

Idaho PTE Business Education Course w/Essential Learning Outcomes

Course Title

BUSINESS OWNERSHIP/ENTREPRENEURSHIP

SDPTE Course ID

BE 0600 (ME 0600)

IBED

IBED 12053

A course designed for students to expand their knowledge of business/marketing principles related to ownership and management of a business, traits and characteristics of successful entrepreneurs, and strategies of business management and marketing. The development of a business plan related to the students' area of entrepreneurial interest is a course objective. (Must be taught by a Marketing endorsed instructor to be part of the Marketing Program sequence.)

Term

Semester/Trimester

Preq

Mrkt Econ or Bus Mgmt

Notes:

Career Development CDev_1: Demonstrate Knowledge of Self-Awareness

- CDev_1.1 Assess personal skills, abilities, and aptitudes as they relate to career exploration and development.
- CDev_1.2 Assess personal strengths and weaknesses as they relate to career exploration and development.

Career Development CDev_2: Demonstrate Knowledge of Career Research

- CDev_2.1 Utilize career resources to develop a knowledge base of career information.
- CDev_2.3 Demonstrate an understanding of career opportunities at an international level.

Career Development CDev_3: Demonstrate Knowledge of Workplace Expectations

- CDev_3.1 Relate work ethic to career development.

Entrepreneurship Entr_1: Demonstrate Knowledge of Entrepreneurship Characteristics

- Entr_1.1 Identify unique characteristics of an entrepreneur and evaluate the degree to which one possesses those characteristics.
- Entr_1.2 Characterize the role of an entrepreneur in business.
- Entr_1.3 Analyze potential business opportunities in relation to personal preferences, financial worthiness, and perceived risk.
- Entr_1.4 Apply the steps in the problem-solving process to solve actual and potential business problems.

Entrepreneurship Entr_2: Demonstrate Knowledge of Marketing

- Entr_2.1 Develop a marketing plan for identifying the market.
- Entr_2.2 Develop a marketing plan for reaching the market.
- Entr_2.3 Develop a marketing plan for keeping and increasing your market.

Entrepreneurship Entr_3: Demonstrate Knowledge of Economics

- Entr_3.1 Apply economic concepts when making decisions for an entrepreneurial venture.
- Entr_3.2 Demonstrate an understanding of the characteristics of a market economy when making decisions for an entrepreneurial venture.
- Entr_3.3 Apply price considerations when making decisions for an entrepreneurial venture.
- Entr_3.4 Evaluate the profit and risk for an entrepreneurial venture and determine how those play a role in decision making.
- Entr_3.5 Explain the role of the government when making decisions for an entrepreneurial venture.

Entrepreneurship Entr_4: Demonstrate Knowledge of Finance

- Entr_4.1 Determine the resources needed to produce a given product.
- Entr_4.2 Identify and differentiate between different sources and types of funding available for a business.
- Entr_4.3 Interpret financial statements to make appropriate decisions.

Entrepreneurship Entr_5: Demonstrate Knowledge of Accounting

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- Entr_5.1 Explain why it is important to keep appropriate records to make business decisions.
 - Entr_5.2 Identify, describe, and compare various types of business records.
 - Entr_5.3 Demonstrate and understanding of how to establish and use appropriate records based on the needs of a business.
 - Entr_5.4 Analyze appropriate records to make business decisions.
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Entrepreneurship Entr_6: Demonstrate Knowledge of Management

- Entr_6.1 Develop a vision for yourself or a specific business.
 - Entr_6.2 Identify the characteristics of a good employee and implement a plan to recruit individuals with those characteristics.
 - Entr_6.3 Demonstrate an understanding of building and motivating a team to accomplish a shared vision.
 - Entr_6.4 Develop a plan for measuring the achievement of a vision.
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Entrepreneurship Entr_7: Demonstrate Knowledge of Business Plans

- Entr_7.1 Develop a business plan.
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Entrepreneurship Entr_8: Demonstrate Knowledge of Global Markets

- Entr_8.1 Describe how cultural differences can affect an entrepreneurial venture.
 - Entr_8.2 Describe how export/import opportunities can affect an entrepreneurial venture.
 - Entr_8.3 Describe current trends in a global marketplace can affect an entrepreneurial venture.
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Entrepreneurship Entr_9: Demonstrate Knowledge of Management

- Entr_9.1 Describe how different forms of business ownership affect the entrepreneurial venture.
 - Entr_9.2 Describe how government regulations affect the entrepreneurial venture.
 - Entr_9.3 Describe how ethics affect the entrepreneurial venture.
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Management Mgmt_1: Demonstrate Knowledge of Functions of Management

- Mgmt_1.1 Illustrate how the planning function is implemented and explain why it is important.
 - Mgmt_1.2 Illustrate how the organizing function is implemented and explain why it is important.
 - Mgmt_1.3 Illustrate how the directing function is implemented and explain why it is important.
 - Mgmt_1.4 Illustrate how the controlling and evaluating functions are implemented and explain why they are important.
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Management Mgmt_2: Demonstrate Knowledge of Theories of Management

- Mgmt_2.1 Compare and contrast the basic tenets of management theories and explain why they are important.
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Management Mgmt_3: Demonstrate Knowledge of Financial Decision Making

- Mgmt_3.1 Describe the importance of internal and external financial statements and analyze the data to make decisions.
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Management Mgmt_4: Demonstrate Knowledge of Competitive Analysis and Marketing Strategies

- Mgmt_4.1 Identify and describe factors related to business competition.
 - Mgmt_4.2 Demonstrate an understanding of techniques used to gain and maintain competitive advantage.
 - Mgmt_4.3 Justify the need to gain and maintain competitive advantage through the use of internal comparisons and external research services.
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Management Mgmt_6: Demonstrate Knowledge of Organizational Structure

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- Mgmt_6.1 Identify and differentiate between the basic organizational structures.
- Mgmt_6.2 Identify basic forms of business ownership and discuss the advantages and disadvantages of each.
- Mgmt_6.3 Identify and discuss the advantages and disadvantages of different organizational models.
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Management Mgmt_7: Demonstrate Knowledge of General Management skills

- Mgmt_7.1 Develop and use time management skills.
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