Statement and Balance Sheet) and interpret the meaning of the statement for the business.

8.3 Evaluate the financial condition of a firm based on business records.

8.4 Research inventory tracking methods to ensure accurate inventory to maximize business profit.

8.5 Compare and contrast common sources for funding a business.

8.6 Determine the best practice for keeping business records, technology influence of record keeping.

8.7 Identify taxes imposed on businesses (sales tax, unemployment tax, income tax, payroll tax, self-employment tax) and the impact on the business of expenses.

8.8 Identify insurance needed by businesses (worker’s compensation, liability, life/key person, health, and automobile).

8.9 Explain how the state of economy can affect the success of a business.
Course Standard 9

BMA-ENT-9
Manage and operate a business (or simulate the management and operation) through daily tasks and activities of a small business.

9.1 Use technology to implement computer skills and applications to maximize business operations.
9.2 Create business goals, a vision, and a mission statement that will guide the operations of the business decisions.
9.3 Manage the image of the business by critiquing the logo, slogan, online, and social presence of the business.
9.4 Research safe business practices and overview of OSHA regulations for a particular career area and state the importance and legal rational for maintaining a safe business environment.
9.5 Explain product liability and the impact on the business.
9.6 Develop policies to ensure a productive work environment and strategies to motivate employees.
9.7 Explain importance of having documented policies and practices to operate a business.
9.8 Model the practice of operating a business based on plan of financial success.
9.9 Develop and document expectations for operating a business including but not limited to financial records, purchasing records, inventory controls, and technology use.
9.10 Simulate or operate small business daily operations.

Course Standard 10

BMA-ENT-10
Research, develop, and present a business plan.

10.1 Complete a needs analysis.
10.2 Plan the product or service for a business by identifying the resources and costs needed to produce a specific product or service.
10.3 Prepare a marketing strategy.
10.4 Describe the business venture in a company overview.
10.5 Describe the business environment and competition.
10.6 Identify financial considerations and project the total cost needed to start a business (i.e. start-up costs, ongoing operational expenses, and cash reserves).
10.7 Develop a financial plan for a business, including start-up costs and pro forma financial statements (Profit & Loss and Income Statement).
10.8 Develop an operations plan for a business.
10.9 Write an executive summary.
10.10 Present the business plan.
10.11 Critique the effectiveness of a business plan for a specific business.

Course Standard 11

BMA-ENT-11
Understand the concepts, systems, and strategies needed to acquire, motivate, develop, and terminate employees.

11.1 Define the culture and demographics of a specific business and outline the type of employee needed for successful business operation.
11.2 Create a hiring plan for accepting applications, interviewing, and hiring employees.
11.3 Develop a work schedule for employees.
11.4 Identify valid reasons for an employee to be fired.
11.5 Demonstrate appropriate ways to fire/dismiss an employee.
11.6 Develop a plan for training and evaluating employees.
11.7 Complete a needs assessment for job types for a particular business.

**Course Standard 12**

**BMA-ENT-12**

Explore how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, entrepreneurship development, and competitive events.

12.1 Explain the goals, mission and objectives of Future Business Leaders of America.

12.2 Explore the impact and opportunities a student organization (FBLA) can develop to bring business and education together in a positive working relationship through innovative leadership and career development programs.

12.3 Explore the local, state, and national opportunities available to students through participation in related student organization (FBLA) including but not limited to conferences, competitions, community service, philanthropy, and other FBLA activities.

12.4 Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development.

12.5 Explore the competitive events related to the content of this course and the required competencies, skills, and knowledge for each related event for individual, team, and chapter competitions.