North Carolina CTE

Entrepreneurship I (ME11) (2024)

Understand entrepreneurship, entrepreneurship discoveries, the entrepreneurial mindset, and business ethics in entrepreneurship.	1.01	Describe the nature of entrepreneurship.
	1.02	Explain career opportunities in entrepreneurship.
	1.03	Conduct self-assessment to determine entrepreneurial potential.
	1.04	Explain the nature of business ethics.
	1.05	Explain types of business ownership.
Understand design thinking, the Lean Canvas Business Model, and feasibility of venture ideas.	2.01	Describe the design thinking process.
	2.02	Determine the relationship between government and business.
	2.03	Conduct an environmental scan to obtain business information.
	2.04	Determine feasibility of venture ideas.
	2.05	Understand Lean Canvas Business Model (LCBM).
Understand marketing strategies, unique value proposition, competitive advantage, and customer segments.	3.01	Explain the concept of marketing strategies.
	3.02	Identify company's unique value/selling proposition.
	3.03	Explain the concept of market and market identification.
Understand channels of distribution and cost structure.	4.01	Explain the nature of channels of distribution.
	4.02	Explain the nature and scope of purchasing.
	4.03	Explain the concept of supply chain.
	4.04	Explain the nature of overhead/operating costs.
	4.05	Explain the concept of production.

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Understand pricing, revenue streams, and key metrics.

5.01 **Explain the nature and scope of the pricing function.**

5.02 **Explain the nature of sales forecasts.**

5.03 **Determine revenue streams.**

5.04 **Identify key metrics.**