

eDynamic Learning Course Title: Entrepreneurship 1a / 1b

State: TX
State Course Title: Entrepreneurship
State Course Code: 130.384
State Standards: Entrepreneurship
Date of Standards: 2015

TEKS	Course Title. (a or b), if applicable, e.g. Game Design 1a	Unit Name(s)	Lesson(s) Numbers
(1) The student demonstrates professional standards/employability skills as required by business and industry.			
(A) communicate effectively with others using speaking, listening, and writing skills;	Entrepreneurship 1a	Unit 2: Using Communication to Create Opportunities	Lesson 2
(B) demonstrate collaboration skills through teamwork;	Entrepreneurship 1a	Unit 2: Using Communication to Create Opportunities	Lesson 3
(C) demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace;	Entrepreneurship 1a	Unit 1: An Introduction to Entrepreneurship Past and Present	Lesson 2
(D) demonstrate a positive, productive work ethic by performing assigned tasks as directed;	Entrepreneurship 1a	Unit 1: An Introduction to Entrepreneurship Past and Present	Lesson 2
(E) demonstrate integrity by choosing the ethical course of action and complying with all applicable rules, laws, and regulations;	Entrepreneurship 1a	Unit 8: Ethics and Social Responsibility in Business	Lessons 1-4
(F) demonstrate time-management skills such as prioritizing tasks, following schedules, and tending to goal-relevant activities in ways that use time wisely and optimize efficiency and results; and	Entrepreneurship 1a	Unit 1: An Introduction to Entrepreneurship Past and Present	Lesson 2
(G) demonstrate leadership skills by participating in career and technical student organizations.	Entrepreneurship 1a	Unit 1: An Introduction to Entrepreneurship Past and Present	Lesson 2
(2) The student demonstrates an understanding of entrepreneurship and the entrepreneurial way of life.			
(A) clarify the terms entrepreneurship and entrepreneur;	Entrepreneurship 1a	Unit 1: An Introduction to Entrepreneurship Past and Present	Lesson 1
(B) define small business; and	Entrepreneurship 1a	Unit 1: An Introduction to Entrepreneurship Past and Present	Lesson 3
(C) analyze the advantages and disadvantages of entrepreneurship.	Entrepreneurship 1a	Unit 4: Small Business and The Law	Lesson 1
(3) The student visits local businesses and franchises to investigate business opportunities.			
(A) identify and analyze the four functions of a small business; and	Entrepreneurship 1a	Unit 1: An Introduction to Entrepreneurship Past and Present	Lesson 3
(B) evaluate the issues involved with starting, taking over, or expanding an existing small business.	Entrepreneurship 1a	Unit 4: Small Business and The Law	Lesson 1

(4) The student identifies the importance of a well-written business plan.			
(A) identify the need for and the characteristics of a well-orchestrated business plan;	Entrepreneurship 1b	Unit 1: The Business Plan	Lesson 2
(B) research business plan outlines, resources, and templates; and	Entrepreneurship 1b	Unit 1: The Business Plan	Lessons 2, 3
(C) create and present a well-orchestrated business plan and critically explain the contents.	Entrepreneurship 1b	Unit 4: Marketing the Business	Lessons 1,2
(5) The student explains the goal of a business and its unique proposition.			
(A) describe the nature of a business and list the marketplace needs that it satisfies;	Entrepreneurship 1a	Unit 3: Navigating the Business World	Lesson 3
(B) explain how a business's products and services meet the needs of the market;	Entrepreneurship 1a	Unit 3: Navigating the Business World	Lesson 3
(C) list the specific consumers, organizations, or businesses that a company targets or will target;	Entrepreneurship 1b	Unit 5: Marketing Your Products	Lessons 1,2
(D) explain the competitive advantages that make a business successful; and	Entrepreneurship 1a	Unit 5: Economics For Managing the Small Business	Lesson 4
(E) create a well-orchestrated company description.	Entrepreneurship 1b	Unit 1: The Business Plan	Lessons 1-3
(6) The student explains and demonstrates how to meet the needs of a growing organization.			
(A) describe the role of operations and organization in a growing business; and	Entrepreneurship 1b	Unit 3: Growing the Business with People	Lesson 3
(B) create an organizational chart that defines the structure of a company.	Entrepreneurship 1b	Unit 3: Growing the Business with People	Lesson 3
(7) The student explains investment and financial resources to achieve business goals and objectives.			
(A) determine the financial plan, including financial requirements and sources of financing;	Entrepreneurship 1a	Unit 7: Entrepreneurial Finance	Lessons 1-4
(B) explain the idea of a growth strategy, including horizontal and vertical growth strategies; and	Entrepreneurship 1b	Unit 5: Marketing Your Products	Lesson 2
(C) explain the idea of an exit strategy, including selling a business, going public, and liquidating a business.	Entrepreneurship 1b	Unit 2: The Risks in Business	Lessons 1, 5
(8) The student demonstrates and explains financial and accounting terms and forms.			
(A) explain and define basic accounting functions, terms, assets, and types of assets, including cash; accounts receivable; fixed, liquid, and illiquid assets; and inventory goods on hand;	Entrepreneurship 1a	Unit 7: Entrepreneurial Finance	Lessons 1,2
(B) identify liabilities and types of liabilities such as accounts payable, long-term debt, and short-term debt;	Entrepreneurship 1a	Unit 7: Entrepreneurial Finance	Lessons 1-4
(C) calculate owner's equity or net worth;	Entrepreneurship 1a	Unit 7: Entrepreneurial Finance	Lessons 1-4
(D) evaluate a balance sheet understanding the balance sheet equation (A = L + OE);	Entrepreneurship 1a	Unit 7: Entrepreneurial Finance	Lesson 2

(E) analyze profit and loss statements;	Entrepreneurship 1a	Unit 7: Entrepreneurial Finance	Lesson 2
(F) evaluate revenues and types of revenues;	Entrepreneurship 1a	Unit 7: Entrepreneurial Finance	Lessons 1-4
(G) determine expenses and types of expenses;	Entrepreneurship 1b	Unit 6: Pricing, Selling and Distribution	Lesson 1
(H) analyze alternative accounting and internal accounting controls;	Entrepreneurship 1a	Unit 7: Entrepreneurial Finance	Lesson 2
(I) discuss the importance of budgeting and cash flow;	Entrepreneurship 1a	Unit 7: Entrepreneurial Finance	Lesson 2
(J) use common accounting forms to demonstrate an understanding of their functions and results;	Entrepreneurship 1a	Unit 7: Entrepreneurial Finance	Lesson 2
(K) analyze the impact of specialization and division of labor on productivity;	Entrepreneurship 1a	Unit 2: Using Communication to Create Opportunities	Lesson 3
(L) explain the impact of the law of diminishing returns; and	Entrepreneurship 1a	Unit 7: Entrepreneurial Finance	Activity 3
(M) create projected financial statements.	Entrepreneurship 1a	Unit 7: Entrepreneurial Finance	Lesson 2
(9) The student knows the effects of credit on price and profit.			
(A) identify types of consumer credit;	Entrepreneurship 1b	Unit 8: Your Personal Finances	Lessons 1-4
(B) recommend types of consumer credit a business might offer;	Entrepreneurship 1b	Unit 8: Your Personal Finances	Lesson 4
(C) explain the risks and benefits to entrepreneurs when accepting and extending credit; and	Entrepreneurship 1b	Unit 8: Your Personal Finances	Lesson 4
(D) describe how credit affects profit and the negotiated price.	Entrepreneurship 1b	Unit 6: Pricing, Selling and Distribution	Lesson 1
(10) The student understands the importance of product management and how it meets the needs of the customer.			
(A) explain product management;	Entrepreneurship 1b	Unit 5: Marketing Your Products	Lesson 2
(B) describe supply chain management; and	Entrepreneurship 1b	Unit 6: Pricing, Selling and Distribution	Lesson 4
(C) create product-mix strategies, including branding elements and extended product features, to meet customer needs.	Entrepreneurship 1b	Unit 4: Marketing the Business	Lesson 3
(11) The student knows that pricing has policies, objectives, and strategies.			
(A) develop and analyze pricing objectives;	Entrepreneurship 1b	Unit 6: Pricing, Selling and Distribution	Lesson 1
(B) compare and contrast pricing policies for an entrepreneurial venture; and	Entrepreneurship 1b	Unit 6: Pricing, Selling and Distribution	Lessons 1,2
(C) recommend appropriate pricing strategies.	Entrepreneurship 1b	Unit 6: Pricing, Selling and Distribution	Lesson 1
(12) The student knows the importance of managing the pricing structure.			

(A) communicate the differences among pricing structures for goods, services, and ideas;	Entrepreneurship 1b	Unit 6: Pricing, Selling and Distribution	Lessons 1,2
(B) develop a pricing structure for an entrepreneurial venture; and	Entrepreneurship 1b	Unit 1: The Business Plan	Lessons 1-3
(C) demonstrate how to calculate prices, markups, and discounts.	Entrepreneurship 1b	Unit 6: Pricing, Selling and Distribution	Lesson 2
(13) The student knows elements and processes of product planning.			
(A) explain the nature and scope of product planning;	Entrepreneurship 1a	Unit 5: Economics For Managing the Small Business	Lesson 1
(B) define the term product mix; and	Entrepreneurship 1b	Unit 6: Pricing, Selling and Distribution	Lesson 4
(C) identify stages of the product life cycle for business products.	Entrepreneurship 1b	Unit 5: Marketing Your Products	Lesson 2
(14) The student knows the process for development, implementation, and evaluation of a marketing plan.			
(A) explain how market penetration strategies contribute to successful marketing;	Entrepreneurship 1b	Unit 4: Marketing the Business	Lessons 1,2
(B) apply evaluation strategies to determine the effectiveness of market penetration strategies;	Entrepreneurship 1b	Unit 4: Marketing the Business	Lessons 1,2
(C) illustrate the concept of promotional mix;	Entrepreneurship 1b	Unit 4: Marketing the Business	Lesson 3
(D) use appropriate technology to create promotional materials;	Entrepreneurship 1b	Unit 4: Marketing the Business	Lesson 4
(E) apply evaluation strategies to determine promotional campaign effectiveness;	Entrepreneurship 1b	Unit 4: Marketing the Business	Lesson 3
(F) describe the development of a sales force; and	Entrepreneurship 1b	Unit 6: Pricing, Selling and Distribution	Lesson 3
(G) apply evaluation strategies to determine the effectiveness of sales activities.	Entrepreneurship 1b	Unit 6: Pricing, Selling and Distribution	Lesson 3
(15) The student knows that purchasing usually occurs in a continuous cycle.			
(A) demonstrate the process of selecting suppliers and sources; and	Entrepreneurship 1b	Unit 6: Pricing, Selling and Distribution	Lesson 4
(B) analyze and discuss selection of goods and services based on operational needs.	Entrepreneurship 1b	Unit 6: Pricing, Selling and Distribution	Lesson 4
(16) The student knows that entrepreneurial risk is the possibility of loss or failure.			
(A) categorize business risks such as human, natural, and economic;	Entrepreneurship 1a	Unit 4: Small Business and The Law	Lesson 1
(B) classify business risks as pure or speculative, controllable or uncontrollable, and insurable or uninsurable;	Entrepreneurship 1a	Unit 4: Small Business and The Law	Lesson 1
(C) explain security precautions and health, safety, and worker welfare regulations; and	Entrepreneurship 1a	Unit 6: Government and the Small Business Relationship	Lessons 2-4

(D) analyze examples of business risks to recommend and defend risk management strategies.	Entrepreneurship 1a	Unit 4: Small Business and The Law	Lesson 1
(17) The student understands the importance of a business's social responsibility to society as it relates to shareholders, employees, customers, the community, and the environment. The student is expected to discuss the responsibility of business.	Entrepreneurship 1a	Unit 1: An Introduction to Entrepreneurship Past and Present	Lesson 3
(18) The student understands business ethics and legal responsibilities.			
(A) explain ethical actions in business operations, including ethical considerations in providing information, confidential information, and information appropriate to obtain from a client or another employee; and	Entrepreneurship 1a	Unit 8: Ethics and Social Responsibility in Business	Lessons 1,2
(B) manage internal and external business relationships to foster positive interactions by explaining the nature of human resources and workplace regulations, discussing employment relationships, and analyzing the impact of ethical decisions.	Entrepreneurship 1a	Unit 8: Ethics and Social Responsibility in Business	Lessons 1-4
(19) The student acquires foundational knowledge of business laws and regulations to understand their nature and scope.			
(A) identify the legal issues affecting businesses; and	Entrepreneurship 1a	Unit 4: Small Business and The Law	Lesson 2
(B) investigate the impact of the legal issues.	Entrepreneurship 1a	Unit 6: Government and the Small Business Relationship	Lesson 3
(20) The student explains the civil foundations of the legal environment of business to demonstrate knowledge of contracts.	Entrepreneurship 1a	Unit 4: Small Business and The Law	Lesson 2
(A) identify the basic torts relating to business enterprises; and	Entrepreneurship 1a	Unit 4: Small Business and The Law	Lesson 4
(B) describe the nature of legally binding contracts.	Entrepreneurship 1a	Unit 4: Small Business and The Law	Lesson 2
(21) The student explores the regulatory environment of business to understand the diversity of regulations.			
(A) describe the nature of legal procedure;	Entrepreneurship 1a	Unit 4: Small Business and The Law	Lesson 2
(B) discuss the nature of debtor-creditor relationships;	Entrepreneurship 1a	Unit 7: Entrepreneurial Finance	Lessons 1-4
(C) explain the nature of agency relationships;	Entrepreneurship 1a	Unit 6: Government and the Small Business Relationship	Lesson 3
(D) discuss the nature of environmental law;	Entrepreneurship 1a	Unit 4: Small Business and The Law	Lesson 4
(E) identify the role of administrative law; and	Entrepreneurship 1a	Unit 4: Small Business and The Law	Lesson 4
(F) identify regulatory requirements affecting a business.	Entrepreneurship 1a	Unit 4: Small Business and The Law	Lesson 2
(22) The student knows the scope and nature of distribution.			
(A) define effective channels of distribution strategies, including activities associated with transportation, storage, product handling, and inventory control;	Entrepreneurship 1b	Unit 6: Pricing, Selling and Distribution	Lesson 4

(B) explain how distribution can add value to goods, services, and intellectual property; and	Entrepreneurship 1b	Unit 6: Pricing, Selling and Distribution	Lesson 4
(C) determine costs associated with distribution.	Entrepreneurship 1b	Unit 6: Pricing, Selling and Distribution	Lesson 4
(23) The student knows that marketing research is a specific inquiry to solve a problem.			
(A) identify benefits and limitations of marketing research;	Entrepreneurship 1b	Unit 4: Marketing the Business	Lessons 1-4
(B) identify components of the marketing research process;	Entrepreneurship 1b	Unit 4: Marketing the Business	Lessons 1-4
(C) explain how to use the marketing research process in order to identify industry trends and potential markets, analyze demand, forecast sales, and make other decisions; and	Entrepreneurship 1b	Unit 4: Marketing the Business	Lessons 1-4
(D) identify sources of primary and secondary data.	Entrepreneurship 1b	Unit 4: Marketing the Business	Lessons 1-4
(24) The student knows the process of collecting marketing information to facilitate decision making.			
(A) conduct a market analysis;	Entrepreneurship 1b	Unit 4: Marketing the Business	Lessons 1-4
(B) use appropriate technology to obtain information about the industry, customer, and competition; and	Entrepreneurship 1a	Unit 2: Using Communication to Create Opportunities	Lessons 2, 3
(C) conduct an analysis of strengths, weaknesses, opportunities, and threats.	Entrepreneurship 1a	Unit 1: An Introduction to Entrepreneurship Past and Present	Lessons 3, 4