

Entrepreneurship

Fundamentals of Entrepreneurship

- 1 Explain the role of business in society EC:070
- 2 Describe the nature of entrepreneurship EN:039
- 3 Explain the role requirements of entrepreneurs and owners EN:040
- 4 Explain career opportunities in entrepreneurship PD:066
- 5 Describe the use of business ethics in entrepreneurship EN:044

Identifying a Business Idea

- 1 Explain the need for entrepreneurial discovery EN:001
- 2 Discuss entrepreneurial discovery processes EN:002
- 3 Assess global trends and opportunities for business ventures EN:003
- 4 Determine opportunities for venture creation EN:004
- 5 Describe types of business models EC:138
- 6 Assess opportunities for venture creation EN:005
- 7 Generate venture ideas EN:006
- 8 Determine feasibility of venture ideas EN:038

Planning a Business

- 1 Describe entrepreneurial planning considerations EN:007
- 2 Explain tools used by entrepreneurs for venture planning EN:008
- 3 Assess start-up requirements EN:009
- 4 Assess risks associated with venture EN:010
- 5 Describe external resources useful to entrepreneurs during concept development EN:011
- 6 Assess the need to use external resources for concept development EN:012
- 7 Select strategies to protect intellectual property EN:013

8 Use components of business plan to define venture idea EN:014

9 Assess the costs/benefits associated with resources EN:021

Establishing a Business

1 Explain types of business ownership BL:003

2 Select form of business ownership BL:006

3 Develop company goals/objectives SM:008

4 Define business mission SM:009

Marketing Planning

1 Explain the concept of marketing strategies MP:001

2 Explain the concept of market and market identification MP:003

3 Explain the nature of marketing planning MP:006

4 Explain the nature of marketing plans MP:007

5 Explain the role of situation analysis in the marketing planning process MP:008

6 Identify market segments MP:004

7 Develop customer profile MP:031

8 Select target market MP:005

9 Conduct market analysis (market size, area, potential, etc.) MP:009

10 Conduct SWOT analysis for use in the marketing planning process MP:010

11 Conduct competitive analysis MP:012

Product/Service Management

1 Explain the concept of product mix PM:003

2 Plan product mix PM:006

3 Develop positioning concept for a new product idea PM:228

4 Develop strategies to position corporate brands PM:208

Channel Management

1 Explain the concept of supply chain OP:443

2 Explain the nature of channels of distribution CM:003

3 Select channels of distribution CM:010

Pricing

- 1 Explain factors affecting pricing decisions** PI:002
- 2 Determine cost of product (breakeven, ROI, markup)** PI:019
- 3 Calculate break-even point** PI:006
- 4 Set prices** PI:007

Promotion

- 1 Explain the types of promotion (i.e., institutional, product)** PR:002
- 2 Identify the elements of the promotional mix** PR:003
- 3 Develop promotional plan for a business** PR:097

Accounting and Finance

- 1 Describe the need for financial information** FI:579
- 2 Explain the concept of accounting** FI:085
- 3 Explain the role of finance in business** FI:354
- 4 Explain the nature of overhead/operating costs** OP:024
- 5 Describe the nature of income statements** FI:094
- 6 Describe the nature of cash flow statements** FI:091
- 7 Explain the nature of balance sheets** FI:093
- 8 Explain the nature of sales forecasts** MP:013
- 9 Forecast sales for marketing plan** MP:014
- 10 Describe the nature of budgets** FI:106