

# Entrepreneurship (9093)

## Demonstrating Personal Qualities and Abilities

**1 Demonstrate creativity and innovation.** 1

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**2 Demonstrate critical thinking and problem solving.** 2

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**3 Demonstrate initiative and self-direction.** 3

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**4 Demonstrate integrity.** 4

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**5 Demonstrate work ethic.** 5

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## Demonstrating Interpersonal Skills

**6 Demonstrate conflict-resolution skills.** 6

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**7 Demonstrate listening and speaking skills.** 7

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**8 Demonstrate respect for diversity.** 8

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**9 Demonstrate customer service skills.** 9

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**10 Collaborate with team members.** 10

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## Demonstrating Professional Competencies

**11 Demonstrate big-picture thinking.** 11

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**12 Demonstrate career- and life-management skills.** 12

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**13 Demonstrate continuous learning and adaptability.** 13

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**14 Manage time and resources.** 14

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**15 Demonstrate information-literacy skills.** 15

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**16 Demonstrate an understanding of information security.** 16

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**17 Maintain working knowledge of current information-technology (IT) systems.** 17

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**18 Demonstrate proficiency with technologies, tools, and machines common to a specific occupation.** 18

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**19 Apply mathematical skills to job-specific tasks.** 19

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**20 Demonstrate professionalism.** 20

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**21 Demonstrate reading and writing skills. 21**

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**22 Demonstrate workplace safety. 22**

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**Examining All Aspects of  
an Industry**

**23 Examine aspects of planning within an industry/organization. 23**

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**24 Examine aspects of management within an industry/organization. 24**

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**25 Examine aspects of financial responsibility within an industry/organization. 25**

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**26 Examine technical and production skills required of workers within an industry/organization. 26**

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**27 Examine principles of technology that underlie an industry/organization. 27**

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**28 Examine labor issues related to an industry/organization. 28**

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**29 Examine community issues related to an industry/organization. 29**

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**30 Examine health, safety, and environmental issues related to an industry/organization. 30**

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**Addressing Elements of  
Student Life**

**31 Identify the purposes and goals of the student organization. 31**

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**32 Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult. 32**

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**33 Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects. 33**

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**34 Identify Internet safety issues and procedures for complying with acceptable use standards. 34**

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**Exploring Work-Based  
Learning**

**35 Identify the types of work-based learning (WBL) opportunities. 35**

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**36 Reflect on lessons learned during the WBL experience. 36**

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**37 Explore career opportunities related to the WBL experience. 37**

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**38 Participate in a WBL experience, when appropriate. 38**

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**Understanding  
Entrepreneurship**

**39 Explain the concept of entrepreneurship. 39**

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**40 Explain the concept of intrapreneurship. 40**

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**41 Explain the importance of social entrepreneurship. 41**

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**42 Describe goals of being an entrepreneur. 42**

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- 43 Describe the entrepreneurial mindset. 43**

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  - 44 Examine the skills necessary for successful entrepreneurship. 44**

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  - 45 Research entrepreneurs. 45**

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  - 46 Describe the role of innovation in entrepreneurship. 46**

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  - 47 Explain entrepreneurial roots of opportunity. 47**

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  - 48 Examine career opportunities in entrepreneurship. 48**

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  - 49 Describe the purposes and types of business communication. 49**

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  - 50 Identify types and components of an oral presentation. 50**

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  - 51 Describe trends in entrepreneurship. 51**
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#### **Understanding Design Thinking and Business Model Development**

- 52 Demonstrate the design-thinking process. 52**

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  - 53 Define lean startup. 53**

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  - 54 Identify lean startup concepts. 54**

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  - 55 Identify the components of the business model canvas. 55**

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  - 56 Demonstrate value proposition design. 56**
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#### **Understanding Business Ownership**

- 57 Describe the common business entities. 57**

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  - 58 Describe common business types. 58**

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  - 59 Analyze strategies that can be used to manage the risks of a new business. 59**

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  - 60 Describe types of entrepreneurial ventures. 60**

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  - 61 Explain the concept of organizational structures. 61**

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  - 62 Identify resources for entrepreneurs. 62**
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#### **Understanding Financial Statements**

- 63 Explain the purpose of income/profit and loss statements, cash-flow statements, balance sheets, and startup costs. 63**

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  - 64 Describe the purpose of a financial model (pro forma). 64**

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  - 65 Explain the economics of one unit (EOU). 65**

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  - 66 Identify tax-related responsibilities. 66**
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## Understanding Marketing Principles

- 67 Explain the components of the marketing mix. 67

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- 68 Describe outbound and inbound marketing. 68

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- 69 Explain the concept of target market. 69

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- 70 Describe the purpose of branding. 70

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- 71 Identify the elements of the promotional mix. 71

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- 72 Develop a sample of each element in the promotional mix. 72

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- 73 Describe the marketing functions and their importance. 73

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- 74 Describe supply chain management (SCM). 74

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- 75 Identify sources for locating vendors and suppliers. 75

## Understanding Basic Economic Principles

- 76 Explain the law of supply and demand. 76

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- 77 Identify the major economic systems. 77

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- 78 Explain opportunity cost. 78

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- 79 Explain pricing strategies. 79

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- 80 Explain break-even point. 80

## Developing Sales and Customer Service Skills

- 81 Identify the types of selling. 81

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- 82 Explain the importance of customer service. 82

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- 83 Explain key factors in building and retaining a clientele. 83

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- 84 Explain the benefits of customer loyalty. 84

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- 85 Describe the steps of the sale. 85

## Planning an Entrepreneurial Venture

- 86 Identify venture opportunities in the school or community. 86

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- 87 Analyze potential competitors. 87

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- 88 Explain the concept of SWOT analysis. 88

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- 89 Create a business model. 89

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- 90 Introduce how artificial intelligence (AI) affects and enhances entrepreneurial ventures. 90

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- 91 Develop an elevator pitch and an investor pitch. 91

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**92 Explain the importance of business ethics (e.g., environmental social governance [ESG]).** 92

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**93 Describe business costs.** 93

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**94 Explain the process of projecting initial funding requirements.** 94

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**95 Develop a mission statement.** 95

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**96 Develop a vision statement.** 96

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**97 Develop a business plan.** 97

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