



## Colorado BMEF CTE Course – Scope and Sequence

| Course Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Introduction to Entrepreneurship                                                                                                                                                                                                                                                                                                                                           | Course Details                                                                                                                                                                                                   | Credits = .5 (Semester)<br><br>Level 4 |
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| Course Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Explores the business skills, personality traits, and commitment necessary to successfully plan, launch, and grow an entrepreneurial venture. This course will cover the challenges and rewards of entrepreneurship. This course will cover the role of entrepreneurial businesses in the United States and the world and their impact on our national and global economy. |                                                                                                                                                                                                                  |                                        |
| 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 aligns to the <a href="#">CCNS</a> (ENP1005). Please contact your local community college partner for credit options available.                                  |                                                                                                                                                                                                                  |                                        |
| SCED Identification #<br>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 <a href="https://www.cde.state.co.us/standardsandinstruction/essentialskills">https://www.cde.state.co.us/standardsandinstruction/essentialskills</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                  |                                        |
| <b>COURSE COMPETENCIES</b><br><br><div>1. Explain the nature of entrepreneurship as a method of business ownership.</div> <div>2. Examine the advantages and disadvantages of entrepreneurship as a career choice.</div> <div>3. Examine the conceptual, managerial, financial, marketing, technology, and legal skills necessary to successfully operate and grow an entrepreneurial business venture.</div> <div>4. Assess the suitability of entrepreneurship as a career path by distinguishing the student’s personal strengths, weaknesses, personality traits, and entrepreneurial motivations.</div> <div>5. Describe why creativity and innovation are such an integral part of entrepreneurship.</div> <div>6. Identify methods entrepreneurs utilize to continually improve their product or service and the strategies of operating their entrepreneurial business.</div> <div>7. Identify business models and various approaches of models for entrepreneurs.</div> <div>8. Explain the idea of scalability and how to implement the concept in a small and growing business venture.</div> <div>9. Explain why and how a small business must create a competitive advantage in the market.</div> <div>10. Identify global issues and opportunities for entrepreneurial businesses.</div> |                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                  |                                        |
| <b>Optional Enhancement</b><br>Consider structuring the course as a semester-long venture project, where each unit builds toward: A complete lean business plan + DECA/FBLA-style presentation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                  |                                        |

| Instructional Unit Topic                             | Suggested Length of Instruction | CTE or Academic Standard Alignment                     | Competency / Performance Indicator                    | Outcome / Measurement                       | CTSO Integration                                                                                                                                                                                                                                                                                                                                                                                                    |
|------------------------------------------------------|---------------------------------|--------------------------------------------------------|-------------------------------------------------------|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Entrepreneurial Mindset & Economic Impact            | 5–6 hours                       | CTE: Career Development; Economics                     | Explain entrepreneurship and its role in the economy  | Quiz + reflection on entrepreneurial traits | <p><b>FBLA:</b><br/>Introduction to Business Concepts; Introduction to Business Procedures; Economics; Business Management; Business Communication; Introduction to Marketing Concepts</p> <p><b>DECA:</b><br/>Principles of Entrepreneurship (PEN); Principles of Business Mgmt (PBM); Entrepreneurship Series (ENT); Business Services Marketing (BSM); Human Resources Mgmt (HRM); Business Law &amp; Ethics</p> |
| Entrepreneurial Self-Assessment & Career Exploration | 4–5 hours                       | CTE: Personal Financial Literacy; Employability Skills | Assess personal strengths, motivations, and readiness | Self-assessment portfolio                   | <p><b>FBLA:</b><br/>Career Portfolio; Job Interview; Human Resource Management; Introduction to Business Presentation; Introduction to FBLA</p> <p><b>DECA:</b><br/>Entrepreneurship Series (ENT); Principles Events (PEN/PBM); Human Resources Mgmt (HRM); Personal Financial</p>                                                                                                                                  |

|                                                            |           |                                                                |                                                          |                                | Literacy                                                                                                                                                                                                                                                                                                                                                        |
|------------------------------------------------------------|-----------|----------------------------------------------------------------|----------------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Creativity, Innovation, and Opportunity Recognition</b> | 6–7 hours | CTE: Innovation & Problem Solving; Academic: Critical Thinking | Generate and evaluate business ideas                     | Idea pitch + innovation rubric | <p><b>FBLA:</b><br/>Entrepreneurship; Business Plan; Event Planning; Digital Video Production; Graphic Design; Social Media Strategies; Introduction to Public Speaking</p> <p><b>DECA:</b><br/>Innovation Plan (IP); Entrepreneurship Series (ENT); Start-Up Business Plan (SBP); Business Operations Research (BOR); Integrated Marketing Campaign Events</p> |
| <b>Feasibility Analysis &amp; Business Models</b>          | 6–7 hours | CTE: Business Management; Economics                            | Identify viable opportunities and select business models | Business model canvas          | <p><b>FBLA:</b><br/>Business Plan; Entrepreneurship; Financial Statement Analysis; Data Analysis; Economics; Management Information Systems</p> <p><b>DECA:</b><br/>Entrepreneurship Team Decision Making (ETDM); Entrepreneurship Series (ENT); Business Operations Research Events (BOR); Business Growth Plan (BGP);</p>                                     |

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|                                                                  |           |                                        |                                                      |                                       | Start-Up Business Plan (SBP)                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Planning the Venture (Marketing, Competition, Technology)</b> | 7–8 hours | CTE: Marketing; Information Technology | Develop marketing strategies and analyze competition | Marketing plan section                | <p><b>FBLA:</b><br/>Marketing; Digital Marketing / Social Media Strategies; Advertising; Sales Presentation; Customer Service; Hospitality &amp; Event Management; Retail Management</p> <p><b>DECA:</b><br/>Marketing Management Series (MMS); Business Services Marketing (BSM); Sports &amp; Entertainment Marketing (SEM); Integrated Marketing Campaign; Professional Selling &amp; Consulting</p> |
| <b>Financial &amp; Legal Foundations</b>                         | 6–7 hours | CTE: Finance; Business Law             | Identify funding sources and legal structures        | Financial projection + legal analysis | <p><b>FBLA:</b><br/>Accounting; Advanced Accounting; Financial Planning; Banking &amp; Financial Systems; Insurance &amp; Risk Mgmt; Business Law; Securities &amp; Investments</p> <p><b>DECA:</b><br/>Business Finance (BFS); Accounting Applications (ACT); Financial Services (FIN); Personal</p>                                                                                                   |

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|                                                                     |           |                                     |                                                              |                               | Financial Literacy (PFL);<br>Business Law & Ethics                                                                                                                                                                                                                                                                                                                              |
| <b>Growth,<br/>Scalability, and<br/>Global<br/>Entrepreneurship</b> | 5–6 hours | CTE: Global Business;<br>Management | Explain scaling, competitive<br>advantage, and global impact | Final business pitch + rubric | <b>FBLA:</b><br>International Business;<br>Business Plan;<br>Entrepreneurship;<br>Supply Chain<br>Management; Project<br>Management; Global<br>Business-related events<br><br><b>DECA:</b><br>Business Growth Plan<br>(BGP); International<br>Business Plan;<br>Entrepreneurship Series<br>(ENT); Buying &<br>Merchandising; Travel &<br>Tourism Team Decision<br>Making (TTDM) |

## 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.

#### **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 8:** Craft narratives 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.*