Virginia CTE

Entreprenuership (9093)

Demonstrating Personal Qualities and Abilities	1	Demonstrate creativity and innovation. 1
	2	Demonstrate critical thinking and problem solving. 2
	3	Demonstrate initiative and self-direction. 3
	4	Demonstrate integrity. 4
	5	Demonstrate work ethic. 5
Demonstrating Interpersonal Skills	6	Demonstrate conflict-resolution skills. 6
	7	Demonstrate listening and speaking skills. 7
	8	Demonstrate respect for diversity. 8
	9	Demonstrate customer service skills. 9
	10	Collaborate with team members. 10
Demonstrating Professional Competencies	11	Demonstrate big-picture thinking. 11
	12	Demonstrate career- and life-management skills. 12
	13	Demonstrate continuous learning and adaptability. 13
	14	Manage time and resources. 14
	15	Demonstrate information-literacy skills. 15
	16	Demonstrate an understanding of information security. 16
	17	Maintain working knowledge of current information-technology (IT) systems. 17
	18	Demonstrate proficiency with technologies, tools, and machines common to a specific occupation. 18
	19	Apply mathematical skills to job-specific tasks. 19
	20	Demonstrate professionalism. 20

	21	Demonstrate reading and writing skills. 21
	22	Demonstrate workplace safety. 22
Examining All Aspects of an Industry	23	Examine aspects of planning within an industry/organization. 23
	24	Examine aspects of management within an industry/organization. 24
	25	Examine aspects of financial responsibility within an industry/organization. 25
	26	Examine technical and production skills required of workers within an industry/organization. 26
	27	Examine principles of technology that underlie an industry/organization. 27
	28	Examine labor issues related to an industry/organization. 28
	29	Examine community issues related to an industry/organization. 29
	30	Examine health, safety, and environmental issues related to an industry/organization. 30
Addressing Elements of Student Life	31	Identify the purposes and goals of the student organization. 31
	32	Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult. 32
	33	Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects. 33
	34	Identify Internet safety issues and procedures for complying with acceptable use standards. 34
Exploring Work-Based Learning	35	Identify the types of work-based learning (WBL) opportunities. 35
	36	Reflect on lessons learned during the WBL experience. 36
	37	Explore career opportunities related to the WBL experience. 37
	38	Participate in a WBL experience, when appropriate. 38
Understanding Entrepreneurship	39	Explain the concept of entrepreneurship. 39
	40	Explain the concept of intrapreneurship. 40
	41	Explain the importance of social entrepreneurship. 41
	42	Describe goals of being an entrepreneur. 42

	43 Describe the entrepreneurial mindset. 43
	44 Examine the skills necessary for successful entrepreneurship. 44
	45 Research entrepreneurs. 45
	46 Describe the role of innovation in entrepreneurship. 46
	47 Explain entrepreneurial roots of opportunity. 47
	48 Examine career opportunities in entrepreneurship. 48
	49 Describe the purposes and types of business communication. 49
	50 Identify types and components of an oral presentation. 50
	51 Describe trends in entrepreneurship. 51
Understanding Design Thinking and Business Model Development	**52** Demonstrate the design-thinking process. 52
	53 Define lean startup. 53
	54 Identify lean startup concepts. 54
	55 Identify the components of the business model canvas. 55
	56 Demonstrate value proposition design. 56
Understanding Business Ownership	**57** Describe the common business entities. 57
	58 Describe common business types. 58
	59 Analyze strategies that can be used to manage the risks of a new business. 59
	60 Describe types of entrepreneurial ventures. 60
	61 Explain the concept of organizational structures. 61
	62 Identify resources for entrepreneurs. 62
Understanding Financial Statements	**63** Explain the purpose of income/profit and loss statements, cash-flow statements, balance sheets, and startup costs. 63
	64 Describe the purpose of a financial model (pro forma). 64
	65 Explain the economics of one unit (EOU). 65
	66 Identify tax-related responsibilities. 66

Understanding Marketing Principles	**67** Explain the components of the marketing mix. 67
	68 Describe outbound and inbound marketing. 68
	69 Explain the concept of target market. 69
	70 Describe the purpose of branding. 70
	71 Identify the elements of the promotional mix. 71
	72 Develop a sample of each element in the promotional mix. 72
	73 Describe the marketing functions and their importance. 73
	74 Describe supply chain management (SCM). 74
	75 Identify sources for locating vendors and suppliers. 75
Understanding Basic Economic Principles	**76** Explain the law of supply and demand. 76
	77 Identify the major economic systems. 77
	78 Explain opportunity cost. 78
	79 Explain pricing strategies. 79
	80 Explain break-even point. 80
Developing Sales and Customer Service Skills	**81** Identify the types of selling. 81
	82 Explain the importance of customer service. 82
	83 Explain key factors in building and retaining a clientele. 83
	84 Explain the benefits of customer loyalty. 84
	85 Describe the steps of the sale. 85
Planning an Entrepreneurial Venture	**86** Identify venture opportunities in the school or community. 86
	87 Analyze potential competitors. 87
	88 Explain the concept of SWOT analysis. 88
	89 Create a business model. 89
	90 Introduce how artificial intelligence (AI) affects and enhances entrepreneurial ventures. 90
	91 Develop an elevator pitch and an investor pitch. 91

92 **Explain the importance of business ethics (e.g., environmental social governance [ESG]).** 92

93 **Describe business costs.** 93

94 **Explain the process of projecting initial funding requirements.** 94

95 **Develop a mission statement.** 95

96 **Develop a vision statement.** 96

97 **Develop a business plan.** 97