

Florida Department of Education
Curriculum Framework

Program Title: Business Entrepreneurship (60)
Career Cluster: Business Management and Administration

| AS | |
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| CIP Number | 1552070308 |
| Program Type | College Credit |
| Standard Length | 60 credit hours |
| CTSO | Phi Beta Lambda, BPA |
| SOC Codes | 11-2011 – Advertising and Promotions Managers 11-2021 – Marketing Managers 11-2022 – Sales Managers |
| CTE Program Resources | http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.stml |

Purpose

The purpose of this program is to teach students the fundamentals of starting and operating a business venture while presenting entrepreneurship as a viable career option. The program will also give students an opportunity to evaluate their potential as entrepreneurs. Coursework covers all aspects of starting and operating a new venture business with emphasis on the entrepreneurial skills needed for success.

This program offers a sequence of courses that provides a coherent and rigorous content aligned with challenging academic standards and the relevant technical knowledge and skills needed to prepare for further education and a career in the Business Management and Administration career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, occupation-specific skills, and knowledge of all aspects of the Business Management and Administration career cluster.

The content includes but is not limited to entrepreneurial skills (processes, traits and behaviors associated with entrepreneurial success), ready skills (basic business knowledge and skills that are prerequisites or co-requisites for becoming a successful entrepreneur), and business functions (business activities performed by entrepreneurs in managing their business). Business Entrepreneurship Associate in Science should include the requirements specified in the statewide Articulation Manual.

Additional Information relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

Program Structure

This program is a planned sequence of instruction consisting of 60 credit hours.

Standards

After successfully completing this program, the student will be able to perform the following:

- 01.0 Describe the entrepreneurial discovery processes.
- 02.0 Develop entrepreneurial concepts.
- 03.0 Develop entrepreneurial resources.
- 04.0 Develop entrepreneurial leadership skills.
- 05.0 Develop an entrepreneurial personal assessment.
- 06.0 Develop entrepreneurial personal management skills.
- 07.0 Describe effective business concepts.
- 08.0 Apply principles of communications.
- 09.0 Analyze methods to effectively manage conflict.
- 10.0 Develop excellent computer applications skills.
- 11.0 Analyze basic economic concepts.
- 12.0 Analyze cost-profit relationships.
- 13.0 Compare economic systems.
- 14.0 Analyze characteristics and functions of money.
- 15.0 Apply accounting principles and concepts to perform accounting activities.
- 16.0 Demonstrates money management skills.
- 17.0 Describe staffing functions.
- 18.0 Define morale and motivation skills.
- 19.0 Define human resources assessment.
- 20.0 Describe and conduct business records management.
- 21.0 Design information acquisition systems.
- 22.0 Plan and develop a marketing information management system.
- 23.0 Plan and develop promotional strategies.
- 24.0 Plan and develop pricing strategies.
- 25.0 Plan and develop selling strategies.
- 26.0 Plan and develop business systems.
- 27.0 Analyze business risk.
- 28.0 Analyze and identify legal considerations.
- 29.0 Identify and develop business plan.
- 30.0 Identify and plan controlling functions.

Florida Department of Education
Student Performance Standards

Program Title: Business Entrepreneurship (60)
 CIP Number: 1552070308
 Program Length: 60 credit hours
 SOC Code(s): 11-2011, 11-2021, 11-2022

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| The AS degree requires the inclusion of a minimum of 15 credits of general education coursework according to SACS, and it must be transferable according to Rule 6A-14.030 (2), F.A.C. At the completion of this program, the student will be able to: | |
| 01.0 | Describe the entrepreneurial discovery processes – the student will be able to: |
| 01.01 | Explain the need for entrepreneurial discovery. |
| 01.02 | Discuss entrepreneurial discovery processes. |
| 01.03 | Assess global trends and opportunities. |
| 01.04 | Determine opportunities for new venture creation. |
| 01.05 | Assess opportunities for new venture creation. |
| 01.06 | Describe idea-generation methods. |
| 01.07 | Generate ideas for a new venture. |
| 01.08 | Determine feasibility of a new venture idea. |
| 02.0 | Develop entrepreneurial concepts – the student will be able to: |
| 02.01 | Describe entrepreneurial planning considerations. |
| 02.02 | Explain tools used by entrepreneurs for venture planning. |
| 02.03 | Assess the start-up requirements associated with a new venture. |
| 02.04 | Assess risks associated with a new venture. |
| 02.05 | Identify external resources useful to entrepreneurs during concept development. |
| 02.06 | Assess the need to use external resources for concept development. |
| 02.07 | Describe strategies to protect intellectual property. |

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| 02.08 | Use components of a business plan to define a venture idea. |
| 03.0 | Develop entrepreneurial resources – the student will be able to: |
| 03.01 | Distinguish between debt and equity financing for venture creation. |
| 03.02 | Describe processes used to acquire adequate financial resources for venture creation/start-up. |
| 03.03 | Select sources to finance venture creation/start-up. |
| 03.04 | Explain factors to consider in determining a venture's human-resource needs. |
| 03.05 | Describe considerations in selecting capital resources. |
| 03.06 | Discuss the acquisition of capital resources needed for the venture. |
| 03.07 | Assess the costs/benefits associated with resources. |
| 04.0 | Develop entrepreneurial leadership skills – the student will be able to: |
| 04.01 | Demonstrate honesty and integrity. |
| 04.02 | Demonstrate responsible behavior. |
| 04.03 | Demonstrate initiative. |
| 04.04 | Demonstrate ethical work habits. |
| 04.05 | Exhibit passion for goal attainment. |
| 04.06 | Recognize contributions of others and social responsibilities. |
| 04.07 | Develop team building skills and enlist others in working toward a shared vision. |
| 04.08 | Value diversity. |
| 05.0 | Develop an entrepreneurial personal assessment – the student will be able to: |
| 05.01 | Describe desirable entrepreneurial personality traits. |
| 05.02 | Determine personal biases and stereotypes. |
| 05.03 | Determine interests. |
| 05.04 | Evaluate personal capabilities. |

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| 05.05 | Conduct self-assessment to determine entrepreneurial potential. |
| 06.0 | Develop entrepreneurial personal management skills – the student will be able to: |
| 06.01 | Demonstrate interest and enthusiasm. |
| 06.02 | Practice making effective decisions. |
| 06.03 | Develop an orientation to change. |
| 06.04 | Demonstrate problem-solving skills. |
| 06.05 | Assess risks. |
| 06.06 | Assume personal responsibility for decisions. |
| 06.07 | Use time-management principles. |
| 06.08 | Identify situations when short-term ambiguity is acceptable. |
| 06.09 | Use feedback for personal growth. |
| 06.10 | Demonstrate creative management skills. |
| 06.11 | Set personal goals. |
| 07.0 | Describe effective business concepts – the student will be able to: |
| 07.01 | Explain the role of business in society. |
| 07.02 | Describe different types of businesses and activities. |
| 07.03 | Explain opportunities for creating added value. |
| 07.04 | Identify issues and trends in business. |
| 07.05 | Describe crucial elements of a quality culture with continuous quality improvement. |
| 07.06 | Describe the role of management in achieving quality. |
| 07.07 | Explain the nature of managerial ethics. |
| 07.08 | Describe the importance of ethical business practices. |
| 07.09 | Explain marketing management and its importance in a global economy. |

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| 07.10 | Describe marketing functions and related activities. |
| 07.11 | Explain the nature and scope of operations management. |
| 07.12 | Explain financial management concepts. |
| 07.13 | Describe human resource management concepts. |
| 07.14 | Explain risk management concepts. |
| 07.15 | Describe strategic management concepts. |
| 08.0 | Apply principles of communication – the student will be able to: |
| 08.01 | Explain the nature of effective communications. |
| 08.02 | Apply effective listening skills. |
| 08.03 | Demonstrate proper grammar and vocabulary usage. |
| 08.04 | Provide effective customer service using excellent communication. |
| 08.05 | Address people properly. |
| 08.06 | Make effective oral presentations. |
| 08.07 | Write proficient informational and persuasive messages. |
| 08.08 | Prepare simple and complex written reports. |
| 08.09 | Use communication technology systems (e.g., e-mail, faxes, voice mail, cell phones, etc.). |
| 09.0 | Analyze methods to effectively manage conflict – the student will be able to: |
| 09.01 | Demonstrate effective negotiation skills. |
| 09.02 | Discuss how to handle difficult customers, clients and complaints in an effective manner. |
| 09.03 | Explain the nature of organizational change and conflict. |
| 09.04 | Explain how to manage stress effectively. |
| 10.0 | Develop excellent computer applications skills – the student will be able to: |
| 10.01 | Demonstrate basic search skills on the internet. |

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| 10.02 | Evaluate the credibility of internet resources. |
| 10.03 | Demonstrate file management skills. |
| 10.04 | Operate computer-related hardware peripherals. |
| 10.05 | Explain the nature of e-commerce. |
| 10.06 | Describe the impact of the internet on business. |
| 10.07 | Discuss the process of developing a basic website. |
| 11.0 | Analyze basic economic concepts – the student will be able to: |
| 11.01 | Distinguish between economic goods and services. |
| 11.02 | Explain production factors. |
| 11.03 | Explain the concept of scarcity. |
| 11.04 | Discuss opportunity costs. |
| 11.05 | Determine forms of economic utility created by business activities. |
| 11.06 | Explain supply and demand principles. |
| 11.07 | Describe the concept of price. |
| 12.0 | Analyze cost-profit relationships – the student will be able to: |
| 12.01 | Explain productivity factors. |
| 12.02 | Describe cost/benefit analysis. |
| 12.03 | Analyze the impact of specialization and the division of labor on productivity. |
| 12.04 | Explain the impact of organized labor on business. |
| 12.05 | Explain the law of diminishing returns. |
| 12.06 | Describe the factors of economies of scale. |
| 13.0 | Compare economic systems – the student will be able to: |
| 13.01 | Explain the types of economic systems. |

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| 13.02 | Describe the relationship between government and business and the impact of government actions on business ventures. |
| 13.03 | Define private enterprise. |
| 13.04 | Assess factors affecting a business' profit. |
| 13.05 | Determine factors affecting business risk. |
| 13.06 | Explain the factors of competition. |
| 13.07 | Describe the types of market structures. |
| 13.08 | Determine the impact of small business entrepreneurship on market economies. |
| 14.0 | Analyze characteristics and functions of money – the student will be able to: |
| 14.01 | Explain the forms of financial exchange (cash, credit, debit, etc.). |
| 14.02 | Describe the functions of money (medium of exchange, unit of measure, store of value). |
| 14.03 | Describe the sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.). |
| 14.04 | Recognize types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.). |
| 14.05 | Read and interpret a pay stub. |
| 14.06 | Explain the time value of money. |
| 14.07 | Describe the costs associated with credit. |
| 14.08 | Explain legal responsibilities associated with the use of money. |
| 15.0 | Apply accounting principles and concepts to perform accounting activities – the student will be able to: |
| 15.01 | Identify and describe generally accepted accounting principles (GAAP). |
| 15.02 | Prepare projected income statement. |
| 15.03 | Estimate cash-flow needs. |
| 15.04 | Prepare projected balance sheet. |
| 15.05 | Calculate financial ratios. |
| 15.06 | Determine payroll taxes. |

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| 16.0 | Demonstrate money management skills – the student will be able to: |
| 16.01 | Establish financial goals and objectives. |
| 16.02 | Develop a budget. |
| 16.03 | Discuss and manage cash flow, accounting procedures and financial reports |
| 16.04 | Explain the nature of capital investment. |
| 16.05 | Explain factors that contribute to a positive financial standing. |
| 16.06 | Discuss procedures for managing debt. |
| 17.0 | Describe staffing functions – the student will be able to: |
| 17.01 | Determine staffing needs. |
| 17.02 | Discuss recruiting new employees. |
| 17.03 | Discuss screening methods for job applications and résumés. |
| 17.04 | Discuss job applicant interviewing practices. |
| 17.05 | Discuss new employee selection processes. |
| 17.06 | Discuss new hire compensation negotiation methods. |
| 18.0 | Define morale and motivation skills – the student will be able to: |
| 18.01 | Describe various leadership skills. |
| 18.02 | Discuss the factors in building a successful team. |
| 18.03 | Identify the value of employee recognition and rewards. |
| 18.04 | Describe how to handle employee complaints and grievances. |
| 18.05 | Analyze how to ensure equitable opportunities for employees. |
| 18.06 | Describe factors that contribute to building organizational culture. |
| 19.0 | Define human resources assessment – the student will be able to: |
| 19.01 | Describe how to assess employee morale. |

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| 19.02 | Identify methods to provide feedback on work efforts. |
| 19.03 | Identify practices in assessing employee performance. |
| 19.04 | Discuss opportunities for employee corrective action. |
| 19.05 | Identify practices in conducting exit interviews. |
| 20.0 | Describe and conduct business record management – the student will be able to: |
| 20.01 | Explain factors of effective records management. |
| 20.02 | Maintain records of financial transactions. |
| 20.03 | Record and report sales tax. |
| 20.04 | Develop a payroll record keeping system. |
| 20.05 | Plan and establish an employee records systems. |
| 20.06 | Plan and establish a customer records system. |
| 21.0 | Design information acquisition systems – the student will be able to: |
| 21.01 | Select sources of business development information. |
| 21.02 | Conduct an environmental marketing information analysis. |
| 21.03 | Analyze internal records to acquire marketing information. |
| 21.04 | Identify customer needs and frustrations. |
| 22.0 | Plan and develop a marketing information management system – the student will be able to: |
| 22.01 | Describe and identify the market concept and market identification. |
| 22.02 | Identify the role of situational analysis in the marketing-planning process. |
| 22.03 | Identify market segments. |
| 22.04 | Select and analyze target markets. |
| 22.05 | Describe marketing strategy and planning concepts. |
| 22.06 | Plan and develop a marketing budget. |

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| 22.07 | Plan and develop a marketing plan. |
| 22.08 | Analyze marketing plan performance. |
| 23.0 | Plan and develop promotional strategies – the student will be able to: |
| 23.01 | Identify the elements of the promotional mix. |
| 23.02 | Calculate advertising media costs. |
| 23.03 | Develop an advertising media plan. |
| 23.04 | Prepare a promotional plan and budget. |
| 23.05 | Write a news release. |
| 23.06 | Discuss sales-promotion opportunities. |
| 23.07 | Evaluate the effectiveness of advertising. |
| 24.0 | Plan and develop pricing strategies – the student will be able to: |
| 24.01 | Calculate breakeven points. |
| 24.02 | Explain factors affecting pricing decisions. |
| 24.03 | Establish pricing objectives and select pricing strategies. |
| 24.04 | Set and adjust prices to maximize profitability. |
| 25.0 | Plan and develop selling strategies – the student will be able to: |
| 25.01 | Acquire and analyze product information. |
| 25.02 | Define product features and benefits. |
| 25.03 | Prepare sales presentation. |
| 25.04 | Determine customer or client needs. |
| 25.05 | Identify customer's buying motives. |
| 25.06 | Differentiate between consumer and organizational buying behavior. |
| 25.07 | Plan and develop sales strategies to achieve sales quotas. |

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| 25.08 | Analyze sales reports. |
| 25.09 | Describe staff training to support sales efforts. |
| 25.10 | Analyze technology to support sales function. |
| 26.0 | Plan and develop business systems – the student will be able to: |
| 26.01 | Plan equipment and systems needs. |
| 26.02 | Formulate operating procedures. |
| 26.03 | Develop and analyze business processes and procedures. |
| 27.0 | Analyze business risk – the student will be able to: |
| 27.01 | Describe types of business risk. |
| 27.02 | Identify ways small businesses protect themselves against loss. |
| 27.03 | Identify control and loss prevention methods. |
| 27.04 | Formulate a plan to establish and protect customer and employee confidentiality. |
| 27.05 | Determine business liabilities. |
| 27.06 | Explain ways to manage and transfer risk. |
| 27.07 | Identify opportunities to obtain insurance coverage. |
| 27.08 | Develop strategies to protect electronic information and communication. |
| 27.09 | Plan and develop security policies and procedures. |
| 27.10 | Identify methods to protect assets from creditors. |
| 28.0 | Analyze and identify legal considerations – the student will be able to: |
| 28.01 | Research and identify legal issues affecting small businesses, including contracts, negotiable instruments and privacy issues. |
| 28.02 | Describe how to protect intellectual property rights. |
| 28.03 | Identify various forms of business ownership. |
| 28.04 | Identify IRS business reporting requirements. |

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| 28.05 | Identify and plan strategies to implement federal and state workplace regulations (including OSHA, ADA.). |
| 29.0 | Identify and develop business plan – the student will be able to: |
| 29.01 | Formulate a SWOT analysis and evaluate a project’s strengths, weaknesses, opportunities, and threats. |
| 29.02 | Conduct a competitive analysis. |
| 29.03 | Evaluate business acquisition options. |
| 29.04 | Develop company goals and objectives. |
| 29.05 | Develop a business mission. |
| 29.06 | Forecast income and sales. |
| 29.07 | Conduct a break-even analysis. |
| 29.08 | Develop action and business plans. |
| 30.0 | Identify and plan controlling functions – the student will be able to: |
| 30.01 | Describe how to use budgets to control operations. |
| 30.02 | Develop expense-control plans. |
| 30.03 | Interpret financial statements and analyze cash-flow patterns. |
| 30.04 | Analyze operating results in relation to budget and market factors and track performance of business plan. |

Additional Information

Laboratory Activities

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

Instruction and learning activities are provided in a laboratory setting to integrate theory and practice. These activities include the integration and use of business planning, financial planning, small business accounting, and business strategic planning software applications. Students will be provided access to computers and appropriate software to enhance hands-on experiences. Students can also expect to be assigned additional hours of contact with small business incubators and cooperative education activities with local businesses.

Career and Technical Student Organization (CTSO)

Phi Beta Lambda and Business Professionals of America (BPA) are the intercurricular career and technical student organizations providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

Accommodations

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

Certificate Programs

A College Credit Certificate consists of a program of instruction of less than sixty (60) credits of college-level courses, which is part of an AS or AAS degree program and prepares students for entry into employment (Rule 6A-14.030, F.A.C.). This AS degree program includes the following College Credit Certificates:

Business Entrepreneurship (0552070308) – 12 credit hours
Entrepreneurship Operations (0552070309) – 25 credit hours

Standards for the above certificate programs are contained in separate curriculum frameworks.

Additional Resources

For additional information regarding articulation agreements, Bright Futures Scholarships, Fine Arts/Practical Arts Credit and Equivalent Mathematics and Equally Rigorous Science Courses please refer to:

<http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.stml>.