Entrepreneurship TEKS/LINKS – Student Objectives One Credit	Suggested Time Ranges
First Six Weeks	
Professional Standards/Employability Skills ENT 1(A) The student will communicate effectively with others using speaking, listening, and writing skills. ENT 1(B) The student will demonstrate collaboration skills through teamwork. ENT 1(C) The student will demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace. ENT 1(D) The student will demonstrate a positive, productive work ethic by performing assigned tasks as directed. ENT 1(E) The student will show integrity by choosing the ethical course of action and complying with all applicable rules, laws, and regulations. ENT 1(F) The student will demonstrate time-management skills by prioritizing tasks, following schedules, and tending to goal-relevant activities in a way that uses time wisely and optimizes efficiency and results. ENT 1(G) The student will demonstrate leadership skills, teamwork, and communication skills by participating in career and technical education courses.	4 days
Entrepreneurship Way of Life ENT 2(A) The student will clarify the terms entrepreneurship and entrepreneur. ENT 2(B) The student will define small business. ENT 2(C) The student will analyze the advantages and disadvantages of entrepreneurship	4 days
Business & Franchise Opportunities ENT 3(A) The student will identify and analyze the four functions of a small business. ENT 3(B) The student will evaluate the issues involved with starting, taking over, or expanding an existing small business.	5 days
Business Plan ENT 4(A) The student will identify the need for and the characteristics of a well-orchestrated business plan. ENT 4(B) The student will research business plan outlines, resources, and templates. ENT 4(C) The student will create and present a well-orchestrated business plan and critically explain the contents.	5 days
Business Proposition ENT 5(A) The student will describe the nature of a business and list the marketplace needs that it satisfies.	4 days

Entrepreneurship TEKS/LINKS – Student Objectives One Credit	Suggested Time Ranges
ENT 5(B) The student will explain how a business's products and services meet the needs of the market. ENT 5(C) The student will list the specific consumers, organizations, or businesses that a company targets or will target. ENT 5(D) The student will explain the competitive advantages that make a business successful. ENT 5(E) The student will create a well-orchestrated company description.	
Forms of Ownership ENT 21(A) The student will describe the nature of legal procedure.	1 days
Franchises ENT 3(A) The student will identify and analyze the four functions of a small business. ENT 3(B) The student will evaluate the issues involved with starting, taking over, or expanding an existing small business.	5 days
Second Six Weeks	
Product Planning ENT 13(A) The student will explain the nature and scope of product planning. ENT 13(B) The student will define the term product mix. ENT 13(C) The student will identify stages of the product life cycle for new or existing products. Product Management & Customer Needs ENT 10(A) The student will explain product management. ENT 10(B) The student will describe supply chain management. ENT 10(C) The student will create product-mix strategies, including branding elements and extended product features, to meet customer needs. ENT 8(K) The student will analyze impact of specialization and division of labor on productivity.	5 days
Packaging & Distributions ENT 18(B) The student will analyze the effect of packaging on the environment. ENT 22(A) The student will define effective channels of distribution strategies, including activities associated with transportation, storage, product handling, and inventory control. ENT 22(B) The student will explain how distribution can add value to goods, services, and intellectual property. ENT 22(C) The student will determine costs associated with distribution. ENT 10(B) The student will describe supply chain management. ENT 10(C) The student will create product-mix strategies, including branding elements and extended product features, to meet customer needs.	10 days

Entrepreneurship **TEKS/LINKS – Student Objectives** **One Credit**	**Suggested Time Ranges**
Marking Plan Process ENT 14(A) The student will explain how market penetration strategies contribute to successful marketing. ENT 14(B) The student will apply evaluation strategies to determine the effectiveness of market penetration strategies. ENT 14(C) The student will illustrate the concept of promotional mix. ENT 14(D) The student will use appropriate technology to create promotional materials. ENT 14(E) The student will apply evaluation strategies to determine promotional campaign effectiveness. ENT 14(F) The student will describe the development of a sales force. ENT 14(G) The student will apply evaluation strategies to determine the effectiveness of sales activities.	10 day
Third Six Weeks	
Pricing ENT 11(A) The student will develop and analyze pricing objectives. ENT 11(B) The student will compare and contrast pricing policies for an entrepreneurial venture. ENT 11(C) The student will recommend appropriate pricing strategies. **Pricing Structure** ENT 12(A) The student will communicate the differences among pricing structures for goods, services, and ideas. ENT 12(B) The student will develop a pricing structure for an entrepreneurial venture. ENT 12(C) The student will demonstrate how to calculate prices, markups, and discounts.	5 days
Purchasing Cycle ENT 15(A) The student will demonstrate the process of selecting suppliers and sources. ENT 15(B) The student will analyze and discuss selection of goods and services based on operational needs.	5 days
ENT 17(A) The student will understand 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.	5 days
Needs of Growing Organization ENT 6(A) The student will describe the role of operations and organization in the growing business. ENT 6(B) The student will create an organizational chart that defines the structure of a company.	5 days

Entrepreneurship TEKS/LINKS – Student Objectives One Credit	Suggested Time Ranges
Diminishing Returns ENT 8(L) The student will explain the impact of the law of diminishing of returns.	5 days
Fourth Six Weeks	
Financial Resources ENT 7(A) The student will determine the financial plan, including financial requirements and sources of financing. ENT 7(B) The student will explain the idea of a growth strategy, including horizontal and vertical growth strategies. ENT 7(C) The student will explain the idea of an exit strategy, including selling a business, going public, and liquidating a business. **Accounting Terms & Forms** ENT 8(A) The student will explain and define basic accounting functions and terms, including assets and types of assets, cash, accounts receivable, fixed, liquid, illiquid, and inventory goods on hand. ENT 8(B) The student will identify liabilities and types of liabilities such as accounts payable, long-term debt, and short-term debt. ENT 8(C) The student will calculate owners' equity or net worth. ENT 8(D) The student will create a balance sheet understanding the balance sheet equation (A = L + OE). ENT 8(E) The student will analyze profit and loss statement. ENT 8(F) The student will evaluate revenues and types of revenues. ENT 8(G) The student will determine expenses and types of expenses. ENT 8(H) The student will analyze alternative accounting and internal accounting controls. ENT 8(I) The student will discuss the importance of budgeting and cash flow. ENT 8(J) The student will use common accounting forms to demonstrate an understanding of their functions and results. ENT 8(M) The student will create projected financial statements.	30 days
Leadership & Career Development ENT 8(A) The student will participate in leadership and career development.	2 days ongoing
Fifth Six Weeks	
Business Plan ENT 5(A) The student will identify the need for and the characteristics of a well-orchestrated business plan. ENT 5(B) The student will research business plan outlines, resources, and templates.	1 day ongoing

Entrepreneurship TEKS/LINKS – Student Objectives One Credit	Suggested Time Ranges
ENT 5(C) The student will create and present a well-orchestrated business plan and critically explain the contents.	
Legal ENT 19(A) The student will identify the legal issues affecting businesses. ENT 19(B) The student will investigate the impact of the legal issues. ENT 20(A) The student will identify the basic torts relating to business enterprises. ENT 20(B) The student will discuss the nature of legally binding contracts. ENT 21(C) The student will explain the nature of agency relationships. ENT 21(E) The student will identify the role of administrative law.	14 days
Ethics ENT 18(A) The student will 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. ENT 18(B) The student will 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.	8 days
Market Research ENT 23(A) The student will identify benefits and limitations of marketing research. ENT 23(B) The student will identify components of the marketing research process. ENT 23(C) The student will 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. ENT 23(D) The student will identify sources of primary and secondary data.	10 days
Sixth Six Weeks	
Credit on Price & Profit ENT 9(A) The student will identify types of consumer credit. ENT 9(B) The student will recommend types of consumer credit a business might offer. ENT 9(C) The student will explain the risks and benefits to entrepreneurs when accepting and extending credit. ENT 9(D) The student will describe how credit affects profit and the negotiated price. ENT 21(B) The student will discuss the nature of debtor-creditor relationships.	20 days

Entrepreneurship TEKS/LINKS – Student Objectives One Credit	Suggested Time Ranges
Risks ENT 16(A) The student will categorize business risks such as human, natural, and economic. ENT 16(B) The student will classify business risks as pure or speculative, controllable or uncontrollable, and insurable or uninsurable. ENT 16(C) The student will explain security precautions as well as health, safety, and worker welfare regulations. ENT 16(D) The student will analyze examples of business risks to recommend and defend risk-management strategies.	
Environmental - EPA ENT 18(A) The student will discuss the responsibility of business on the local environment. ENT 18(C) The student will examine the effects of Environmental Protection Agency regulations on business. ENT 21(D) The student will discuss the nature of environmental law. ENT 21(F) The student will identify regulatory requirements affecting a business.	6 days
Collect Marketing Information ENT 24(A) The student will conduct a market analysis. ENT 24(B) The student will use appropriate technology to obtain information about the industry, customer, and competition. ENT 24(C) The student will conduct an analysis of strengths, weaknesses, opportunities, and threats.	7 days