

# NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

## Business, Finance, and Marketing Education

Grade: Grade 9 - 12

Course: Entrepreneurship II **Updated**

**NCCTE.2020.ME12** - Entrepreneurship II

**NCCTE.2020.ME12.01.00** - Understand business planning, business ethics, resources, and risks.

**NCCTE.2020.ME12.01.01** - Explain the nature of business plans (MN).

**NCCTE.2020.ME12.01.02** - Describe the use of business ethics in entrepreneurship (SP).

**NCCTE.2020.ME12.01.03** - Describe external resources useful to entrepreneurs during concept development (ON).

**NCCTE.2020.ME12.01.04** - Develop an organizational plan for human resources (MN).

**NCCTE.2020.ME12.01.05** - Develop company's management plan (ON).

**NCCTE.2020.ME12.01.06** - Explain the nature of risk management (SP).

**NCCTE.2020.ME12.02.00** - Understand costs of starting up and running a business.

**NCCTE.2020.ME12.02.01** - Assess start-up requirements.

**NCCTE.2020.ME12.02.02** - Explain the nature of overhead/operating costs (SP).

**NCCTE.2020.ME12.02.03** - Determine cost of product (breakeven, ROI, markup) (MN).

**NCCTE.2020.ME12.02.04** - Calculate break-even point (MN).

**NCCTE.2020.ME12.03.00** - Understand the impact of product, place, promotion, and pricing.

**NCCTE.2020.ME12.03.01** - Plan product mix (MN).

**NCCTE.2020.ME12.03.02** - Determine services to provide customers (MN).

**NCCTE.2020.ME12.03.03** - Build product/service brand (MN).

**NCCTE.2020.ME12.03.04** - Identify company's unique value/selling proposition (MN).

**NCCTE.2020.ME12.03.05** - Select channels of distribution (MN).

**NCCTE.2020.ME12.03.06** - Develop promotional plan for a business (MN).

**NCCTE.2020.ME12.03.07** - Set prices (MN).

**NCCTE.2020.ME12.04.00** - Understand marketing information to conduct analysis, identify market segments, and plan marketing activities.

**NCCTE.2020.ME12.04.01** - Conduct market analysis (market size, area, potential, etc.) (MN).

**NCCTE.2020.ME12.04.02** - Conduct competitive analysis (MN).

**NCCTE.2020.ME12.04.03** - Identify market segments and select target market (MN).

**NCCTE.2020.ME12.04.04** - Conduct Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis for use in the marketing planning process (MN).

**NCCTE.2020.ME12.04.05** - Forecast sales for marketing plan (MN).

**NCCTE.2020.ME12.04.06** - Develop marketing plan (MN).

**NCCTE.2020.ME12.05.00** - Implement accounting procedures to track money flow and to determine financial status.

**NCCTE.2020.ME12.05.01** - Describe the nature of income statements (SP).

**NCCTE.2020.ME12.05.02** - Describe the nature of cash flow statements (SP).



## **NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS**

**NCCTE.2020.ME12.05.03** - Explain the nature of balance sheets (SP).

