

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](#)