Virginia CTE

Dual Enrollment Entrepreneurship (9093)

Understanding Entrepreneurship DEE.1	**1** Explain the concept of entrepreneurship. DEE.1.1
	2 Explain the concept of intrapreneurship. DEE.1.2
	3 Explain the importance of social entrepreneurship. DEE.1.3
	4 Describe goals of being an entrepreneur. DEE.1.4
	5 Describe the entrepreneurial mindset. DEE.1.5
	6 Research entrepreneurs. DEE.1.6
	7 Describe the role of innovation in entrepreneurship. DEE.1.7
	8 Explain entrepreneurial roots of opportunity. DEE.1.8
	9 Examine career opportunities in entrepreneurship. DEE.1.9
	10 Describe the purposes and types of business communication. DEE.1.10
	11 Identify types and components of an oral presentation. DEE.1.11
	12 Describe trends in entrepreneurship. DEE.1.12
Understanding Design Thinking and Business Model Development DEE.2	**1** Demonstrate the design thinking process. DEE.2.1
	2 Define lean start-up. DEE.2.2
	3 Identify lean start-up concepts. DEE.2.3
	4 Identify the components of the business model canvas. DEE.2.4
	5 Demonstrate value proposition design. DEE.2.5
Understanding Business Ownership DEE.3	**1** Describe common types of business ownership. DEE.3.1
	2 Describe the four types of businesses. DEE.3.2
	3 Analyze strategies that can be used to manage the risks of a new business. DEE.3.3

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	4	**Describe types of entrepreneurial businesses.** DEE.3.4
	5	**Explain the concept of organizational structures.** DEE.3.5
	6	**Identify resources for entrepreneurs.** DEE.3.6
Understanding Financial Statements DEE.4	1	**Explain the purpose of income/profit and loss statements, cash-flow statements, balance sheets, and start-up costs.** DEE.4.1
	2	**Describe the purpose of a financial model (pro forma).** DEE.4.2
	3	**Explain the economics of one unit (EOU).** DEE.4.3
	4	**Identify tax-related responsibilities.** DEE.4.4
Understanding Marketing Principles DEE.5	1	**Explain the components of the marketing mix.** DEE.5.1
	2	**Describe outbound and inbound marketing.** DEE.5.2
	3	**Explain the concept of target market.** DEE.5.3
	4	**Explain the purpose of branding.** DEE.5.4
	5	**Identify the elements of the promotional mix.** DEE.5.5
	6	**(Optional) Develop a sample of each element in the promotional mix.** DEE.5.6
	7	**Describe the marketing functions and their importance.** DEE.5.7
	8	**Identify sources for locating vendors and suppliers.** DEE.5.8
Understanding Basic Economic Principles DEE.6	1	**Explain the law of supply and demand.** DEE.6.1
	2	**Identify the major economic systems.** DEE.6.2
	3	**Explain opportunity cost.** DEE.6.3
	4	**Explain pricing strategies.** DEE.6.4
	5	**Explain break-even point.** DEE.6.5
Developing Sales and Customer Service Skills DEE.7	1	**Identify the types of selling.** DEE.7.1
	2	**Explain the importance of customer service.** DEE.7.2
	3	**Explain key factors in building and retaining a clientele.** DEE.7.3
		xplain the benefits of customer loyalty. DEE.7.4

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	5 **Demonstrate the steps of the sale.** DEE.7.5
Planning an Entrepreneurial Venture DEE.8	1 **Identify venture opportunities in the school or community.** DEE.8.1
	2 **Analyze potential competitors.** DEE.8.2
	3 **Explain the concept of SWOT analysis.** DEE.8.3
	4 **Create a business model.** DEE.8.4
	5 **Develop an elevator pitch and an investor pitch.** DEE.8.5
	6 **Explain the importance of business ethics.** DEE.8.6
	7 **Describe business costs.** DEE.8.7
	8 **Explain the process of projecting initial funding requirements.** DEE.8.8
	9 **Develop a mission statement.** DEE.8.9
	10 **Develop a vision statement.** DEE.8.10
	11 **Develop a business plan.** DEE.8.11