# 2-Credit Accelerated Entrepreneurship Program of Study

## High School Courses

### Grade 11

<table>
<thead>
<tr>
<th>Instructional Area</th>
<th>BUSINESS LAW</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Performance Element</strong></td>
<td>Acquire foundational knowledge of business laws and regulations to understand their nature and scope.</td>
</tr>
<tr>
<td><strong>Performance Indicators</strong></td>
<td>Describe legal issues affecting businesses (BL:001) (SP)</td>
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<table>
<thead>
<tr>
<th>Instructional Area</th>
<th>CUSTOMER RELATIONS</th>
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</thead>
<tbody>
<tr>
<td><strong>Performance Element</strong></td>
<td>Foster positive relationships with customers to enhance company image.</td>
</tr>
<tr>
<td><strong>Performance Indicators</strong></td>
<td>Explain the nature of positive customer relations (CR:003, CR LAP 1) (CS)</td>
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<table>
<thead>
<tr>
<th>Instructional Area</th>
<th>ECONOMICS</th>
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</thead>
<tbody>
<tr>
<td><strong>Performance Element</strong></td>
<td>Understand fundamental economic concepts to obtain a foundation for employment in business.</td>
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<tr>
<td><strong>Performance Indicators</strong></td>
<td>Distinguish between economic goods and services (EC:002, EC LAP 10) (CS)</td>
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<td>Explain the concept of economic resources (EC:003, EC LAP 14) (CS)</td>
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<td>Describe the concepts of economics and economic activities (EC:001, EC LAP 6) (CS)</td>
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<td>Determine economic utilities created by business and marketing activities (EC:004, EC LAP 13) (CS)</td>
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<td>Explain the principles of supply and demand (EC:005, EC LAP 11) (CS)</td>
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<td>Describe the functions of prices in markets (EC:006, EC LAP 12) (CS)</td>
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<table>
<thead>
<tr>
<th>Instructional Area</th>
<th>ECONOMICS (cont’d)</th>
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</thead>
<tbody>
<tr>
<td><strong>Performance Element</strong></td>
<td>Understand economic systems to be able to recognize the environments in which businesses function.</td>
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<tr>
<td><strong>Performance Indicators</strong></td>
<td>Explain the types of economic systems (EC:007, EC LAP 17) (CS)</td>
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<td>Explain the concept of private enterprise (EC:009, EC LAP 15) (CS)</td>
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<td>Identify factors affecting a business’s profit (EC:010, EC LAP 2) (CS)</td>
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<td>Determine factors affecting business risk (EC:011, EC LAP 3) (CS)</td>
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</tbody>
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Explain the concept of competition (EC:012, EC LAP 8) (CS)
Identify the impact of small business/entrepreneurship on market economies (EC:065) (CS)

Performance Element
Understand the nature of business to show its contributions to society.

Performance Indicators
Explain the role of business in society (EC:070, EC LAP 20) (CS)
Describe types of business activities (EC:071, EC LAP 19) (CS)
Explain the organizational design of businesses (EC:103, EC LAP 23) (SP)
Discuss the global environment in which businesses operate (EC:104, EC LAP 22) (SP)
Describe factors that affect the business environment (EC:105, EC LAP 26) (SP)
Explain the nature of business ethics (EC:106, EC LAP 21) (SP)
Explain how organizations adapt to today’s markets (EC:107, EC LAP 25) (SP)

Performance Element
Acquire knowledge of the impact of government on business activities to make informed economic decisions.

Performance Indicators
Determine the relationship between government and business (EC:008, EC LAP 16) (CS)
Describe the nature of taxes (EC:072) (SP)

Performance Element
Analyze cost/profit relationships to guide business decision-making.

Performance Indicators
Explain the concept of productivity (EC:013, EC LAP 18) (CS)

Instructional Area
ENTREPRENEURSHIP

Performance Element
Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures/products.

Performance Indicators
Explain the need for entrepreneurial discovery (EN:001) (ON)
Discuss entrepreneurial discovery processes (EN:002) (ON)
Assess global trends and opportunities for business ventures/products (EN:003) (ON)
Determine opportunities for venture/product creation (EN:004) (ON)
Assess opportunities for venture/product creation (EN:005) (ON)
Generate venture/product ideas (EN:006) (ON)
Determine feasibility of venture/product ideas (EN:038) (ON)

Instructional Area
FINANCIAL ANALYSIS

Performance Element
Acquire a foundational knowledge of accounting to understand its nature and scope.

Performance Indicators
Describe the need for financial information (FI:579) (CS)
Explain the concept of accounting (FI:085, FI LAP 5) (CS)
### Performance Element

**Acquire a foundational knowledge of finance to understand its nature and scope.**

**Explain the role of finance in business (FI:354, FI LAP 7) (CS)**

### Instructional Area

**HUMAN RESOURCES MANAGEMENT**

**Understand the role and function of human resources management to obtain a foundational understanding of its nature and scope.**

**Discuss the nature of human resources management (HR:410, HR LAP 35) (CS)**

### Information Management

**Acquire a foundational knowledge of information management to understand its nature and scope.**

**Discuss the nature of information management (NF:110, NF LAP 3) (CS)**

**Acquire information to guide business decision-making.**

**Identify sources of business start-up information (MN:187) (SP)**

**Conduct an environmental scan to obtain business information (NF:015, NF LAP 2) (SP)**

### Marketing

**Understand marketing’s role and function in business to facilitate economic exchanges with customers.**

**Explain marketing and its importance in a global economy (MK:001, MK LAP 4) (CS)**

### Operations

**Understand operations’ role and function in business to value its contributions to a company.**

**Explain the nature of operations (OP:189, OP LAP 3) (CS)**
## Performance Element
Implement purchasing activities to obtain business supplies, equipment and services.

**Performance Indicators**
- Explain the nature and scope of purchasing (OP:015, OP LAP 2) (CS)

## Performance Element
Understand production’s role and function in business to recognize its need in an organization.

**Performance Indicators**
- Explain the concept of production (OP:017, OP LAP 4) (CS)

## Performance Element
Implement expense-control strategies to enhance a business's financial wellbeing.

**Performance Indicators**
- Explain the nature of overhead/operating costs (OP:024) (SP)

### Instructional Area
**PROFESSIONAL DEVELOPMENT**

**Performance Element**
Participate in career-planning to enhance job-success potential.

**Performance Indicators**
- Explain career opportunities in entrepreneurship (PD:066, PD LAP 4) (CS)
- Conduct self-assessment to determine entrepreneurial potential (PD:067) (CS)

### Instructional Area
**STRATEGIC MANAGEMENT**

**Performance Element**
Recognize management’s role to understand its contribution to business success.

**Performance Indicators**
- Explain the concept of management (SM:001, SM LAP 3) (CS)
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Instructional Area: CHANNEL MANAGEMENT

Performance Element: Acquire foundational knowledge of channel management to understand its role in marketing.

Performance Indicators:
- Explain the nature and scope of channel management (CM:001, CM LAP 2) (CS)
- Explain the nature of channels of distribution (CM:003, CM LAP 1) (CS)

Performance Element: Manage channel activities to minimize costs and to determine distribution strategies.

Performance Indicators:
- Select channels of distribution (CM:010) (MN)

Instructional Area: MARKET PLANNING

Performance Element: Develop marketing strategies to guide marketing tactics.

Performance Indicators:
- Explain the concept of marketing strategies (MP:001, MP LAP 2) (CS)

Performance Element: Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

Performance Indicators:
- Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI) (CS)
- Explain the concept of market and market identification (MP:003, MP LAP 3) (CS)
- Identify market segments (MP:004) (MN)
- Select target market (MP:005) (MN)

Instructional Area: PRODUCT/SERVICE MANAGEMENT

Performance Element: Acquire a foundational knowledge of product/service management to understand its nature and scope.

Performance Indicators:
- Explain the nature and scope of the product/service management function (PM:001, PM LAP 17) (SP)

Performance Element: Generate venture/product ideas to contribute to ongoing business success.

Performance Indicators:
- Identify methods/techniques to generate a venture/product idea (PM:127, PM LAP 11) (SP)
### PRODUCT/SERVICE MANAGEMENT (cont’d)

**Performance Element**

Employ product-mix strategies to meet customer expectations.

**Performance Indicators**

- Explain the concept of product mix (PM:003, PM LAP 3) (SP)
- Identify product to fill customer need (PM:130) (MN)
- Plan product mix (PM:006) (MN)

**Performance Element**

Position venture/product to acquire desired business image.

**Performance Indicators**

- Choose venture/product name (PM:131) (ON)

### PROMOTION

**Performance Element**

Acquire a foundational knowledge of promotion to understand its nature and scope.

**Performance Indicators**

- Explain the role of promotion as a marketing function (PR:001, PR LAP 2) (CS)
- Explain the types of promotion (PR:002, PR LAP 4) (CS)
- Identify the elements of the promotional mix (PR:003, PR LAP 1) (SP)

**Performance Element**

Understand promotional channels used to communicate with targeted audiences.

**Performance Indicators**

- Explain types of advertising media (PR:007, PR LAP 3) (SP)

**Performance Element**

Manage promotional activities to maximize return on promotional investments.

**Performance Indicators**

- Develop promotional plan for a business (PR:097) (MN)
Grade 12

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<thead>
<tr>
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<tbody>
<tr>
<td>Performance Element</td>
<td>Determine global trade’s impact on business decision-making.</td>
</tr>
<tr>
<td>Performance Indicators</td>
<td>Describe small-business opportunities in international trade (EC:066) (SP)</td>
</tr>
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<tr>
<th>Instructional Area</th>
<th>ENTREPRENEURSHIP</th>
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<tbody>
<tr>
<td>Performance Element</td>
<td>Develop concept for new business venture to evaluate its success potential.</td>
</tr>
<tr>
<td>Performance Indicators</td>
<td>Describe entrepreneurial planning considerations (EN:007) (ON)</td>
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<td>Explain tools used by entrepreneurs for venture planning (EN:008) (ON)</td>
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<td></td>
<td>Assess start-up requirements (EN:009) (ON)</td>
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<tr>
<td></td>
<td>Assess risks associated with venture (EN:010) (ON)</td>
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<td></td>
<td>Describe external resources useful to entrepreneurs during concept development (EN:011) (ON)</td>
</tr>
<tr>
<td></td>
<td>Assess the need to use external resources for concept development (EN:012) (ON)</td>
</tr>
</tbody>
</table>

| Performance Element | Determine needed resources for a new business venture to contribute to its start-up viability. |
| Performance Indicators | Select sources to finance venture creation/start-up (EN:016) (ON) |
| | Explain factors to consider in determining a venture’s human-resources needs (EN:017) (ON) |
| | Explain considerations in making the decision to hire staff (EN:018) (ON) |
| | Describe considerations in selecting capital resources (EN:019) (ON) |
| | Identify capital resources needed for the venture (EN:010) (ON) |
| | Assess the costs/benefits associated with resources (EN:012) (ON) |
### Instructional Area: FINANCIAL ANALYSIS

**Performance Element:** Identify potential business threats and opportunities to protect a business’s financial well-being.

**Performance Indicators:**
- Explain the nature of risk management (FI:084, FI LAP 8) (SP)

**Performance Element:** Implement accounting procedures to track money flow and to determine financial status.

**Performance Indicators:**
- Describe the nature of cash flow statements (FI:091, FI LAP 6) (SP)
- Explain the nature of balance sheets (FI:093) (SP)
- Describe the nature of income statements (FI:094, FI LAP 4) (SP)

**Performance Element:** Conduct profit planning to forecast business profit.

**Performance Indicators:**
- Prepare a pro forma cash flow statement (MN)
- Prepare a pro forma balance sheet (FI:511) (MN)
- Develop a pro forma income statement (FI:510) (MN)

**Performance Element:** Implement financial skills to obtain business credit and to control its use.

**Performance Indicators:**
- Explain the purposes and importance of obtaining business credit (FI:023) (ON)
- Determine financing needed for business operations (FI:043) (ON)
- Identify risks associated with obtaining business credit (FI:041) (ON)
- Explain sources of financial assistance (FI:031) (ON)
- Develop critical banking relationships (FI:039) (ON)
- Explain loan evaluation criteria used by lending institutions (FI:034) (ON)
- Complete loan application package (FI:033) (ON)

### Instructional Area: INFORMATION MANAGEMENT

**Performance Element:** Maintain business records to facilitate business operations.

**Performance Indicators:**
- Describe the nature of business records (NF:001, NF LAP 1) (SP)
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Instructional Area

STRATEGIC MANAGEMENT

Performance Element

Utilize planning tools to guide organization's/department's activities.

Performance Indicators

- Explain the nature of business plans (SM:007, SM LAP 1) (MN)
- Develop company goals/objectives (SM:008) (ON)
- Define business mission (SM:009) (ON)
- Develop a personnel organizational plan (MN:042) (MN)
- Explain external planning considerations (SM:011) (MN)
- Identify and benchmark key performance indicators (e.g., dashboards, scorecards, etc.) (SM:027) (MN)
- Develop action plans (SM:012) (ON)
- Develop business plan (SM:013, SM LAP 2) (ON)

MARKETING-INFORMATION MANAGEMENT

Performance Element

Analyze marketing information to make informed marketing decisions.

Performance Indicators

- Identify industry/economic trends that will impact business activities (IM:363) (MN)
- Analyze market needs and opportunities (IM:302) (MN)
- Estimate market share (IM:350) (MN)

MARKET PLANNING

Performance Element

Employ marketing-information to develop a marketing plan.

Performance Indicators

- Explain the nature of marketing plans (MP:007, MP LAP 1) (SP)
- Explain the role of situation analysis in the marketing planning process (MP:008) (SP)
- Conduct market analysis (market size, area, potential, etc.) (MP:009) (MN)
- Conduct SWOT analysis for use in the marketing planning process (MP:010, IM LAP 8) (MN)
- Conduct competitive analysis (MP:012) (MN)
- Forecast sales for marketing plan (MP:014) (MN)
- Set marketing goals and objectives (MP:015) (MN)
- Select marketing metrics (MP:016) (MN)
- Set marketing budget (MP:017) (MN)
- Develop marketing plan (MP:018) (MN)
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Instructional Area

PRICING

Performance Element
Develop a foundational knowledge of pricing to understand its role in marketing.

Performance Indicators
Explain the nature and scope of the pricing function (PI:001, PI LAP 2) (SP)
Explain factors affecting pricing decisions (PI:002, PI LAP 3) (SP)

Performance Element
Employ pricing strategies to determine optimal prices.

Performance Indicators
Determine cost of product (breakeven, ROI, markup) (PI:019) (MN)
Calculate break-even point (PI:006, PI LAP 4) (MN)
Set prices (PI:007) (MN)

Instructional Area

PRODUCT/SERVICE MANAGEMENT

Performance Element
Employ product-mix strategies to meet customer expectations.

Performance Indicators
Determine services to provide customers (PM:036) (MN)

Performance Element
Position venture/product to acquire desired business image.

Performance Indicators
Describe factors used by marketers to position ventures/products (PM:042) (SP)
Explain the nature of product/service branding (PM:021, PM LAP 6) (SP)
Develop positioning concept for a new product idea (PM:228) (SP)
Communicate core values of product/service (PM:214) (SP)
Identify product’s/service’s competitive advantage (PM:246) (SP)
Identify company’s unique selling proposition (PM:272, PM LAP 16) (MN)
Develop strategies to position products/services (PM:043) (MN)
Select business location (PM:132) (ON)

Performance Element
Position company to acquire desired business image.

Performance Indicators
Explain the nature of corporate branding (PM:206) (SP)
Develop strategies to position corporate brands (PM:208) (MN)

Performance Element
Plan product/service management activities to facilitate product development.

Performance Indicators
Create a product/brand plan (PM:218) (MN)