

NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

Business, Finance, and Marketing Education

Grade: Grade 9 - 12

Course: Entrepreneurship I Updated

NCCTE.2020.ME11 - Entrepreneurship I

NCCTE.2020.ME11.01.00 - Understand entrepreneurship, entrepreneurship discoveries, the entrepreneurial mindset, and business ethics in entrepreneurship.

NCCTE.2020.ME11.01.01 - Describe the nature of entrepreneurship (SP).

NCCTE.2020.ME11.01.02 - Explain career opportunities in entrepreneurship (CS).

NCCTE.2020.ME11.01.03 - Conduct self-assessment to determine entrepreneurial potential (CS).

NCCTE.2020.ME11.01.04 - Explain the nature of business ethics (SP).

NCCTE.2020.ME11.01.05 - Explain types of business ownership (CS).

NCCTE.2020.ME11.02.00 - Understand design thinking, the Lean Canvas Business Model, and feasibility of venture ideas.

NCCTE.2020.ME11.02.01 - Describe the design thinking process.

NCCTE.2020.ME11.02.02 - Determine the relationship between government and business (CS).

NCCTE.2020.ME11.02.03 - Conduct an environmental scan to obtain business information (SP).

NCCTE.2020.ME11.02.04 - Determine feasibility of venture ideas.

NCCTE.2020.ME11.02.05 - Understand Lean Canvas Business Model (LCBM).

NCCTE.2020.ME11.03.00 - Understand marketing strategies, unique value proposition, competitive advantage, and customer segments.

NCCTE.2020.ME11.03.01 - Explain the concept of marketing strategies (CS).

NCCTE.2020.ME11.03.02 - Identify company's unique value/selling proposition (MN).

NCCTE.2020.ME11.03.03 - Explain the concept of market and market identification (CS).

NCCTE.2020.ME11.04.00 - Understand channels of distribution and cost structure.

NCCTE.2020.ME11.04.01 - Explain the nature of channels of distribution (CS).

NCCTE.2020.ME11.04.02 - Explain the nature and scope of purchasing (CS).

NCCTE.2020.ME11.04.03 - Explain the concept of supply chain (CS).

NCCTE.2020.ME11.04.04 - Explain the nature of overhead/operating costs (SP).

NCCTE.2020.ME11.04.05 - Explain the concept of production (CS).

NCCTE.2020.ME11.05.00 - Understand pricing, revenue streams, and key metrics.

NCCTE.2020.ME11.05.01 - Explain the nature and scope of the pricing function (SP).

NCCTE.2020.ME11.05.02 - Explain the nature of sales forecasts (SP).

NCCTE.2020.ME11.05.03 - Determine Revenue Streams.

NCCTE.2020.ME11.05.04 - Identify key metrics.

