Georgia CTAE

Advanced Entrepreneurial Strategies (6.453) (2022)

Adopted 2022

Advanced Entrepreneurial Strategies (6.453)

BMA-AES-2. Evaluate the Business Model Canvas saved in the online career portfolio to determine revisions and assess growth opportunities to the business model. BMA-AES-2

1. Compare and contrast a traditional business plan with the business model canvas (BMC). BMA-AES-2.1
2. Analyze current market conditions and evaluate economic conditions for business. BMA-AES-2.2
3. Conduct a SWOT (strengths, weaknesses, opportunities, and threats) analysis for the entrepreneurial venture. BMA-AES-2.3
4. Conduct a PEST (political, economic, socio-cultural, and technological) analysis to evaluate market position and potential adjustments. BMA-AES-2.4
5. Identify and evaluate successful business models from various start-ups. BMA-AES-2.5
6. Evaluate the effectiveness of a business model. BMA-AES-2.6
7. Identify opportunities to pivot a business model. BMA-AES-2.7

BMA-AES-3. Identify and describe effective growth strategies for entrepreneurial ventures. BMA-AES-3

1. List essential elements to successfully scale a business. BMA-AES-3.1
2. Calculate and justify a valuation for a business. BMA-AES-3.2
3. Discuss methods for generating demand. BMA-AES-3.3
4. Develop strategies for customer acquisition and calculate the customer acquisition cost (CAC). BMA-AES-3.4
5. Examine strategic planning models for a start-up business. BMA-AES-3.5
6. Explain marketing techniques employed to expand an entrepreneurial venture. BMA-AES-3.6
7. Outline an expansion strategy for your idea or enterprise. BMA-AES-3.7
8. Explore expanding into new emerging markets and international markets. BMA-AES-3.8

Skip to main content

9. Identify and discuss various exit strategies for entrepreneurs. BMA-AES-3.9

BMA-AES-4. Investigate government regulations, licensing, and risks associated with the selected business venture. BMA-AES-4

1. Analyze the impact of government regulations on a business, including how they protect the business and the additional costs to the business to meet the regulations. BMA-AES-4.1
2. Research various licenses required to operate a business in the state of Georgia and describe the steps and requirements for obtaining each license. BMA-AES-4.2
3. List the types of business insurance and summarize the purpose for each. BMA-AES-4.3
4. Conduct a risk assessment and develop a risk management plan. BMA-AES-4.4
5. Recommend an insurance option for the selected business venture. BMA-AES-4.5
6. Investigate legal methods for protecting business assets, both physical property and intellectual property. BMA-AES-4.6
7. Explain the importance of intellectual property and plan how to protect intellectual property from competitors. BMA-AES-4.7
8. Discuss the development of contracts and what components are required to make a contract legal and binding. BMA-AES-4.8

BMA-AES-5. Develop a supply chain management and distribution plan for the entrepreneurial venture. BMA-AES-5

1. Research and identify source materials for a product and discover alternative sourcing options for materials. BMA-AES-5.1
2. Identify external factors that may impact the availability of supply. BMA-AES-5.2
3. Explore distribution options for your product: wholesale vs. retail, direct vs. indirect, government contracts, business to business, and other options. BMA-AES-5.3
4. Identify production control systems and quality and cost control methods that involve improving products, reducing costs, and achieving a competitive price in the market. BMA-AES-5.4
5. Develop an inventory control plan that avoids both overstocking and understocking. BMA-AES-5.5
6. Explain the importance of machine maintenance and replacement in preventing interruptions in the production chain. BMA-AES-5.6
7. Distinguish between inbound vs. outbound logistics. BMA-AES-5.7

Skip to main content

8. Describe how logistics management reduces costs and maximizes profitability. BMA-AES-5.8
9. Explain the concepts of lead time and lead time based pricing. BMA-AES-5.9
10. Identify and evaluate vertical integration strategies for supply chain management. BMA-AES-5.10
11. Conduct a profit, price, and cost analysis of a supply chain. BMA-AES-5.11
12. Develop a Supply Chain Flowchart for an entrepreneurial venture. BMA-AES-5.12

BMA-AES-6. Analyze various financial statements to ensure profitability of the entrepreneurial venture. BMA-AES-6

1. Define accounting and utilize the accounting equation. BMA-AES-6.1
2. Keep accurate business records and financial statements using Generally Accepted Accounting Practices (GAAP), including income and expense transactions. BMA-AES-6.2
3. Identify types of financial statements (e.g., income statement, balance sheets, cash flow statement, pro forma statement) necessary for a successful business venture. BMA-AES-6.3
4. Create and analyze financial statements to make entrepreneurial decisions for a given business. BMA-AES-6.4
5. Calculate financial ratios, including return on investment (ROI), net income, break-even, and cost of goods sold (COGS). BMA-AES-6.5
6. Evaluate different business structures and compare tax and liability implications. BMA-AES-6.6

BMA-AES-7. Evaluate management styles and develop organizational structure for the entrepreneurial venture. BMA-AES-7

1. Complete at least one leadership assessment to determine management style. BMA-AES-7.1
2. Research and compare various management styles and their impact on employee productivity. BMA-AES-7.2
3. Adjust personal management style to maximize business potential. BMA-AES-7.3
4. Conduct team building activities to improve employee collaboration and relationships. BMA-AES-7.4
5. Create an organizational chart to show hierarchical relationships of all positions within the organization, including roles and responsibilities of each. BMA-AES-7.5

Skip to main content

A-AES-8. Develop a human resource management plan to address hiring, retaining, training, evaluating, and compensating employees. BMA-AES-

8

1. Examine the crucial components of attracting, developing, and retaining talent. BMA-AES-8.1
2. Develop a plan for a training program for onboarding and developing employees. BMA-AES-8.2
3. Compare various employee performance evaluation instruments and create an instrument that can be used with the entrepreneurial venture. It should include goal setting and employee development opportunities. BMA-AES-8.3
4. Research safe business practices and explain how Occupational Safety and Health Administration (OSHA) regulations affect the entrepreneurial venture. BMA-AES-8.4
5. Compare various types of employee compensation and determine the most appropriate method(s) for the entrepreneurial venture. BMA-AES-8.5
6. Identify and calculate payroll taxes owed by employee and employer. BMA-AES-8.6
7. Identify the most common issues that cause conflict in the workplace and discuss strategies to avoid and/or manage those conflicts. BMA-AES-8.7
8. Create an employee handbook. Upload to online career portfolio. BMA-AES-8.8

BMA-AES-9. Prepare a strategy to grow, expand, or pivot the entrepreneurial venture. BMA-AES-9

1. Perform best practices for an executive summary, pitch deck, and pro-forma financial statements, and explain why these are so important to potential investors. BMA-AES-9.1
2. Distinguish key differences between taking a company public and having it acquired by another, larger firm, and explore which method is best for preserving innovation. BMA-AES-9.2
3. Compose an effective pitch and begin developing a growth strategy for the entrepreneurial venture that's relevant, effective, and profitable. BMA-AES-9.3
4. Present the strategy for growth, expansion, or pivoting to local and/or national entrepreneurs for productive feedback and/or to potential investors for funding. BMA-AES-9.4

BMA-AES-10. Organize personal online career portfolio for specific career interests. BMA-AES-10

1. Review and update résumé to reflect new knowledge and skills master and additional work experience. BMA-AES-10.1

Skip to main content

2. Organize folders within the portfolio to reflect specific careers of interest, including résumé, targeted cover letter, and artifacts relevant to the specific career. BMA-AES-10.2
3. Update all current items in the portfolio. BMA-AES-10.3
4. Identify and upload additional industry-appropriate artifacts reflective of mastered skills throughout this course. Write and include a reflective entry for each artifact discussing steps taken, problems encountered and how they were overcome, and other pertinent information about the learning. BMA-AES-10.4
5. Polish all entries in the online career portfolio to ensure accuracy and professionalism as expected from employers. BMA-AES-10.5
6. Conduct a job search and share the appropriate folder with the potential employer. BMA-AES-10.6

BMA-AES-11. 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. BMA-AES-11

1. Explain the goals, mission, and objectives of Future Business Leaders of America (FBLA) and/or DECA. BMA-AES-11.1
2. Explore the impact and opportunities a student organization (FBLA, DECA) can develop to bring business and education together in a positive working relationship through innovative leadership and career development programs. BMA-AES-11.2
3. Explore the local, state, and national opportunities available to students through participation in related student organizations (FBLA, DECA) including but not limited to conferences, competitions, community service, philanthropy, and other student organization activities. BMA-AES-11.3
4. Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development. BMA-AES-11.4
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. BMA-AES-11.5