		М			: Crea		Thi	nk Li	Two: ke an	"	A Ra <sub>l</sub>				
	A Correlation:  JA Be  Entrepreneurial®  And the CTE National Content Standards for Entrepreneurship Education	1: Identifying the Problem	2: Exploring Solutions	3: Prototyping the Solution	4: Testing the Solution	5: Applying Design Thinking	1: Developing a Mindset	2: Assessing Entrepreneurial Potential	3: Creating an Entrepreneurial Action Plan	1: Planning with the Customer in Mind.	2: Summarizing the Customer Elements	3: Formulating the Finances	4: Conveying the Business's Value	5: Completing and Testing the Lean Business	6: Developing a Lean Business Plan
Α	Entrepreneurial Process														
	Explain the need for entrepreneurial discovery	•													•
A.02	Discuss entrepreneurial discovery processes	•											•		•
A.04	Determine opportunities for venture creation	•													•
A.05	Assess opportunities for venture creation	•													•
A.06	Describe idea-generation methods	•	•			•									
A.07	Generate venture ideas	•	•			•									
	Determine feasibility of ideas				•	•									•
A.09	Describe entrepreneurial planning considerations	•													•
A.10	Explain tools used by entrepreneurs for venture planning														•
A.11	Assess start-up requirements														•
A.13	Describe external resources useful to entrepreneurs during concept development	•	•	•	•	•									
A.14	Assess the need to use external resources for concept development	•	•			•									
	Use components of a business plan to define venture idea									•					•
A.20	Explain factors to consider in determining a venture's human- resource needs														•
	Describe considerations in selecting capital resources											•			•
	Use creativity in business activities/decisions		•		•	•				•					
	Adapt to changes in business environment									•					
	Entrepreneurial Traits/Behaviors														
B.01	Demonstrate honesty and integrity								•						Щ
B.02	Demonstrate responsible behavior	•				•			•						•
B.03	Demonstrate initiative	•				•	•		•						•
B.05	Exhibit passion for goal attainment								•						•
B.06	Recognize others' efforts	•	•			•			•						Щ
B.08	Develop team spirit						•								igwdot
B.11	Value diversity						•								$\vdash$
B.12	Describe desirable entrepreneurial personality traits						•	•	•						
B.14	Determine interests							•							$\vdash\vdash\vdash$
B.15	Evaluate personal capabilities							•	•						$\vdash\vdash\vdash$
B.16	Conduct self-assessment to determine entrepreneurial potential	_		-				•							$\vdash$
B.19	Make decisions	•	•	•	•	•			•						$\vdash\vdash\vdash$
B.20	Develop an orientation to change	•		•	_	_	•								$\vdash\vdash\vdash$
B.21	Demonstrate problem-solving skills	•		_	•	•			•						$\vdash\vdash\vdash$
B.23	Assume personal responsibility for decisions								•						$\vdash\vdash\vdash$
B.28	Set personal goals														Щ



		М	Module One: Creative Problem Solving					nk Li	Two: ke an			ree: J			
	A Correlation:  JA Be  Entrepreneurial®  And the CTE National Content Standards for Entrepreneurship Education	1: Identifying the Problem	2: Exploring Solutions	3: Prototyping the Solution	4: Testing the Solution	5: Applying Design Thinking	1: Developing a Mindset	2: Assessing Entrepreneurial Potential	3: Creating an Entrepreneurial Action Plan	1: Planning with the Customer in Mind.	2: Summarizing the Customer Elements	3: Formulating the Finances	4: Conveying the Business's Value	5: Completing and Testing the Lean Business	6: Developing a Lean Business Plan
С	Business Foundations														
C.01	Explain the role of business in society									•					
C.02	Describe types of business activities									•	•	•	•		•
C.03	Explain types of businesses									•	•	•			•
C.11	Describe marketing functions and related activities												•		•
C.14	Explain the concept of financial management											•			
D	Communications and Interpersonal Skills														
D.01	Explain the nature of effective communications														
D.02	Apply effective listening skills	•	•			•		•	•						
D.03	Use proper grammar and vocabulary	•	•	•	•	•		•	•						
D.04	Reinforce service orientation through communication	•	•			•									
D.14	Prepare simple written reports	•	•		•	•			•	•	•	•	•		<u> </u>
D.15	Prepare complex written reports									•	_		<b>  </b>		<b> </b>
	Follow directions								•	•	•		$\vdash \vdash \vdash$		
I	Financial Management											_	$\vdash$		<u> </u>
I.02 I.03	Prepare estimated/projected income statement  Estimate cash-flow needs											•	$\vdash$		
1.05	Calculate financial ratios											•	$\vdash$		
I.13	Explain the nature of overhead/operating expenses											•	$\vdash$	$\longrightarrow$	
1.13	Determine financing needed to start a business											•	$\vdash$		
1.22	Establish financial goals and objectives											•			
L	Marketing Management		<u> </u>	<u> </u>								_			
L.01	Explain methods to generate a product/service idea	•	•			•				•					
L.02	Generate product/service ideas	•	•	•		•				•		•		-	
L.04	Determine product vendor/service to fill customer need									•		•			
L.05	Determine initial feasibility of product/service ideas				•					•		•	•		
L.08	Determine unique selling proposition										•		•		
L.09	Develop strategies to position product/service										•	•		•	
L.10	Build brand/image										•		•	•	
L.11	Evaluate customer experience													•	
L.12	Explain the concept of market and market identification										•			•	
L.14	Determine market segments										•		Ш	•	
L.15	Select target markets									•	•				
L.16	Conduct market analysis													•	
L.17	Explain the concept of marketing strategies													•	
L.18	Describe the nature of marketing planning												<b> </b>	•	
1 20	II layalan markating plan	1												_	



Develop marketing plan

L.20

				: Crea Solvin		Module Two: Think Like an Entrepreneur			IN Rusiness Planning							
A Correlation:  JA Be  Entrepreneurial®  And the CTE National Content Standards for Entrepreneurship Education	dentifying the Problem	Exploring Solutions	Prototyping the Solution	Festing the Solution	Applying Design Thinking	Developing a Mindset	Assessing Entrepreneurial Potential	Creating an Entrepreneurial Action Plan	Planning with the Customer in Mind.	Summarizing the Customer Elements	ormulating the Finances	Conveying the Business's Value	Completing and Testing the Lean Business	Developing a Lean Business Plan		
33  Calculate breakeven point											•		•			

0	Strategic Management								
O.02	Conduct competitive analysis							•	
O.04	Develop company goals/objectives					•			
O.07	Conduct break-even analysis						•		
O.08	Develop action plans					•			
O.09	Develop business plan					•			

