Texas CTE

Entrepreneurship 2 (2020)

The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to: ENT 1

- **A** demonstrate professional business communication skills such as the construction of email in a professional manner to include a subject line, a salutation, the email body, closing, and the signature; ENT 1.A
- **B** simulate professional interaction skills of scheduling a meeting with professionals, including using a personal calendar to avoid scheduling conflicts, confirming meetings 48 hours or more prior to the meeting, and sending an agenda to all parties prior to the meeting; ENT 1.B
- **C** identify how to conduct a meeting with professionals, including the importance of punctual attendance, wearing attire appropriate for the meeting, introduction of all parties to one another, using the meeting agenda as a guide for the meeting, taking notes during the meeting and sending meeting outcomes to each participant after the conclusion of the meeting; ENT 1.C
- **D** communicate effectively with others using speaking, listening, and writing skills; ENT 1.D
- **E** demonstrate collaboration skills through teamwork; ENT 1.E
- **F** demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace; ENT 1.F
- **G** demonstrate a positive, productive work ethic by performing assigned tasks and meeting deadlines set by the student team; ENT 1.G
- **H** demonstrate integrity by choosing the ethical course of action and complying with all applicable rules, laws, and regulations; ENT 1.H
- **I** demonstrate time-management skills such as prioritizing tasks, following schedules, and tending to goal-relevant activities in ways that use time wisely and optimize efficiency and results; and ENT 1.I
- **J** demonstrate leadership skills by participating in career and technical student organizations. ENT 1.J

The student demonstrates an in-de[illegible] en[illegible] ho[illegible]

- **A** develop concepts based on the terms entrepreneurship and entrepreneur; ENT 2.A

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- **B** [illegible]lefine small, medium, and large-sized businesses; and ENT 2.B

The student is expected to: ENT 2	**C** analyze a small business compared to a corporate business structure. ENT 2.C
The student will research local businesses, corporations, franchises, limited liability partnerships, and sole proprietorships to study business opportunities from inception to growth. The student is expected to: ENT 3	**A** evaluate the challenges involved with the growth of each business structure; and ENT 3.A **B** appraise the tools to facilitate the growth of a business. ENT 3.B
The student utilizes case study training to develop knowledge of problembased learning (PBL) for case study evaluation. The student is expected to: ENT 4	**A** analyze business case-studies as related to entrepreneurship; ENT 4.A **B** review real-word current market trends; and ENT 4.B **C** develop case conclusions and reports in written and oral presentation formats. ENT 4.C
The student defines entrepreneurial problems and solutions. The student is expected to: ENT 5	**A** analyze and identify problems in the marketplace; ENT 5.A **B** evaluate market research to synthesize possible solutions; ENT 5.B **C** describe the impact on the population identified; ENT 5.C **D** identify the customer segment affected by the problems; and ENT 5.D **E** describe possible solutions for the problems identified. ENT 5.E
The student explains and creates each section of the business model canvas. The student is expected to: ENT 6	**A** visualize and communicate a business model; ENT 6.A **B** utilize the canvas business model to explore new business models whether a start-up or an existing business; and ENT 6.B **C** utilize a virtual medium to collaborate with a team on a project. ENT 6.C
The student knows and completes the process for development, implementation, and evaluation of a ma fin Skip to main content	**A** identify and explain the target market; ENT 7.A **B** create and conduct a customer survey; ENT 7.B **C** analyze the survey results; ENT 7.C tructure modification recommendations based on survey results; ENT 7.D

student is expected to: ENT 7	**E** complete a detailed market analysis; ENT 7.E
	F analyze and explain the different types of marketing strategies; ENT 7.F
	G identify and explain the basics of search engine optimization and digital advertising; ENT 7.G
	H direct a social media marketing campaign; ENT 7.H
	I create an analysis of strengths, weaknesses, opportunities, and threats (SWOT); ENT 7.I
	J devise a go-to-market strategy; ENT 7.J
	K assess the effectiveness of a promotional campaign; ENT 7.K
	L identify and explain each component of a financial forecast; ENT 7.L
	M develop and explain a projected income statement, cash budget, projected, balance sheet, projected sources and uses of funds statement; ENT 7.M
	N identify different types of revenue streams; ENT 7.N
	O identify the financial plan, including financial requirements and sources of financing; ENT 7.O
	P investigate, compare, and analyze competitors; ENT 7.P
	Q describe the unique value proposition of the proposed product or service to give it a competitive edge against existing competitors; and ENT 7.Q
	R create a growth strategy, including horizontal and vertical growth plans ENT 7.R
The student develops, schedules, and delivers a formal pitch deck presentation. The student is expected to: ENT 8	**A** identify and explain all components of a pitch deck; ENT 8.A
	B create a pitch deck; ENT 8.B
	C align presentation strategies to the intended audience; ENT 8.C
	D identify potential investors to schedule and deliver a pitch deck presentation; ENT 8.D
	E prepare an oral presentation to provide information for specific purposes and audiences; ENT 8.E
	F identify and prepare support materials that will enhance an oral presentation; ENT 8.F
	Ieliver an oral presentation that sustains listeners' attention; ENT 8.G

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	H implement multimedia strategies for presentations; ENT 8.H
	i use online presentation management technologies to create, edit, transport, and share documents; and ENT 8.I
	J develop the idea of an exit strategy, including selling a business, taking the company public through an initial public offering (IPO), and liquidating a business. ENT 8.J
The student will connect and work closely with local industry leaders and community members. The student is expected to: ENT 9	**A** discuss and present a business model; ENT 9.A
	B meet with mentors to gain strategic and tactical guidance; ENT 9.B
	C collaborate with mentors to identify and correct gaps in business knowledge; ENT 9.C
	D collaborate with mentors for insight on networking opportunities, local business organizations and network building connections for strategic partners; and ENT 9.D
	E analyze feedback from mentors to determine next steps in completing updates to business model, pitch deck, and marketing strategy. ENT 9.E