Department of Education | College, Career and Technical Education

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Introduction to Entrepreneurship

Primary Career Cluster:	Marketing, Distribution & Logistics
Course Contact:	CTE.Standards@tn.gov
Course Code(s):	C31H##
Prerequisite(s):	None
Credit:	1
Grade Level:	9-10
Focused Elective Graduation Requirements:	This course satisfies one of three credits required for an elective focus when taken in conjunction with other Marketing courses.
POS Concentrator:	This course satisfies one out of two required courses to meet the Perkins V concentrator definition, when taken in sequence in an approved program of study.
Programs of Study and Sequence:	This is the first course in the *Entrepreneurship* program of study.
Aligned Student Organization(s):	DECA: http://www.decatn.org FBLA: http://www.fblatn.org
Coordinating Work-Based Learning:	Teachers who hold an active WBL certificate may offer placement for credit when the requirements of the state board's WBL Framework and the Department's WBL Policy Guide are met. For information, visit https://www.tn.gov/content/tn/education/career-and-technical-education/work-based-learning.html.
Promoted Tennessee Student Industry Credentials:	Credentials are aligned with postsecondary and employment opportunities and with the competencies and skills that students acquire through their selected program of study. For a listing of promoted student industry credentials, visit https://www.tn.gov/education/career-and-technical-education/student-industry-certification.html.
Teacher Endorsement(s):	030, 035, 039, 052, 054, 152, 153, 158, 202, 204, 311, 430, 435, 436, 471, 472, 474, 475, 476, 952, 953, 958
Required Teacher Certifications/Training:	None
Teacher Resources:	https://www.tn.gov/education/career-and-technical-education/career-clusters/cte-cluster-marketing.html Best for All Central: https://bestforall.tnedu.gov/

Course-at-a-Glance

CTE courses provide students with an opportunity to develop specific academic, technical, and 21st century skills necessary to be successful in career and in life. In pursuit of ensuring every student in Tennessee achieves this level of success, we begin with rigorous course standards which feed into intentionally designed programs of study.

Students engage in industry relevant content through general education integration and experiences such as career & technical student organizations (CTSO) and work-based learning (WBL). Through these experiences, students are immersed with industry standard content and technology, solve industry-based problems, meaningfully interact with industry professionals and use/produce industry specific, informational texts.

Using a Career and Technical Student Organization (CTSO) in Your Classroom

CTSOs are a great resource to put classroom learning into real-life experiences for your students through classroom, regional, state, and national competitions, and leadership opportunities. Below are CTSO connections for this course, note this is not an exhaustive list.

- Participate in CTSO Fall Leadership Conference, DECA and FBLA Fall Leadership Camps, FBLA Regional and State Leadership Conferences, and DECA Emerging Leader Summit to engage with peers by demonstrating logical thought processes and developing industry specific skills that involve teamwork and project management
- Participate in FBLA career competitive events that highlight career development, including developing an electronic career portfolio, interviewing skills, and career exploration
- Participate in DECA competitive events such as Business Law and Ethics Team Decision Making, Business Services Operations Research, Business Growth Plan, Entrepreneurship Promotion Project, Franchise Business Plan, Innovation Plan, and Principles of Business Management and Administration
- Participate in FBLA competitive events such as Business Ethics, Business Law, Business Plan, Client Service, E-business, Future Business Leader, and International Business

For more ideas and information, visit Tennessee DECA at https://www.decatn.org/ and Tennessee FLBA at https://www.fblatn.org/.

Using Work-based Learning (WBL) in Your Classroom

Sustained and coordinated activities that relate to the course content are the key to successful work-based learning. Possible activities for this course include the following. This is not an exhaustive list.

- **Standards 1.1-1.2, 1.4 |** Guest speakers with experience starting and owning entrepreneurial ventures and small businesses to discuss the entrepreneurial startup process, types of business ownership, and role of entrepreneurship in the United States.
- **Standard 1.3** | Informational interviews with entrepreneurs and small business owners to help determine the characteristics and traits of successful entrepreneurs.
- **Standards 3.1-3.3** | Informational interviews with entrepreneurs and small business owners to learn about management functions/styles and leadership styles.
- **Standards 4.1-4.4** | Guest speakers from local businesses and/or job shadowing at local businesses to learn about functions of business and key business concepts.
- **Standards 6.2-6.3** | Technical mentoring through online interactions with multiple business and industry professionals to develop students' mastery of planning and drafting a budget.

Course Description

Introduction to Entrepreneurship is an introductory course designed for students interested in pursuing the Entrepreneurship program of study. This course is also appropriate for students enrolled in any program of study who plan to own and operate their own business. In this course, students will develop strong foundational knowledge in key business and entrepreneurial principles, including types of business ownership management functions and styles, human resources, business operations, marketing, finance and budgeting, employment law, and ethics. Students will also develop skills in critical thinking, communication, and professionalism by exploring key aspects of leadership, the entrepreneurial mindset, diversity, teamwork, and conflict resolution. Upon completion of this course, students will be proficient in the foundations of entrepreneurship and small business ownership, business concepts and operations, finance and budgeting, marketing principles, leadership and management functions, and professional communications.

Course Standards

1. Fundamentals of Entrepreneurship and Business Ownership

1.1 Role of Entrepreneurs: Define **entrepreneur, entrepreneurship,** and **small business.** Explain the key components of the **entrepreneurial startup process** (i.e. the entrepreneur, the environment, the opportunity, startup resources, and the new venture organization), as well as the risks and rewards involved.

1.2 Growth of Entrepreneurship in the U.S.: Evaluate the **growth of entrepreneurship** in the U.S. in the current decade an examine how business cycles, economic indicators (i.e. interest rates, inflation, and unemployment), and the free enterprise system affect entrepreneurial decision-making.

1.3 Entrepreneurial Characteristics & Traits: Identify the personal traits, experiences, and behaviors of successful entrepreneurs and complete an **entrepreneurial characteristics self-assessment** and **evaluation** to determine personal strengths and characteristics to develop.

1.4 Business Ownership Types: Identify the **common types of business ownership**, comparing and contrasting the advantages and disadvantages of each type for a small business. Analyze the various risks that small businesses encounter and explain how small businesses deal with these risks.

2. Communications and Professionalism

2.1 Personal and Professional Communication: Demonstrate appropriate **verbal and written communication** in both professional and personal settings/situations. Compose and format various types of business communications (e.g., letters, memos, reports, resumes, email, etc.). Proofread business documents to ensure clarity, consistency, accuracy, and precision.

2.2 Cross-Cultural Communication: Demonstrate proper **respect for diversity** and ability to communicate with people from different cultures and countries. Compose effective business communication according to an understanding of appropriate environments and differences in tone, style, and format.

2.3 Teamwork and Conflict Resolution: Identify **problem-solving strategies for resolving conflict** and determine appropriate behavior when engaging with employees, supervisors, and coworkers. Determine best practices for sharing knowledge and skills with others as a method of problem-solving.

3. Leadership and Management Functions

3.1 Management Functions: Discuss the importance of management and explain the **four management functions** (i.e. planning, organizing, directing, and controlling) to facilitate workplace organization and efficiency. Identify the primary **managerial roles** (e.g., entrepreneur, leader, monitor, etc.) within an organization.

3.2 Leadership Skills and Qualities: Explain the **concept of leadership**. Distinguish between **leadership skills** (e.g., initiative, negotiation, adaptability, problem solving, positive reinforcement, etc.) and **leadership qualities** (e.g., integrity, honesty, responsibility, fairness, positive attitude, etc.), demonstrating both skills and qualities in a professional setting.

3.3 Leadership Styles: Compare and contrast various **leadership styles** (e.g., bureaucratic, relationship-oriented, authoritarian, transactional, etc.), outlining the advantages and disadvantages of each. Identify the appropriate style for a given scenario/situation (e.g., handling employee conflict, inspiring/motivating a team, overseeing a new team project, etc.)

3.4 Human Resources Management: Outline the **role and function of human resources** and determine the proper human resources procedures for managing employees. Develop a job description, identify appropriate selection tools (e.g., interviews, tests, reference checks, etc.), and plans and conducts job interviews for position in a small business environment.

4. Business Concepts and Operations

4.1 Functions of Business: Define the term business and research the **four major functions of business:** (1) production and procurement, (2) marketing, (3) management, and (4) finance and accounting. Select a product and trace its development through each of the four functions, detailing who is involved at each stage.

4.2 Factors of Production: Identify **factors of production** (i.e. natural, labor, capital, and entrepreneur). Discuss the concept of **opportunity cost** in business operations and explain how businesses make decisions based on scarcity of resources. Research **emerging**

technologies (e.g., robotics, artificial intelligence, etc.) and identify their impact on changing production.

4.3 Business Technology: Explain the use of **technology in the workplace**, analyzing the effects of technology on worker productivity and workplace skills. Identify **best practices** for using technology to solve business problems and access online databases, web-based sources, and other information sources to retrieve information.

4.4 Economic Systems: Cite the advantages and disadvantages of a **market economy,** a **command economy,** and a **mixed economy**. Discuss the relationships among consumers, business, and government in various economic systems, and analyze differences in these groups' rights and responsibilities in countries where these distinctive systems exist.

4.5 Elements of a Business Plan: Explain the importance of developing and organizing a successful **business plan**. Analyze the procedure for creating a business plan, identifying the proper **format** and key **components** of a business plan.

5. Marketing

5.1 Marketing and Small Business Ownership: Explain the **concept of marketing** and its importance to business ownership, identifying the fundamental marketing concepts used by a small business. Describe the **four elements of the marketing mix** (i.e. price, product, promotion, and place) and analyze the roles of sales and promotion in a small business.

5.2 Consumer Buying Behavior: Explain the factors that influence **consumer buying behavior**, analyzing consumer behavior to determine what motivates decision-making.

6. Finance and Budgeting

6.1 Financial and Accounting Terms: Define and explain basic **accounting functions and terms,** including assets and asset types, cash accounts receivable, fixed, liquid, and inventory goods on hand. Identify **liabilities** and **types of liabilities**, including accounts payable, long-term debt, and short-term debt.

6.2 Business Expenses: Identify **fixed and variable costs** for startup and maintenance of a business. Identify **unexpected expenses** (e.g., fines, fees, and unexpected repairs).

6.3 Developing a Budget: Describe the process of **developing a budget for a business**, identifying the elements of a budget, including an income statement, balance sheet, and cash flow. Analyze potential sources of income for a business venture.

7. Business Law and Ethics

7.1 Agency Law and Employment Law: Analyze the role of **agency and employment law** as it relates to small business ownership. Assess the role of the **Equal Employment Opportunity Commission (EEOC)** and its effects on employees' rights. Analyze appropriate behavior when interacting with employees, supervisors, and co-workers.

7.2 Ethics and Social Responsibility: Research the concepts of **social responsibility and ethics** as important components of business. Identify ethical traits (e.g., honesty, integrity, justice, etc.) and **unethical employee attitudes and behaviors** that would lead to unsatisfactory customer service.

Standards Alignment Notes

*References to other standards include:

- P21: Partnership for 21st Century Skills Framework for 21st Century Learning
    - Note: While not all standards are specifically aligned, teachers will find the framework helpful for setting expectations for student behavior in their classroom and practicing specific career readiness skills.