South Carolina CTE

Entrepreneurship (2011): Grades 9, 10, 11, 12

Adopted 2011

Safety and Ethics	1. Identify major causes of work-related accidents in offices.
	2. Describe the threats to a computer network, methods of avoiding attacks, and options in dealing with virus attacks.
	3. Identify potential abuse and unethical uses of computers and networks.
	4. Explain the consequences of illegal, social, and unethical uses of information technologies (e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices).
	5. Differentiate between freeware, shareware, and public domain software copyrights.
	6. Discuss computer crimes, terms of use, and legal issues such as copyright laws, fair use laws, and ethics pertaining to scanned and downloaded clip art images, photographs, documents, video, recorded sounds and music, trademarks, and other elements for use in Web publications.
	7. Identify netiquette including the use of e-mail, social networking, blogs, texting, and chatting.
	8. Describe ethical and legal practices in business professions such as safeguarding the confidentiality of business-related information.
Employability Skills	1. Identify positive work practices (e.g., appropriate dress code for the workplace, personal grooming, punctuality, time management, organization).
	2. Demonstrate positive interpersonal skills (e.g., communication, respect, teamwork).
Student Organizations	1. Explain how related student organizations are integral parts of career and technology education courses.
	Explain the goals and objectives of related student organizations.

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	3. List opportunities available to students through participation in related student organization conferences/competitions, community service, philanthropy, and other activities.
	4. Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development.
Entrepreneurial Characteristics	1. Identify characteristics of entrepreneurs.
	2. Complete a self-analysis to identify potential entrepreneurial interests.
	3. Explain the technical, networking, social, interpersonal, and communication skills needed by entrepreneurs.
Business Structures	1. List the advantages and disadvantages of different types of business ownership.
	2. Distinguish between four ways in which a business may be acquired and/or operated (purchase an existing business, enter the family business, purchase a franchise, or start a new business).
	3. Identify opportunities of traditional and non-traditional business ventures (e.g., e-commerce, online auctions, bartering, social advertising).
	4. Compare and contrast characteristics of business-to-business transactions and business-to-consumer transactions.
	5. Identify and define the growth stages of traditional and non-traditional businesses.
Financing a Business	1. Identify different types of bank loans.
	2. Explain Small Business Administration loans.
	3. Describe other sources that can provide debt capital (e.g., partnerships, venture capitalists, friends, family, etc.).
Business Economics	4. Identify characteristics of domestic and global market economies and their various structures (e.g., command market, mixed, socialist, etc.).
	5. Explain the concept of supply and demand.
	6. Define economic terms such as monopoly, scarcity, elastic good, inelastic good, public good, fixed cost, variable cost, opportunity cost, and break-even point.
Bu	Discuss the purposes for creating a business plan.

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	2. Describe the parts of a business plan.
	3. Select a business opportunity based on research.
	4. Identify industry trends, competition, and market segment using various research techniques.
	5. Define the industry characteristics, major competitors, and market segment.
	6. Determine the marketing mix (product, price, place, and promotion).
	7. Select appropriate medium (e.g., physical location, web, mobile transport, etc.).
	8. Design a physical layout to meet the needs of the business medium.
	9. Estimate the cost of equipment, supplies, and inventory.
	10. Develop an organizational chart.
	11. Prepare a management plan (incorporate legal requirements, business protection, and operations).
	12. Prepare a pro forma budget.
	13. Interpret financial statements (balance sheet, income statement, cash flow projections, and summary of sales and cash receipts).
	14. Complete a pro forma income statement and balance sheet.
	15. Estimate start-up costs and projected business expenses for one year and the funding needed to begin the business using the pro forma income statement.
Legal Regulations	1. Explain federal, state, and local regulations that affect small business ownership.
	2. Define employer/employee taxes requirements.
	3. Define sales tax requirements.
	4. Identify types of insurance for employees and businesses (e.g., medical, dental, life, property and casualty, workman's compensation, etc.).
	5. Identify domestic (intrastate and interstate) and global trade laws (tariffs, quotas, etc.) as they pertain to traditional and non-traditional business.
	6. Identify government sites useful to business.
	7. Create job descriptions for every job.
	Describe various recruitment techniques.

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	9. Identify components of an employee policies and procedures manual (e.g., acceptable use policy, technology abuse, non-compete policy, grievance, compensation and benefits, training and retention, etc.).
	10. Identify legal hiring practices and anti-discrimination laws and practices.
Business Practices	1. Discuss selling products and services through traditional and non-traditional systems (e.g., storefronts, Web sites, auctions, etc.).
	2. Explain the kinds of ordering, payment, and delivery services required for traditional and non-traditional types of business purchases.
	3. Describe tracking, confirmation and delivery of products and services.
	4. Define terms related to online business (e.g., HTTPS, SSL and data encryption, search engine ranking, site traffic, key words/meta tags, etc.).
	5. Identify security issues for traditional and non-traditional businesses (e.g., viruses, hacking, phishing, client information, theft, fraud, shoplifting, etc.).
	6. Illustrate the process of placing a secure order and payment using online services from a customer and company perspective.
Public Relations and Customer Service	1. Describe the objectives of a public relations program.
	2. Identify the role of business to promote goodwill (e.g., community service, social responsibility, environmental impact, etc.) and customer loyalty.
	3. Identify domestic and international cultural differences that affect business.
	4. Describe cost-effective advertising and sales techniques that promote your company.
	5. Describe the steps of the sales process (e.g., approach, determining needs, demonstrate, answering questions, close, suggestion selling, follow-up).