

**Career and Technical Education (CTE)
Adapted CTE Course Blueprint
of
Essential Standards and Indicators**

Marketing and Entrepreneurship Education

8716 Entrepreneurship I

Public Schools of North Carolina
State Board of Education • Department of Public Instruction
Academic Services and Instructional Support
Division of Career and Technical Education
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Special thanks to the following educators who developed this Adapted CTE Course Blueprint.

Pilot Teachers

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This Adapted CTE Course Blueprint has been reviewed by business and industry representatives for technical content and appropriateness for the industry.

Adapted CTE Course Blueprint of Essential Standards

Essential standards are big, powerful ideas that are necessary and essential for students to know to be successful in a course. Essential standards identify the appropriate verb and cognitive process intended for the student to accomplish. Essential standards provide value throughout a student's career, in other courses, and translate to the next level of education or world of work.

The essential standards use Revised Bloom's Taxonomy (RBT) category verbs (remember, understand, apply, analyze, evaluate, create) that reflect the overall intended cognitive outcome of the indicators. Each essential standard and indicator reflects the intended level of learning through two dimensions; The Knowledge Dimension is represented with letters A-C, and the Cognitive Process Dimension by numbers 1-6.

This document will help teachers plan for curriculum delivery for the course, prepare daily lesson plans, and construct valid formative, benchmark, and summative assessments. Assessment for this course is written at the level of the **ESSENTIAL STANDARD** and assesses the intended outcome of the sum of its indicators. Curriculum provider is MBA Research & Curriculum Center.

For additional information about this blueprint, contact the Division of Career and Technical Education, North Carolina Department of Public Instruction, 6361 Mail Service Center, Raleigh, North Carolina 27699-6361.

Reference: Anderson, Lorin W. (Ed.), Krathwohl, David R. (Ed.), et al., *A Taxonomy for Learning, Teaching, and Assessing: A Revision of Bloom's Taxonomy of Educational Objectives*, Addison Wesley Longman, Inc., New York, 2001.

Interpretation of Columns on the NCDPI Adapted CTE Course Blueprint

No.	1	2	3	4
Heading	Essential Std #	Unit Titles, Essential Standards, and Indicators	Course Weight	RBT Designation
Column information	Unique course identifier and essential standard number.	Statements of unit titles, essential standards per unit, and specific indicators per essential standard. If applicable, includes % for each indicator.	Shows the relative importance of each unit and essential standard. Course weight is used to help determine the percentage of total class time to be spent on each essential standard.	Classification of outcome behavior in essential standards and indicators in Dimensions according to the Revised Bloom's Taxonomy. Cognitive Process Dimension: 1 Remember 2 Understand 3 Apply 4 Analyze 5 Evaluate 6 Create Knowledge Dimension: A Factual Knowledge B Conceptual Knowledge C Procedural Knowledge

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Career and Technical Student Organizations (CTSO) are an integral part of this curriculum. CTSOs are strategies used to teach course content, develop leadership, citizenship, responsibility, and proficiencies related to workplace needs.

**Adapted CTE Course Blueprint Essential Standards for
8716 Entrepreneurship I**
(Hours of instruction: 135-180)

Essential Std #	Units, Essential Standards, and Indicators (The Learner will be able to:)	Course Weight	RBT Designation
	Total Course Weight	100%	
A	ENTREPRENEURSHIP FOUNDATIONS	54%	
1.00	Understand economics, career planning, information management, and communication skills.	8%	B2
	1.01 Understand economic systems to be able to recognize the environments in which businesses function. (EC:065) 1.02 Participate in career-planning to enhance job-success potential. (PD:066), (PD:067) 1.03 Acquire information to guide business decision-making. (MN:187) 1.04 Write internal and external business correspondence to convey and obtain information effectively. (CO:040)		
2.00	Understand entrepreneurship, product/service management, information management, professional development, emotional intelligence, and operations.	28%	B2
	2.01 Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures/products. (EN:001), (EN:002) 2.02 Acquire information to guide business decision-making. (NF:015) 2.03 Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures/products. (EN:003), (EN:004), (EN:005) 2.04 Generate venture/product ideas to contribute to ongoing business success. (PM:127) 2.05 Utilize critical-thinking skills to determine best options/outcomes. (PD:012) 2.06 Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures/products. (EN:006) 2.07 Employ product-mix strategies to meet customer expectations. (PM:130) 2.08 Apply ethics to demonstrate trustworthiness. (EI:091), (EI:075) 2.09 Develop a concept for new business venture to evaluate its success potential. (EN:007), (EN:008) 2.10 Implement expense-control strategies to enhance a business's financial well-being. (OP:024) 2.11 Develop a concept for new business venture to evaluate its success potential. (EN:009), (EN:010) 2.12 Apply ethics to demonstrate trustworthiness. (EI:092) 2.13 Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures/products. (EN:038)		

3.00	Understand market planning and business law.	18%	B2
	<p>3.01 Develop marketing strategies to guide marketing tactics. (MP:001)</p> <p>3.02 Select a target market appropriate for venture/product to obtain the best return on marketing investment (ROMI). (MP:003)</p> <p>3.03 Employ marketing-information to develop a marketing plan. (MP:007), (MP:008)</p> <p>3.04 Select a target market appropriate for venture/product to obtain the best return on marketing investment (ROMI). (MP:004), (MP:005)</p> <p>3.05 Employ marketing-information to develop a marketing plan. (MP:009), (MP:010), (MP:012)</p> <p>3.06 Acquire foundational knowledge of business laws and regulations to understand their nature and scope. (BL:001), (BL:006)</p>		
B	PLANNING AND PREPARING TO MANAGE A SMALL BUSINESS	46%	
4.00	Understand product/service management, strategic management, and channel management.	21%	B2
	<p>4.01 Position venture/product to acquire desired business image. (PM:131)</p> <p>4.02 Utilize planning tools to guide organization's/department's activities. (SM:008), (SM:009)</p> <p>4.03 Acquire a foundational knowledge of product/service management to understand its nature and scope. (PM:001)</p> <p>4.04 Employ product-mix strategies to meet customer expectations. (PM:003), (PM:006)</p> <p>4.05 Position venture/product to acquire desired business image. (PM:042)</p> <p>4.06 Employ product-mix strategies to meet customer expectations. (PM:036)</p> <p>4.07 Position venture/product to acquire desired business image. (PM:272), (PM:132)</p> <p>4.08 Acquire foundational knowledge of channel management to understand its role in marketing. (CM:001), (CM:003)</p> <p>4.09 Manage channel activities to minimize costs and to determine distribution strategies. (CM:010)</p>		
5.00	Understand pricing, promotion, and market planning.	25%	B2
	<p>5.01 Develop a foundational knowledge of pricing to understand its role in marketing. (PI:001), (PI:002)</p> <p>5.02 Employ pricing strategies to determine optimal prices. (PI:019), (PI:006), (PI:007)</p> <p>5.03 Acquire a foundational knowledge of promotion to understand its nature and scope. (PR:001), (PR:002), (PR:003)</p> <p>5.04 Understand promotional channels used to communicate with targeted audiences. (PR:007)</p> <p>5.05 Manage promotional activities to maximize return on promotional investments. (PR:097)</p> <p>5.06 Employ marketing-information to develop a marketing plan. (MP:013), (MP:014), (MP:015), (MP:016), (MP:017), (MP:018)</p>		