

Dual Enrollment Entrepreneurship (9093)

Understanding Entrepreneurship DEE.1

- 1 Explain the concept of entrepreneurship. DEE.1.1
- 2 Explain the concept of intrapreneurship. DEE.1.2
- 3 Explain the importance of social entrepreneurship. DEE.1.3
- 4 Describe goals of being an entrepreneur. DEE.1.4
- 5 Describe the entrepreneurial mindset. DEE.1.5
- 6 Research entrepreneurs. DEE.1.6
- 7 Describe the role of innovation in entrepreneurship. DEE.1.7
- 8 Explain entrepreneurial roots of opportunity. DEE.1.8
- 9 Examine career opportunities in entrepreneurship. DEE.1.9
- 10 Describe the purposes and types of business communication. DEE.1.10
- 11 Identify types and components of an oral presentation. DEE.1.11
- 12 Describe trends in entrepreneurship. DEE.1.12

Understanding Design Thinking and Business Model Development DEE.2

- 1 Demonstrate the design thinking process. DEE.2.1
- 2 Define lean start-up. DEE.2.2
- 3 Identify lean start-up concepts. DEE.2.3
- 4 Identify the components of the business model canvas. DEE.2.4
- 5 Demonstrate value proposition design. DEE.2.5

Understanding Business Ownership DEE.3

- 1 Describe common types of business ownership. DEE.3.1
- 2 Describe the four types of businesses. DEE.3.2
- 3 Analyze strategies that can be used to manage the risks of a new business. DEE.3.3

4 Describe types of entrepreneurial businesses. DEE.3.4

5 Explain the concept of organizational structures. DEE.3.5

6 Identify resources for entrepreneurs. DEE.3.6

Understanding Financial Statements DEE.4

1 Explain the purpose of income/profit and loss statements, cash-flow statements, balance sheets, and start-up costs. DEE.4.1

2 Describe the purpose of a financial model (pro forma). DEE.4.2

3 Explain the economics of one unit (EOU). DEE.4.3

4 Identify tax-related responsibilities. DEE.4.4

Understanding Marketing Principles DEE.5

1 Explain the components of the marketing mix. DEE.5.1

2 Describe outbound and inbound marketing. DEE.5.2

3 Explain the concept of target market. DEE.5.3

4 Explain the purpose of branding. DEE.5.4

5 Identify the elements of the promotional mix. DEE.5.5

6 (Optional) Develop a sample of each element in the promotional mix. DEE.5.6

7 Describe the marketing functions and their importance. DEE.5.7

8 Identify sources for locating vendors and suppliers. DEE.5.8

Understanding Basic Economic Principles DEE.6

1 Explain the law of supply and demand. DEE.6.1

2 Identify the major economic systems. DEE.6.2

3 Explain opportunity cost. DEE.6.3

4 Explain pricing strategies. DEE.6.4

5 Explain break-even point. DEE.6.5

Developing Sales and Customer Service Skills DEE.7

1 Identify the types of selling. DEE.7.1

2 Explain the importance of customer service. DEE.7.2

3 Explain key factors in building and retaining a clientele. DEE.7.3

4 Explain the benefits of customer loyalty. DEE.7.4

5 Demonstrate the steps of the sale. DEE.7.5

**Planning an
Entrepreneurial
Venture** DEE.8

1 Identify venture opportunities in the school or community. DEE.8.1

2 Analyze potential competitors. DEE.8.2

3 Explain the concept of SWOT analysis. DEE.8.3

4 Create a business model. DEE.8.4

5 Develop an elevator pitch and an investor pitch. DEE.8.5

6 Explain the importance of business ethics. DEE.8.6

7 Describe business costs. DEE.8.7

8 Explain the process of projecting initial funding requirements. DEE.8.8

9 Develop a mission statement. DEE.8.9

10 Develop a vision statement. DEE.8.10

11 Develop a business plan. DEE.8.11
