

# ARIZONA CTE CAREER PREPARATION STANDARDS & MEASUREMENT CRITERIA

## ENTREPRENEURSHIP, 52.1800.5

### STANDARD 1.0 – EVALUATE THE ROLE OF ENTREPRENEURSHIP IN THE ECONOMY

1.1	Compare and contrast the characteristics of an entrepreneur versus a business owner
1.2	Determine the advantages and disadvantages of ownership of a small business
1.3	Evaluate the role of small and medium entrepreneurial businesses in local, state, national and international economies
1.4	List factors, including personal traits, which contribute to the success of entrepreneurial businesses
1.5	Analyze the relationship of customer service and customer satisfaction on the success of entrepreneurial businesses

### STANDARD 2.0 – EVALUATE LEADERSHIP STYLES AND MANAGEMENT FUNCTIONS

2.1	Determine personal characteristics of effective entrepreneurs
2.2	Compare/contrast leadership styles and characteristics
2.3	Describe how cultural/ethnic/generational differences affect interpersonal interactions/communications within a business structure
2.4	Explain the importance of authority, responsibility, and delegation in operating a business
2.5	Define the five management functions: planning, organizing, directing, staffing and controlling
2.6	Describe the roles of support staff, supervisors, and managers in achieving financial goals
2.7	Describe the impact of personal values on the corporate culture of an organization
2.8	Discuss the role of management in achieving quality
2.9	Plan and organize the work efforts of others

### STANDARD 3.0 – APPLY CRITICAL THINKING, PROBLEM SOLVING, AND DECISION-MAKING SKILLS

3.1	Utilize problem-solving techniques
3.2	Utilize methods of establishing priorities
3.3	Prepare a timeline (i.e., Gantt Chart) for completing a project
3.4	Identify key performance indicators and success metrics
3.5	Define the communication expectations of the internal and external customer

### STANDARD 4.0 – DEMONSTRATE BUSINESS AND FINANCIAL MANAGEMENT PRACTICES NEEDED BY ENTREPRENEURS

4.1	Interpret financial information for decision making and planning
4.2	Monitor and adjust business operations based on financial performance
4.3	Describe the impact of business communications on the success of a organization
4.4	Examine customer relations
4.5	Analyze strategies related to business risk

### STANDARD 5.0 – ANALYZE ECONOMIC PRINCIPLES AND CONCEPTS FUNDAMENTAL TO BUSINESS

5.1	Describe current economic systems
5.2	Explain the principles of supply and demand
5.3	Discuss the concept of competition (i.e., pure competition, monopoly, oligopoly, etc.)
5.4	Explain the concept of private enterprise
5.5	Explain the concept of productivity
5.6	Describe economic indicators and trends (i.e., Gross Domestic Product, Consumer Price Index, etc.)
5.7	Relate the impact of business cycles on business activities
5.8	Explain the impact the global economy on international trade
5.9	Identify the impact of cultural and social environments on world trade

### STANDARD 6.0 – ANALYZE FINANCIAL CONCEPTS USED IN BUSINESS DECISIONS

These technical knowledge and skill standards were validated by a Skill Standards Validation Committee on February 17, 2009, and used in the adaptation, adoption, and development of test items for pilot testing in Spring 2009.

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6.1	Explain the nature and scope of financing
6.2	Explain the purpose and importance of credit
6.3	Describe how to obtain business credit
6.4	Determine financing needed to start a business
6.5	Identify sources of financing for businesses
6.6	Forecast financial growth based upon organization's future plans
<b>STANDARD 7.0 – APPLY CONCEPTS, SYSTEMS, AND TOOLS NEEDED TO MANAGE INFORMATION</b>	
7.1	Explore the nature and scope of information management
7.2	Describe strategies of information gathering [i.e., Content Management Systems (CMS)]
7.3	Identify technologies used to gather information
7.4	Use information analysis techniques
7.5	Explore the importance of sales forecasting
7.6	Explain the importance of management tools (i.e., 10-year plan, SWOT, employee surveys, and customer surveys)
7.7	Identify ways that technology impacts business
<b>STANDARD 8.0 – ANALYZE FACTORS THAT INFLUENCE CONSUMER BEHAVIOR</b>	
8.1	Explain how personal values influence customer purchases, decisions, and relationships
8.2	Describe how market segmentation (diversity, demographics, etc) influences purchasing decisions made by consumers
<b>STANDARD 9.0 – APPLY ADVERTISING STRATEGIES</b>	
9.1	Explain the role of advertising
9.2	Identify the components of a promotional mix (i.e., PR, publicity)
9.3	Compare and contrast the types of advertising media (i.e., TV, Internet, radio, mail, etc.)
9.4	Analyze the components of advertisements
9.5	Evaluate costs/benefits of participation in community activities
9.6	Explain the role of product design and visual merchandising
<b>STANDARD 10.0 – EXPLAIN THE ROLE OF HUMAN RESOURCES IN THE OPERATION OF A BUSINESS</b>	
10.1	Identify the role of HR in the recruitment, investigation, hiring, training, and evaluation of employees
10.2	Explain when and how to promote or terminate staff
10.3	Develop job descriptions
10.4	Plan compensation and benefit options
10.5	Identify government regulations (federal, state and local) that effect small business
10.6	Identify various types of taxes that affect a small business
10.7	Identify sources for technical assistance for a entrepreneur (i.e., SBA, SCORE, small business development centers, mentors)
10.8	Explain policies and laws regarding harassment and non-discrimination
<b>STANDARD 11.0 – IDENTIFY STRATEGIES FOR BUSINESS START-UP AND GROWTH</b>	
11.1	Develop core values (i.e., profitability, enthusiastic customers, quality solutions)
11.2	Identify mission and purpose for the business
11.3	Develop a vision statement for the business
11.4	Develop a 10-year vision plan including an exit strategy
11.5	Identify factors in business expansion
<b>STANDARD 12.0 – IDENTIFY THE ESSENTIALS OF BUSINESS START-UP</b>	
12.1	Explore the factors to be considered when identifying a specific market (i.e., what do you do better than anybody else, what are you passionate about, what puts money in your pocket)
12.2	Analyze the factors to be considered when buying or leasing a business site
12.3	Evaluate advantages and disadvantages of certain business locations

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12.4	Design the floor plan of a business based on equipment and supply and inventory needs
12.5	Identify barriers to start-up (i.e., taxes, licensing, leasing, insurance)
<b>STANDARD 13.0 – DEVELOP A BUSINESS PLAN FOR A NEW OR EXISTING BUSINESS</b>	
13.1	Identify the purpose of a business plan
13.2	Compare and contrast a sample business plan
13.3	Identify the components of a business plan
13.4	Utilize various references and resources in the development of a business plan
13.5	Prepare a written business plan
13.6	Use oral and visual communication skills to present a business plan
<b>STANDARD 14.0 – DEVELOP A MARKETING STRATEGY FOR A NEW AND AN EXISTING BUSINESS</b>	
14.1	Describe marketing functions
14.2	Explain marketing and its importance in a global economy
14.3	Identify target markets, competition, and customer profiles
14.4	Conduct market research
14.5	Explore the nature and scope of product/service management
14.6	Explain the impact of product life cycles on decisions
14.7	Determine pricing strategies
14.8	Describe warranties and guarantees
14.9	Explain quality assurance and consumer protection
14.10	Explain the concept of product mix
14.11	Describe factors related to positioning and branding
14.12	Explore retail product considerations
14.13	Develop a coordinated marketing plan (i.e., promotions, PR, etc.)
14.14	Identify the relationship between customer service and customer satisfaction
14.15	Identify strategies for generating customer loyalty (i.e., social networking)
<b>STANDARD 15.0 – DEVELOP A FINANCIAL PLAN FOR A NEW AND AN EXISTING BUSINESS</b>	
15.1	Identify start-up costs
15.2	Project annual and monthly business income for the first three years of operation
15.3	Estimate annual and monthly operating statement and cash flow for the first three years of operation
15.4	Calculate the sales volume required for the first three years of operation
15.5	Prepare a pro-forma balance sheet and cash flow statement
<b>STANDARD 16.0 – DISTINGUISH LEGAL AND ETHICAL PRACTICES OF BUSINESS</b>	
16.1	Identify ethical business behaviors that create goodwill and trust
16.2	Explain laws and organizational ethics
16.3	Evaluate ways businesses impact the environment