

Colorado Outdoor Recreational Leadership Course Scope and Sequence

Course Name	Starting a Small Business		Course Details	Level 4 course in the Outdoor Recreational Leadership Pathway.	
			Course = 0.50 Carnegie Unit Credit		
Course Description	This course provides an overview of various topics related to entrepreneurship and starting a small business. Relevant topics include entrepreneur mindset, product/service concept development, business operations, and start-up processes. This course includes practical application of the principles of small business management.				
Note:	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all essential knowledge and skills are covered.				
SCED Identification #		Schedule calculation based on 60% of a semester instructional time. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.			
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at https://www.cde.state.co.us/standardsandinstruction/essentialskills					
Unit Number, Title and Brief Description	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration	
Unit 1: Getting Started	Business concept based on opportunity and need Characteristics of entrepreneurship and self-analysis Philosophy of small business (culture, values, mission) Feasibility of new business (buying and franchising) Options for business structure	Examine the process of getting started in a small business. Describe characteristics of entrepreneur. Apply an entrepreneurial mindset and characteristics to a business concept.			
Unit 2: 4P's and the Target Market	4P's (research considerations and strategies. Branding the business Pitching the business Impact of product life cycle	Differentiate the importance and relationship of the 4P's (product, price, place, and promotion) to the target market.			

