

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

**Business, Finance, and Information Technology Education  
Marketing and Entrepreneurship Education**

*8717 Entrepreneurship II*

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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**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
<b>Column information</b>	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.  <b>Cognitive Process Dimension:</b> 1 Remember 2 Understand 3 Apply 4 Analyze 5 Evaluate 6 Create  <b>Knowledge Dimension:</b> A Factual Knowledge B Conceptual Knowledge C Procedural Knowledge

*Career and Technical Education conducts all activities and procedures without regard to race, color, creed, national origin, gender, or disability. The responsibility to adhere to safety standards and best professional practices is the duty of the practitioners, teachers, students, and/or others who apply the contents of this document.*

*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  
8717 Entrepreneurship II  
(Hours of instruction: 135-180)**

Essential Std #	Units, Essential Standards, and Indicators (The Learner will be able to:)	Course Weight	RBT Designation
	<b>Total Course Weight</b>	<b>100%</b>	
<b>A</b>	<b>STRATEGIC MARKETING, ENTREPRENEURSHIP, INFORMATION MANAGEMENT, ECONOMICS, PROMOTION, CHANNEL MANAGEMENT, PRICING AND HUMAN RESOURCES</b>	<b>50%</b>	
<b>1.00</b>	<b>Understand strategic marketing, entrepreneurship, information management and economics for continuing developing a small business.</b>	<b>17%</b>	<b>B2</b>
	1.01 Utilize planning tools to guide organization's/department's activities. (SM:007), (SM:011) 1.02 Develop concept for new business venture to evaluate its success potential. (EN:012) 1.03 Maintain business records to facilitate business operations. (NF:001) 1.04 Analyze marketing information to make informed marketing decisions. (IM:363) 1.05 Acquire knowledge of the impact of government on business activities to make informed economic decisions. (EC:072) 1.06 Understand economic indicators to recognize economic trends and conditions. (EC:083), (EC:084), (EC:018) 1.07 Determine global trade's impact on business decision-making. (EC:066)		
<b>2.00</b>	<b>Understand information management, promotion, channel management and pricing for continuing developing a small business.</b>	<b>14%</b>	<b>B2</b>
	2.01 Analyze marketing information to make informed marketing decisions. (IM:302) 2.02 Position product/service to acquire desired business image. (PM:021), (PM:228), (PM:214), (PM:246), (PM:206) 2.03 Analyze marketing information to make informed marketing decisions. (IM:350) 2.04 Develop channel-management strategies (CM:014) 2.05 Employ pricing strategies to determine optimal prices. (PI:044), (PI:020), (PI:021), (PI:022), (PI:005), (PI:023)		

Essential Std #	Units, Essential Standards, and Indicators (The Learner will be able to:)	Course Weight	RBT Designation
<b>3.00</b>	<b>Understand strategic management, entrepreneurship, human resources and information management for continuing developing a small business.</b>	<b>19%</b>	<b>B2</b>
	3.01 Utilize planning tools to guide organization's/department's activities. (MN:042) 3.02 Determine needed resources for a new business venture to contribute to its start-up viability. (EN:018) 3.03 Understand human resources management models to demonstrate knowledge of their nature and scope. (HR:415) 3.04 Plan talent-acquisition activities to guide human resources management decision-making. (HR:416) 3.05 Staff a business unit to satisfy work demands while adhering to budget constraints. (HR:353) 3.06 Plan talent-acquisition activities to guide human resources management decision-making. (HR:495) 3.07 Determine needed resources for a new business venture to contribute to its start-up viability. (EN:020) 3.08 Utilize information-technology tools to manage and perform work responsibilities. (NF:091), (NF:012)		
<b>B</b>	<b>OPERATION, ENTREPRENEURSHIP, FINANCIAL ANALYSIS, STRATEGIC MARKETING, COMMUNICATION, EMOTIONAL INTELLIGENCE, AND MARKETING</b>	<b>50%</b>	
<b>4.00</b>	<b>Understand operation, entrepreneurship and financial analysis for continuing developing a small business.</b>	<b>23%</b>	<b>B2</b>
	4.01 Implement purchasing activities to obtain business supplies, equipment, and services. (OP:161) 4.02 Determine needed resources for a new business venture to contribute to its start-up viability. (EN:021) 4.03 Actualize new business venture to generate profit and/or meet objectives. (EN:022) 4.04 Implement financial skills to obtain business credit and to control its use. (FI:023), (FI:036), (FI:043), (FI:041), (FI:031) 4.05 Implement accounting procedures to track money flow and to determine financial status. (FI:094) 4.06 Conduct profit planning to forecast business profit. (FI:510) 4.07 Implement accounting procedures to track money flow and to determine financial status. (FI:091) 4.08 Conduct profit planning to forecast business profit. (FI:602) 4.09 Implement accounting procedures to track money flow and to determine financial status. (FI:093) 4.10 Conduct profit planning to forecast business profit. (FI:511)		

Essential Std #	Units, Essential Standards, and Indicators (The Learner will be able to:)	Course Weight	RBT Designation
<b>5.00</b>	<b>Understand strategic marketing, communication, emotional intelligence, financial analysis, operation, and marketing for continuing developing a small business.</b>	<b>27%</b>	<b>B2</b>
	5.01 Utilize planning tools to guide organization's/department's activities. (SM:027), (SM:012) 5.02 Write internal and external business correspondence to convey and obtain information effectively. (CO:091) 5.03 Utilize planning tools to guide organization's/department's activities (SM:013) 5.04 Use communication skills to influence others. (EI:093) 5.05 Implement financial skills to obtain business credit and to control its use. (FI:039), (FI:034), (FI:033) 5.06 Use communication skills to influence others. (EI:012), (EI:062) 5.07 Implement expense-control strategies to enhance a business's financial wellbeing. (OP:028) 5.08 Identify potential business threats and opportunities to protect a business's financial well-being. (FI:084), (FI:082) 5.09 Implement quality-control processes to minimize errors and to expedite workflow. (OP:019), (OP:020) 5.10 Understand company's unique selling proposition to recognize what sets the company apart from its competitors. (MK:021)		