

**Career and Technical Education (CTE)
Adapted CTE Course Blueprint
of
Essential Standards and Indicators**

**Business, Finance, and Information Technology Education
Marketing and Entrepreneurship Education**

ME12 Entrepreneurship II

Public Schools of North Carolina
State Board of Education □ Department of Public Instruction
Academic Services and Instructional Support
Division of Career and Technical Education
Delores P. Ali, Project Director

Raleigh, North Carolina

Summer 2012, Version 2

Contact MarketingEducation@dpi.nc.gov for more information.

This Adapted CTE Course Blueprint has been reviewed by business and industry representatives for technical content and appropriateness for the industry.

**Adapted CTE Course Blueprint Essential Standards for
ME12 Entrepreneurship II
(Hours of instruction: 135-180)**

| Essential Std # | Units, Essential Standards, and Indicators (The Learner will be able to:) | Course Weight | RBT Designation |
|-----------------|---|---------------|-----------------|
| | Total Course Weight | 100% | |
| A | STRATEGIC MARKETING, ENTREPRENEURSHIP, INFORMATION MANAGEMENT, ECONOMICS, PROMOTION, CHANNEL MANAGEMENT, PRICING AND HUMAN RESOURCES | 50% | |
| 1.00 | Understand strategic marketing, entrepreneurship, information management and economics for continuing developing a small business. | 16% | B2 |
| | 1.01 Utilize planning tools to guide organization's/department's activities. (SM:007), (SM:011) | 3 | |
| | 1.02 Develop concept for new business venture to evaluate its success potential. (EN:012) | 2 | |
| | 1.03 Maintain business records to facilitate business operations. (NF:001) | 2 | |
| | 1.04 Analyze marketing information to make informed marketing decisions. (IM:363) | 2 | |
| | 1.05 Acquire knowledge of the impact of government on business activities to make informed economic decisions. (EC:072) | 2 | |
| | 1.06 Understand economic indicators to recognize economic trends and conditions. (EC:083), (EC:084), (EC:018) | 3 | |
| | 1.07 Determine global trade's impact on business decision-making. (EC:066) | 2 | |
| | | | |
| 2.00 | Understand information management, promotion, channel management and pricing for continuing developing a small business. | 17% | B2 |
| | 2.01 Analyze marketing information to make informed marketing decisions. (IM:302) | 2 | |
| | 2.02 Position product/service to acquire desired business image. (PM:021), (PM:228), (PM:214), (PM:246), (PM:206) | 5 | |
| | 2.03 Analyze marketing information to make informed marketing decisions. (IM:350) | 2 | |
| | 2.04 Develop channel-management strategies (CM:014) | 2 | |
| | 2.05 Employ pricing strategies to determine optimal prices. (PI:044), (PI:020), (PI:021), (PI:022), (PI:005), (PI:023) | 6 | |

| Essential Std # | Units, Essential Standards, and Indicators (The Learner will be able to:) | Course Weight | RBT Designation |
|-----------------|--|---------------|-----------------|
| 3.00 | Understand strategic management, entrepreneurship, human resources and information management for continuing developing a small business. | 17% | B2 |
| | 3.01 Utilize planning tools to guide organization's/department's activities. (MN:042) | 2 | |
| | 3.02 Determine needed resources for a new business venture to contribute to its start-up viability. (EN:018) | 2 | |
| | 3.03 Understand human resources management models to demonstrate knowledge of their nature and scope. (HR:415) | 2 | |
| | 3.04 Plan talent-acquisition activities to guide human resources management decision-making. (HR:416) | 2 | |
| | 3.05 Staff a business unit to satisfy work demands while adhering to budget constraints. (HR:353) | 2 | |
| | 3.06 Plan talent-acquisition activities to guide human resources management decision-making. (HR:495) | 2 | |
| | 3.07 Determine needed resources for a new business venture to contribute to its start-up viability. (EN:020) | 2 | |
| | 3.08 Utilize information-technology tools to manage and perform work responsibilities. (NF:091), (NF:012) | 3 | |
| | | | |
| B | OPERATION, ENTREPRENEURSHIP, FINANCIAL ANALYSIS, STRATEGIC MARKETING, COMMUNICATION, EMOTIONAL INTELLIGENCE, AND MARKETING | 50% | |
| 4.00 | Understand operation, entrepreneurship and financial analysis for continuing developing a small business. | 23% | B2 |
| | 4.01 Implement purchasing activities to obtain business supplies, equipment, and services. (OP:161) | 2 | |
| | 4.02 Determine needed resources for a new business venture to contribute to its start-up viability. (EN:021) | 2 | |
| | 4.03 Actualize new business venture to generate profit and/or meet objectives. (EN:022) | 2 | |
| | 4.04 Implement financial skills to obtain business credit and to control its use. (FI:023), (FI:036), (FI:043), (FI:041), (FI:031) | 5 | |
| | 4.05 Implement accounting procedures to track money flow and to determine financial status. (FI:094) | 2 | |
| | 4.06 Conduct profit planning to forecast business profit. (FI:510) | 2 | |
| | 4.07 Implement accounting procedures to track money flow and to determine financial status. (FI:091) | 2 | |
| | 4.08 Conduct profit planning to forecast business profit. (FI:602) | 2 | |
| | 4.09 Implement accounting procedures to track money flow and to determine financial status. (FI:093) | 2 | |
| | 4.10 Conduct profit planning to forecast business profit. (FI:511) | 2 | |

| Essential Std # | Units, Essential Standards, and Indicators (The Learner will be able to:) | Course Weight | RBT Designation |
|-----------------|--|---------------|-----------------|
| 5.00 | Understand strategic marketing, communication, emotional intelligence, financial analysis, operation, and marketing for continuing developing a small business. | 27% | B2 |
| | 5.01 Utilize planning tools to guide organization's/department's activities. (SM:027), (SM:012) | 3 | |
| | 5.02 Write internal and external business correspondence to convey and obtain information effectively. (CO:091) | 2 | |
| | 5.03 Utilize planning tools to guide organization's/department's activities (SM:013) | 4 | |
| | 5.04 Use communication skills to influence others. (EI:093) | 2 | |
| | 5.05 Implement financial skills to obtain business credit and to control its use. (FI:039), (FI:034), (FI:033) | 3 | |
| | 5.06 Use communication skills to influence others. (EI:012), (EI:062) | 3 | |
| | 5.07 Implement expense-control strategies to enhance a business's financial wellbeing. (OP:028) | 2 | |
| | 5.08 Identify potential business threats and opportunities to protect a business's financial well-being. (FI:084), (FI:082) | 3 | |
| | 5.09 Implement quality-control processes to minimize errors and to expedite workflow. (OP:019), (OP:020) | 3 | |
| | 5.10 Understand company's unique selling proposition to recognize what sets the company apart from its competitors. (MK:021) | 2 | |