

Entrepreneurship

The study of entrepreneurship can be defined and approached in many different ways. We view entrepreneurship as an advanced curriculum—not as an exploratory program. Our approach to entrepreneurship incorporates ideation, business planning, and business operations. Examples of skills students acquire include the ability to recognize opportunities and to act on them, determination of needs, identification of markets, use of marketing research, identification of sources of capital, and management skills.

Because entrepreneurship is an option in any business career, we believe that curriculum for entrepreneurship needs to be integrated within all four business-related clusters. Therefore, MBA Research addresses entrepreneurial skills in the [Business Administration Core](#). Here, you will find a Standard specifically for Entrepreneurship as well as Performance Indicators at the Owner curriculum planning level that address small-business management skills. These performance indicators can be used to develop an entrepreneurship program of study.

Additionally, we recognize that there is knowledge associated with owning a certain type of business, such as an ad agency or an accounting firm. We address these skills and knowledge in the Cluster Cores and, more specifically, in the various Pathways through the Owner curriculum planning level performance indicators. The addition of these performance indicators to an entrepreneurship program of study will result in a more specialized entrepreneurship program of study. You can find these identified standards and performance indicators compiled in the document: [*Entrepreneurship and Small Business Management*](#).