



Colorado BMEF CTE Course – Scope and Sequence

Course Name	Entrepreneurship	Course Details	Credits = .5 (Semester) Level 4
		Course = 0.50 Carnegie Unit Credit	
Course Description	Students in this course will demonstrate the culmination of learning within the business program. During this course, students will demonstrate their understanding of business and management in a variety of simulated scenarios applying theories, concepts, and problem-solving. Students will complete a capstone project which will demonstrate their understanding of fundamental business concepts including Accounting, Business Law, Ethics, Entrepreneurship, Computer Information Systems, Finance, Human Resources, Management, Marketing, Operations, Project Management, Risk Management, and Strategic Planning. The course covers the major aspects of small business management to enable the entrepreneur to successfully start a business.		
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 competencies are covered. This course is aligned to the CCNS BUS 1002 – Entrepreneurial Operations and/or MAN 2016 .- Small Business Management. Please contact your local community college partner for credit options.		
SCED Identification # 12054		Schedule calculation based on 60 calendar days of a 90-day semester. 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			
CCCS Standard Competencies for the course. - Competency I: Discuss how to market his product or service. - Competency II: Detail the problems in managing the operations of his business. - Competency III: Demonstrate a better understanding of accounting and financial controls. - Competency IV: Prepare a comprehensive business plan for his business			
Integrated Learning Components Small Business Certification: This course aligns with the Cengage Small Business Certification, which may be used for assessment. Work-Based Learning: Optional internship activities allow students to demonstrate sales and presentation techniques in simulated job interviews. Simulated Scenarios: Students apply theories through simulations, including the DECA Virtual Business Challenges in Entrepreneurship and Accounting.			

Instructional Unit Topic	Suggested Length of Instruction	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration
Entrepreneurial Mindset	3 Days	NBEA; CO Essential Skills	Demonstrate knowledge and skills needed to succeed in postsecondary settings and career pathways.	Complete interest inventories and personality assessments to identify business strengths.	FBLA: Entrepreneurship DECA: Entrepreneurship Series Events, Principles of Entrepreneurship, Entrepreneurship TDM
Entrepreneurial Opportunities	7 Days	NBEA; CCCS BUS102	Understand the discovery stage, including idea generation, opportunity recognition, and feasibility.	Identify changes in trends; conduct environmental scans (SWOT) and industry analysis.	FBLA: Business Plan DECA: Start-Up Business Plan, Innovation Plan, Operations Research
Ethics	2 Days	NBEA; CCCS	Demonstrate knowledgeable and ethical decision-making as consumers, workers, and citizens.	Identify personal ethics principles and analyze entrepreneurial ethics case studies.	FBLA: Intro to Business Procedures DECA: Business Law & Ethics TDM
Project Management	3 Days	NBEA; CCCS	Demonstrate understanding of the fundamental knowledge, terminology, and processes of project management.	Utilize project management tools such as GANTT charts for business planning.	FBLA: Management Decision Making DECA: Project Management Events
Strategic Planning	10 Days	CCCS Competency IV; NBEA	Understand the actualization stage and engage in the comprehensive strategic planning process.	Develop a business plan featuring Mission/Vision, SMART Goals, and Location Analysis.	FBLA: Business Plan DECA: Entrepreneurship Business Plans, VBC Entrepreneurship
Legal Environment	5 Days	NBEA; CCCS	Select business ownership forms and obtain necessary	Research state legal requirements; summarize labor regulations; plan to protect intellectual property.	FBLA: Business Law

			legal documents for operations.		DECA: Business Law & Ethics TDM
Human Resources & Management	5 Days	CCCS Competency II; NBEA	Detail problems in managing operations, including organizational planning and recruiting.	Create organizational charts, job descriptions, compensation plans, and employee contracts.	FBLA: Management Decision Making DECA: Human Resources Management Series, Principles of Business
Sales and Marketing	8 Days	CCCS Competency I; NBEA	Develop a marketing plan; monitor records for information; and build a brand image.	Execute a Marketing Mix (4 Ps); establish sales goals; design social media strategies.	FBLA: Marketing, Advertising DECA: Integrated Marketing Campaigns, Professional Selling Events, All Marketing Individual & Team Decision Making events
Supply Chain Management	3 Days	NBEA; CCCS	Understand product planning, Cost of Goods Sold (COGS), and channel distribution.	Compare vendor quotes; create sample product packaging; visually represent the supply chain.	FBLA: Supply Chain Management DECA: Principles of Marketing, Buying & Merchandising TDM
Finance and Accounting	8 Days	CCCS Competency III; NBEA	Demonstrate understanding of accounting and financial controls; determine startup financing.	Conduct Margin and Break-Even Analysis; project Balance Sheets and Income Statements.	FBLA: Business Financial Plan DECA: Principles of Marketing, Accounting Applications, Business Finance, Financial Consulting, Stock Market Game, VBC Accounting, Personal Financial Literacy
Risk Management	3 Days	NBEA; CCCS	Explain and evaluate potential risks and develop procedures to mitigate them.	Perform Risk Analysis; develop policies; identify adequate insurance coverage.	FBLA: Intro to Business Procedures

					DECA: Business Law & Ethics TDM, VBC – Personal Finance
Future Growth & Sustainability	3 Days	CCCS Competency IV; NBEA	Understand the harvesting stage and manage implementation for growth and sustainability.	Develop a Five-Year Plan with SMART goals and a sustainability/continuation plan.	FBLA: Entrepreneurship DECA: Business Growth Plan, Entrepreneurship Series events

Academic Standards Alignment

Colorado CTE courses are required to integrate academic and essential skills into course content. The following academic standards have been identified as aligned to this course and should be integrated throughout instruction.

[CO CTE Academic Standards Resources](#) (Rubrics, integration strategies, etc)

[CDE Colorado Academic Standards Online](#) (Online standards lookup tool)

Reading, Writing, & Communicating

Standard 1: Oral Expression and Listening

- **Prepared Graduate 1:** Collaborate effectively as group members or leaders who listen actively and respectfully; pose thoughtful questions, acknowledge the ideas of others; and contribute ideas to further the group's attainment of an objective.
- **Prepared Graduate 2:** Deliver effective oral presentations for varied audiences and varied purposes.

Standard 2: Reading for All Purposes

- **Prepared Graduate 4:** Read a wide range of informational texts to build knowledge and to better understand the human experience.
- **Prepared Graduate 5:** Understand how language functions in different contexts, command a variety of word-learning strategies to assist comprehension, and make effective choices for meaning or style when writing and speaking.

Standard 3: Writing and Composition

- **Prepared Graduate 6:** Craft arguments using techniques specific to the genre.
- **Prepared Graduate 7:** Craft informational/explanatory texts using techniques specific to the genre.
- **Prepared Graduate 9:** Demonstrate mastery of their own writing process with clear, coherent, and error-free polished products.

Standard 4: Research Inquiry and Design

- **Prepared Graduate 10:** Gather information from a variety of sources; analyze and evaluate its quality and relevance; and use it ethically to answer complex questions.

Note: Mathematics and Science standards will be added in the future. Visit the [Colorado Academic Standards](#) page for the most current version.