

## ME 11 Entrepreneurship 1 Blueprint

| Course Number and Title   |  |               |
|---|--|---------------|
| Objective #   | Essential Standards and Objective/Indicator Statements<br>(The learner will be able to:)   | Course Weight |
|   | Total Course Weight  | 100%          |
| 1.00  | Understand entrepreneurship, entrepreneurship discoveries, the entrepreneurial mindset, and business ethics in entrepreneurship. | 10%           |
| 1.01  | Describe the nature of entrepreneurship (SP).  |               |
| 1.02  | Explain career opportunities in entrepreneurship (CS).   |               |
| 1.03  | Conduct self-assessment to determine entrepreneurial potential (CS).   |               |
| 1.04  | Explain the nature of business ethics (SP).  |               |
| 1.05  | Explain types of business ownership (CS).  |               |
| 2.00  | Understand design thinking, the Lean Canvas Business Model, and feasibility of venture ideas.                                    | 25%           |
| 2.01  | Describe the design thinking process.  |               |
| 2.02  | Determine the relationship between government and business (CS).   |               |
| 2.03  | Conduct an environmental scan to obtain business information (SP).   |               |
| 2.04  | Determine feasibility of venture ideas.  |               |
| 2.05  | Understand Lean Canvas Business Model (LCBM).  |               |
| 3.00  | Understand marketing strategies, unique value proposition, competitive advantage, and customer segments.                         | 25%           |
| 3.01  | Explain the concept of marketing strategies (CS).  |               |
| 3.02  | Identify company's unique value/selling proposition (MN).  |               |
| 3.03  | Explain the concept of market and market identification (CS).  |               |
| 4.00  | Understand channels of distribution and cost structure.  | 20%           |
| 4.01  | Explain the nature of channels of distribution (CS).   |               |
| 4.02  | Explain the nature and scope of purchasing (CS).   |               |
| 4.03  | Explain the concept of supply chain (CS).  |               |
| 4.04  | Explain the nature of overhead/operating costs (SP).   |               |
| 4.05  | Explain the concept of production (CS).  |               |
| 5.00  | Understand pricing, revenue streams, and key metrics.  | 20%           |
| 5.01  | Explain the nature and scope of the pricing function (SP).   |               |
| 5.02  | Explain the nature of sales forecasts (SP).  |               |
| 5.03  | Determine Revenue Streams.   |               |
| 5.04  | Identify key metrics.  |               |
| <p><i>Career and Technical Student Organizations (CTSO) are an integral part of this curriculum. CTSOs are strategies used to teach course content, develop leadership, citizenship, responsibility, and proficiencies related to workplace needs.</i></p>  |  |               |
| <p><i>Career and Technical Education conducts all activities and procedures without regard to race, color, creed, national origin, gender, or disability. The responsibility to adhere to safety standards and best professional practices is the duty of the practitioners, teachers, students, and/or others who apply the contents of this document.</i></p> |  |               |