Virginia CTE

Entreprenuership, Advanced (9094)

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
		Apply mathematical skills to job-specific tasks. 19

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	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
Preparing for Life as an Entrepreneur	39 **Assess types of business risk.** 39
	40 **Identify the risks involved in a business startup.** 40
	Explain the concept of risk management. 41

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	42 Apply business ethics to entrepreneurship. 42
	43 Create effective business communications. 43
	44 Demonstrate negotiation skills. 44
Understanding Business Management Concepts	45 Identify the influence of business/entrepreneurship on market economies. 45
	46 Compare the advantages and disadvantages of different business entities. 46
	47 Describe the process of establishing the founding team. 47
	48 List the steps for acquiring a business license or permit. 48
	49 Explain regulations that apply to entrepreneurial businesses. 49
	50 Explain the types of intellectual property. 50
	51 Explain human resources management (HRM) functions. 51
	52 Explore sources of labor. 52
	53 Develop a job description. 53
	54 List the steps for hiring employees. 54
	55 List the steps for orienting and training employees. 55
	56 Explain strategies for motivating employees. 56
	57 Explain human resources policies for an entrepreneurial venture. 57
	58 Determine insurance coverage needs and the steps in securing insurance coverage. 58
	59 List the steps for obtaining contract workers. 59
	60 Identify the uses of technology in entrepreneurship. 60
Projecting Financial Requirements	61 Assess personal financial status. 61
	62 Evaluate funding sources. 62
	63 Project cash flow. 63
	64 Describe the importance of keeping sound financial records. 64
	Explain the concept of break-even analysis. 65
	Explain what key performance indicators (KPI) are and how they are used. 66

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	67 Prepare a projected income statement. 67
	68 Develop a financial model. 68
Marketing a Business	69 Explain the concept and importance of marketing research. 69
	70 Describe the regulation of marketing information management. 70
	71 Conduct primary and secondary data research for a business. 71
	72 Use research to analyze a venture opportunity across industries. 72
	73 Explain the concept of channels of distribution. 73
	74 Describe product positioning strategies. 74
	75 Explain the role of corporate social responsibility (CSR) in marketing a business. 75
	76 Develop a marketing campaign. 76
Understanding Economic Influences on a Business	77 Identify the stages in the business cycle. 77
	78 Identify the stages of the product life cycle. 78
	79 Explain how global trade affects entrepreneurs. 79
Applying Sales and Customer Service Skills	80 Explain company selling policies. 80
	81 Explain warranties/guarantees. 81
	82 Demonstrate the sales process. 82
	83 Explain methods to maintain customer loyalty. 83
	84 Identify how customer relationship management (CRM) systems can be used to increase sales. 84
Starting an Entrepreneurial Business	85 Select a form of business ownership. 85
	86 Use resources in the development of business planning. 86
	87 Develop a business model and a business plan. 87
	88 Deliver an elevator pitch and an investor pitch. 88
	Describe various exit strategies. 89
	Identify business acquisition options. 90

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91 Develop a launch plan. 91

Maintaining an Entrepreneurial Business

92 Apply SWOT analysis to a business. 92

93 Develop a growth plan for a business. 93

94 Develop a plan for continuous business improvement. 94

95 Innovate a product or service. 95

96 Compare cash-flow budget against actual performance. 96

97 Interpret data for updating a business strategy. 97

98 Describe procedures for maintaining regular communication with bankers, supply chain management, and other professionals. 98

99 Develop leadership and management skills. 99