

U.S. Entrepreneurship Certification Examination

MANUAL

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Poreword

Today's competitive job market in the Innovation & Gig Economy requires students to graduate with an entrepreneurial mindset (opportunity recognition, critical thinking, problem solving, creativity, innovation, adaptability, initiative, collaboration, etc.) even if they decide to work for someone else. Entrepreneurial skills are an increasingly essential part of workforce development and overlap with the workplace readiness skills employers say they want in new hires in a rapidly changing workplace. Companies are hiring and promoting intrapreneurial employees for their innovation-based, entrepreneurial knowledge, skills, and mindsets. Entrepreneurship skills are modernized workforce readiness skills in the Innovation & Gig Economy.

In keeping with higher education trends, basic entrepreneurship content should be integrated across Career & Technical Education (CTE) and adult education programs, so students have the option to own their own businesses in any career field. In fact, 40% of Americans already have a side hustle, and nearly 50% of today's youth say they intend to start their own business someday. Communities also thrive when its members are empowered to become change agents by offering business-centered solutions to unmet community needs. Developing entrepreneurship knowledge, skills, and mindsets prepares individuals to become better employees in any career field (intrapreneurship) and to solve community and environmental problems (social and environmental entrepreneurship). Entrepreneurship is also an effective framework for service-learning projects that are often social and environmental entrepreneurship in action.

From an instructional viewpoint, entrepreneurship is an excellent multidisciplinary, real-world context for teaching core academic subjects (English, math, social studies, and science) in high school and HSE/GED/IET programs, as well as basic skills and literacy programs, while simultaneously developing workforce readiness skills. Entrepreneurship content seamlessly integrates across grades, subjects, and programs as well as optimizes engagement by unleashing student potential to pursue unique interests, hobbies, and passions in the classroom and real-world.

Research suggests entrepreneurial skills are also transferable life skills that are real game-changers for disenfranchised individuals living in impoverished areas because they develop intrinsic motivation, growth mindset, resourcefulness, resiliency, calculated risk-taking, and agency, to name a few. Even starting simple side hustles requiring minimal start-up costs to earn additional income—that may lead to full-time careers in the future—offers freedom, hope, and empowerment via more personally fulfilling careers while capitalizing on and affirming existing skills and talents. Developing entrepreneurial skills is also correlated to better college preparation, higher rates of college enrollment, higher earnings, and increased job satisfaction.

Click <u>here</u> for references and a Google Slides presentation entitled, "Top 10 Reasons to Integrate Entrepreneurship Education & Certification Across High School CTE Career Pathways & Adult Education Programs" by Dr. Cheryl Ayers, founder and director of the U.S. Economic Empowerment Project.



Examination Content

The U.S. Entrepreneurship Certification Examination is an industry-approved certification examination. The Examination questions were developed, written, reviewed, and revised by national academic and industry experts, including industry leaders at America's Small Business Development Center (SBDC) and SCORE. Both industry leaders offer free or low cost advising, mentoring, webinars, resources, guest speakers, and networking as next steps for individuals interested in starting and growing a business.

The Examination is based on the National Content Standards for Entrepreneurship Education and Career & Technical Education (CTE) entrepreneurship competencies. The Examination is also cross-walked with two online entrepreneurship certificate tests administered by My Own Business Institute (MOBI) in the Leavey School of Business at Santa Clara University in Silicon Valley, California. Students who pass the customized U.S. Entrepreneurship Certification Examination are prepared to take two MOBI entrepreneurship courses—Starting a Business and Quick Start Entrepreneur—as next steps at no additional cost for a total of three stackable credentials for the Innovation & Gig Economy. Additional certificates of completion and digital badges are included.

This Examination provides a means of measuring occupational readiness for successfully starting a business and working for an employer in the Innovation & Gig Economy. Specifically, the mastery of the entrepreneurship knowledge, skills, and mindsets covered in the competencies assessed by this Examination are transferable workplace readiness skills for the modern economy. See Entrepreneurship Competencies section for details. The Examination and accompanying preparation resources were piloted in high schools and adult education programs nationwide.

Value-Added Certification Credentials

It is important that high school students and adult learners graduate with the entrepreneurship knowledge, skills, and mindsets needed for postsecondary education and careers in the Innovation & Gig Economy. Earning the U.S. Entrepreneurship Certification Examination credential adds value to entrepreneurship courses and empowers students with the following workforce readiness advantages:

- Modernized workforce preparedness for employers across CTE career pathways and technical career fields as well as self-employment options in the future
- Preparation for jobs forecasted to experience growth in the Innovation & Gig Economy (e.g., jobs requiring innovation and problem-solving skills)
- Increased marketability and credibility via more productive interviews in today's competitive job market by showing an understanding of how businesses operate, thereby increasing their value as future employees
- More productive job searches by utilizing the entrepreneurial skill of opportunity recognition
- Accepting more personally fulfilling job offers from companies with an entrepreneurial culture
- Negotiating higher salaries and raises thereby increasing overall earning power due to an increase in human capital value in the labor market
- Helping business owners to become more profitable that leads to employee-of-the-month kudos, faster promotions, and slower layoffs
- Opportunities to become business co-owners and partners

- Enhanced academic performance and preparation for postsecondary education
- Increased acceptance rates into colleges and workforce training programs
- Improved graduation rates, career success, and job satisfaction
- Boosted resumes and digital portfolios, including evidence of personal drive and motivation
- Increased personal confidence and empowerment
- Winning startup pitch challenges
- Securing traditional and creative financing (e.g., bank loans and crowdfunding) more readily
- Minimizing the risks of business failure and bankruptcy as entrepreneurs

It is important that high school students and adult learners achieve an understanding of the entrepreneurship content assessed on the U.S. Entrepreneurship Certification Examination to minimize the risks of business failure and bankruptcy.

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CTECS
https://www.ctecs.org

The Career and Technical Education Consortium of States (CTECS) has nearly a 50-year history of operating the consortium for which members pool efforts to develop competency-based Career and Technical Education (CTE) resources that are validated by business, industry, and labor. CTECS provides industry-based resources and services for the improvement of CTE and workforce development instruction, assessment, and certification. CTECS facilitates a complete occupational analysis system whereby data is collected from incumbent workers for the specified occupational area. This creates a vast repository of assessments and training tools. CTECS strives to close the gap between education, workforce development, and careers by becoming the premier provider of high-quality, industry-based resources and certifications.



Pitsco Education E-SESS

Esess@pitsco.com

Pitsco Education has been providing online assessment platforms, programs, and services designed to offer technological solutions for over 50 years. Pitsco provides online assessment services through a proprietary assessment engine called E-SESS, which is used to administer the U.S. Entrepreneurship Certification Examination. Pitsco believes in the value of education and the importance of evaluation by offering resources for delivering online assessments and web-based learning programs for K-12 schools, colleges, agencies, businesses, and more. Pitsco believes that by making technology easier to use, everyone can be successful.



U.S. Economic Empowerment Project

https://www.econempowerproject.com

The U.S. Economic Empowerment Project offers customized, industry-endorsed certification examinations for students and educators as well as professional development programs for secondary educators, post-secondary educators, adult educators, correctional educators, adult service providers, literacy instructors, workforce development practitioners, and other like-minded professionals. These professional development programs are designed to equip participants with the knowledge, skills, mindsets, curricula, and classroom-ready resources needed to provide opportunities for their students to learn economics, personal finance, and entrepreneurship required to make better economic decisions for themselves and others. Ultimately, the U.S. Economic Empowerment Project strives to be part of the solution in reducing poverty, stimulating economic growth, and empowering all members of society, including those in impoverished areas across the U.S. in hopes of improving the quality of life for disenfranchised, marginalized, and underserved individuals.



America's SBDC
https://americassbdc.org

America's SBDC represents America's nationwide network of Small Business Development Centers (SBDCs)—the most comprehensive small business assistance network in the U.S. and its territories. SBDCs are hosted by leading universities, colleges, state economic development agencies and private partners, funded in part by the U.S. Congress through a partnership with the U.S. Small Business Administration. There are nearly 1,000 centers that provide no-cost or low-cost business consulting and training to new and existing businesses. Small business owners and aspiring entrepreneurs may go to their local SBDCs for face-to-face business consulting and training on a variety of topics. SBDCs help local businesses start, grow and thrive.



My Own Business Institute https://www.scu.edu/mobi My Own Business Institute (MOBI) was started at the Center for Entrepreneurship and Innovation at the Leavey School of Business at Santa Clara University in Silicon Valley, California. The mission at MOBI is to start businesses that create jobs by providing training and resources to entrepreneurs around the world. Since it was first brought online in 2000, people from all over the world have completed MOBI's courses. MOBI students represent 134 countries and every kind of business imaginable.



COABE https://www.coabe.org

The Coalition on Adult Basic Education's (COABE) mission is to inspire educators so adults succeed and communities thrive by providing leadership, professional development, advocacy, and communication that encourage greater consciousness and cultural competency in interactions with educators, administrators, adult learners, and partners. COABE is organized to advance national and international adult education, literacy, and workforce development opportunities for all persons, including local, state, federal, and private programs which assist undereducated and/or disadvantaged adults to prosper.



AAACE https://www.aaace.org The mission of the American Association for Adult and Continuing Education (AAACE) is to provide leadership for the field of adult and continuing education by expanding opportunities for adult growth and development; unifying adult educators; fostering the development and dissemination of theory, research, information, and best practices; promoting identity and standards for the profession; and advocating relevant public policy and social change initiatives. The AAACE is dedicated to the belief that lifelong learning contributes to human fulfillment and positive social change. AAACE envisions a more humane world made possible by the diverse practices of our members in helping adults acquire the knowledge, skills and values needed to lead productive and satisfying lives.



CEA https://ceanational.org

The Correctional Education Association (CEA) is a professional association of educators and administrators working in adult and juvenile correctional settings all over the world. CEA provides critical training, cutting-edge research, and valuable networking opportunities to its members so they can deliver effective, life-changing education to their students. CEA helps its members stay informed about the latest developments in education and the corrections industry. CEA's mission is to give correctional educators the resources and community they need to deliver quality education and help incarcerated people achieve successful release and reintegration into society.



The Association for Career and Technical Education (ACTE) provides educational leadership in developing a competitive workforce. ACTE strives to empower educators to deliver high quality Career and Technical Education (CTE) programs that ensure all students are positioned for career success. ACTE provides a strong collective voice for professionals representing all facets of CTE and supports CTE programming, initiatives and innovations by providing a rich array of professional development resources, events and networking opportunities. There are five organizational bodies within ACTE: State Associations, Regions, Divisions, Board of Directors, and Assembly of Delegates.

Examination Information





Target Audiences

The U.S. Entrepreneurship Certification Examination is suitable for the following education and workforce development levels:

- high school/secondary education
- adult education (both HSE/GED/IET and ABE/ESL levels)
- postsecondary education.

Eligibility

While recommended, individuals are not required to be enrolled in an entrepreneurship course to be eligible to take the U.S. Entrepreneurship Certification Examination. Individuals may also self-study or enroll in an independent study. In both cases, the Examination Resources Package should be used to prepare for the Examination. See Examination Resources Package section for details.

Career Pathway Pairings

Following is an abbreviated list of recommended career pathways that should be paired with entrepreneurship courses, culminating with the U.S. Entrepreneurship Certification Examination. These pairings are necessary in preparing students to work for employers within each career pathway in the Innovation & Gig Economy as well as giving students the option to start their own businesses within each career pathway.

Agriculture, Food and Natural Resources
Architecture and Construction
Arts, Technology and Communications
Business Management and Administration
Education and Training
Finance
Health Science

Hospitality and Tourism
Human Services
Information Technology
Marketing
Science, Technology, Engineering and Mathematics
Transportation, Distribution and Logistics



Examination Administration

Online Assessment Platform

The online assessment platform for the U.S. Entrepreneurship Certification Examination is called E-SESS (Electronic Assessment Engine). It is owned by Pitsco Education and operated in partnership with CTECS.

Ordering Examinations

To order exams, please visit the CTECS website: https://www.ctecs.org/usece. Credit card options and purchase orders are available during the checkout process. Once the order has been submitted, the purchaser will receive an email with a receipt if paid with a credit card or invoice if using a purchase order for payment. Please keep an eye on your spam folder.

For school divisions and other organizations ordering multiple exams, CTECS will set up a test administrator account in E-SESS after which login credentials from E-SESS will automatically be emailed. Within two days, CTECS will email individual test tickets. Test tickets are anonymous but have unique logins. Once exam takers log into E-SESS, they will add their names in the required data fields before taking the exam; therefore, no student registrations are required by the test administrator.

Examination Resources Package

Once logged into E-SESS, exam takers will have access to the Examination Resources available to assist in preparing for the exam.

Examination Cost

The cost is \$50 per exam and includes:

- Examination
- Examination Resources Package
- Individualized Student Score Report
- Test Administrator Report of Student Scores (if applicable)
- Personalized Certificate of Certification (includes date issued and unique certification ID)
- Digital Badge.

Retake Examinations

Individuals who do not pass the exam on their first attempt may take it two more times for a total of three attempts per semester. Each Retake Examination costs \$10. To order, please go to: https://wrs.ctecs.org/product/retake-u-s-entrepreneurship-certification-exam.

Number of Questions

75 Multiple-choice questions randomized from a larger test bank of questions.

Examination Format

The Examination is an online, web-based, multiple-choice assessment with one question presented at a time. Exam takers may bookmark (i.e., flag) questions to revisit before submitting the exam for scoring. There are no penalties for educated guessing. An online calculator is available. See the E-SESS Participant Guide included in the Examination Resources Package for details.

Time Allowed

A total of 90 minutes is allowed for taking the exam. An additional 10 minutes should be planned for exam takers to read brief instructions and agree to the Honor Code policies. The 90-minute time limit begins when the exam taker clicks **Begin.** When the 90-minute time limit ends, the Examination will be submitted automatically regardless of the number of questions answered. Exam takers should familiarize themselves with the online assessment platform interface using the E-SESS Participant Guide *before* beginning the exam.

Passing Score

70%

Instructor Allowed To Take Exam

Yes

Proctoring

The E-SESS online assessment platform is equipped with the Focus Lock automated assessment security system built into the exam browser to monitor exam takers and ensure that they maintain focus on the testing window. Exam takers should not leave the testing screen for any reason. Exams will be automatically submitted after two violations. Exam takers will have only seconds to go back to the testing screen if they accidently leave. Once the exam submits, they will not be able to access the exam again. It is recommended that exam takers close other browser windows and applications to avoid triggering the Focus Lock security system. Additional third-party proctoring of exam takers is not required. However, the exam proctoring policies set by school divisions and other organizations should be followed, if applicable.

Examination Resources Prohibited

Exam takers are not allowed to use any physical or electronic resources while taking the exam (e.g., online websites, textbooks, reference materials, calculators, smartphones or other smart devices). An online calculator is provided for each exam question within the E-SESS online assessment platform.

Honor Code

Exam takers must agree and adhere to the Honor Code policies stated in the exam instructions before beginning the exam, which read as follows:

- I will not use any resources while taking the exam (e.g., online websites, textbooks, reference materials, calculators, smartphones or other smart devices).
- I will not give or receive help from anyone during the exam, including a teacher if applicable.
- No exam materials will be copied or saved to any hard drive, network drive, or data disk remaining in my possession or that of any other person.

Reporting of Scores

After the exam is submitted, an overall score and 12 subscores for each of the 12 content areas assessed on the exam will be automatically visible to the exam taker. See Examination Blueprint section for details. Test administrators who enroll groups of students will also have access to a separate report of their students' scores.

Certificate of Certification and Digital Badge

A personalized Certificate of Certification with the date issued and unique certification identification number (for verification purposes) and Digital Badge documenting certification status will be immediately available for downloading by exam takers who pass the exam. Test administrators and exam takers may also access their certificates and digital badges at a later date by logging back into E-SESS.

Examination Accommodations

Examination accommodations for students with disabilities and English language learners should be administered at the discretion of the school division or organization in accordance with Individualized Education Plans, Section 504 Accommodation Plans, and other assessment policies, including but not limited to the following:

- Extended time to complete the exam in one session*
- Multiple exam sessions with breaks within the same day*
- Adaptive or special furniture
- Transcription of oral directions into written directions
- Interpreting/transliterating exam directions and questions
- Recording of exam responses by a proctor
- English and bilingual dictionaries
- Read-aloud exam

Questions & Support

Please do not hesitate to reach out to CTECS with questions or for support anytime Monday-Friday from 8:00-4:30 p.m. (EST), except for major U.S. holidays:

- For ordering and E-SESS technical support, contact Robyn Marshall at CTECS:
 rmarshall@ctecs.org
 or 404-994-6534
- For ordering and general questions, contact Darren Morris at CTECS: dmorris@ctecs.org or 804-543-6094.

^{*}Extended time and multiple exam sessions must be requested directly from Robyn Marshall at CTECS. See below for contact information.



Examination Blueprint

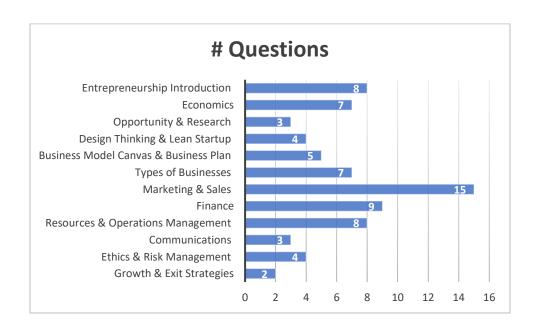
The entrepreneurship content assessed on the U.S. Entrepreneurship Certification Examination covers the following 12 content areas:

Entrepreneurship Introduction
Economics
Opportunity & Research
Design Thinking & Lean Startup
Business Model Canvas & Business Plan
Types of Businesses

Marketing & Sales
Finance
Resources & Operations Management
Communications
Ethics & Risk Management
Growth & Exit Strategies

The following charts illustrate the 12 content areas with the corresponding number of questions randomized on the Examination:

BLUEPRINT	#
Content Areas	Questions
Entrepreneurship Introduction	8
Economics	7
Opportunity & Research	3
Design Thinking & Lean Startup	4
Business Model Canvas & Business Plan	5
Types of Businesses	7
Marketing & Sales	15
Finance	9
Resources & Operations Management	8
Communications	3
Ethics & Risk Management	4
Growth & Exit Strategies	2
Total	75





Examination Resources Package

Password-protected access to the Examination Resources Package on the E-SESS platform will be shared by CTECS within 1-2 days after purchasing the exam. The Examination Resources should be used to assist in preparing for the U.S. Entrepreneurship Certification Examination. They may also be used as self-study resources or for independent study courses for high school students and adult learners who do not have time to take traditional entrepreneurship courses or their high schools and adult education programs do not yet offer entrepreneurship courses. Similarly, other self-motivated individuals, who would like to prepare for the exam on their own, unaffiliated with high school and adult education programs, are encouraged to also use the Examination Resources.

Study Guide

The detailed Study Guide (28 pages) facilitates preparation for the U.S. Entrepreneurship Certification Examination. The Study Guide also serves as a curriculum framework for teaching one or two semester courses in entrepreneurship.

Reading Guide

The Reading Guide is designed as a supplemental resource to assist high school students, adult learners, and other individuals in preparing to take the U.S. Entrepreneurship Certification Examination. The online reading sections are accessible in the free Entrepreneurship e-textbook by OpenStax. Free student accounts and educator accounts, including instructional resources like PowerPoint slides, answer keys, test banks, LMS cartridges, etc.) are available, although not necessary to complete the reading sections.

Vocabulary List

The Vocabulary List is designed to be used alongside the other Examination Resources to achieve a comprehensive and contextualized understanding of entrepreneurship and to pass the U.S. Entrepreneurship Certification Examination. Many of the vocabulary words can be defined and explained in the free Entrepreneurship e-textbook by OpenStax by using the online key terms and search functions. An editable Google document with the key terms listed for each of the e-textbook's 15 chapters is included.

2 Practice Exams

The two Practice Exams (118 questions each) provide sample questions for all of the entrepreneurship knowledge, skills, and mindsets assessed on the U.S. Entrepreneurship Certification Examination. However, only a portion of the content covered by the Practice Exams will be randomly selected for the actual exam. The two Practice Exams include one written on a High School, HSE/GED and IET level and one written on a lower literacy level intended to be a scaffold for Adult Basic Education (ABE) and English as a Second Language (ESL) learners. ABE/ESL instructional strategies and tips are included. Please note that the actual exam is not written on a lower literacy level.

E-SESS Participant Guide

The E-SESS Participant Guide includes instructions on how to navigate the E-SESS online assessment platform for exam takers.

Professional Development - Online Entrepreneurship Institutes

The U.S. Economic Empowerment Project offers customized Online Entrepreneurship Institutes for middle and high school educators, postsecondary educators, adult educators, correctional educators, adult service providers, literacy instructors, workforce development practitioners, and other like-minded professionals. The Institutes are aligned with the U.S. Entrepreneurship Certification Examination, equipping participants with the content knowledge, instructional strategies, curriculum, and 400+ classroom-ready resources needed to teach entrepreneurship and prepare high school students and adult learners to pass the exam.

Live Zoom classes include grassroots entrepreneurs who share "lessons learned" and breakout groups for national networking and collaboration. State-specific Institutes are also available upon request. Entrepreneurship Educator Certificate of Certification and Digital Badge are included. Optional 3-hours of undergraduate or graduate university credit is available. Details at https://www.ctecs.org/usece.

Copyright Adherence

The U.S. Entrepreneurship Certification Examination, Examination Resources Package, and Online Entrepreneurship Institutes are copyrighted. All rights reserved. Email Dr. Cheryl Ayers at cheryl42@vt.edu for questions and permission.



Entrepreneurship Competencies

The entrepreneurship competencies assessed on the U.S. Entrepreneurship Certification Examination measure entrepreneurship knowledge, skills, and mindsets as detailed in the following pages. It is recommended that this entrepreneurship competency-based content is taught in one or two entrepreneurship semester courses as well as integrated into other subjects, grades, and programs. Entrepreneurship courses and the U.S. Entrepreneurship Certification Examination should be paired with other technical career field courses and certifications to develop students into intrapreneurial employees required by today's employers in the new Innovation & Gig Economy and to equip students with self-employment options in the future. Instructors may use the competencies as a curriculum framework. The detailed content for each competency is contained in the Study Guide and other Examination Resources.

Entrepreneurship Introduction

Explain the concept of entrepreneurship.

Explain the concept of intrapreneurship.

Explain the importance of social and environmental entrepreneurship.

Describe the costs and benefits of being an entrepreneur.

Describe the entrepreneurial mindset.

Conduct a self-assessment to determine entrepreneurial potential.

Describe the roles of innovation in entrepreneurship.

Research entrepreneurs.

Describe trends in entrepreneurship.

Explain entrepreneurial sources of opportunity.

Examine career opportunities in entrepreneurship.

Economics

Explain fundamental economic concepts.

Identify the major economic systems.

Identify the influence of entrepreneurship on market economies.

Explain opportunity cost.

Identify the stages in the business cycle.

Identify the stages of the product life cycle.

Explain the law of supply and demand.

Explain how international trade affects entrepreneurs.

Opportunity & Research

Analyze potential competitors to determine a competitive advantage.

Explain the concept of a SWOT analysis.

Explain the concept and importance of marketing research.

Use research to analyze an industry.

Conduct primary and secondary market research for a business.

Identify business opportunities in school or the community.

Design Thinking & Lean Startup

Differentiate between the 5 steps of the design thinking process.

Define lean start-up.

Explain lean start-up concepts.

Business Model Canvas & Business Plan

Identify and create the components of the business model canvas.

Create a value proposition.

Develop a business plan.

Develop a mission statement.

Develop a vision statement.

Types of Businesses

Describe types of entrepreneurial businesses, including the costs and benefits of each.

Describe common types of business structures.

Describe four major types of businesses.

Explain the concept of channels of distribution.

Marketing & Sales

Explain the concept of a target market.

Describe outbound and inbound marketing.

Explain the components of the marketing mix.

Identify the elements of the promotional mix and create a sample of each.

Explain pricing strategies.

Explain the purpose of branding.

Describe product positioning strategies.

Develop a marketing plan.

Describe the regulation of marketing information management.

Explain the importance of customer service.

Explain key factors in building and retaining clientele.

Explain the benefits of customer loyalty.

Explain methods to maintain customer loyalty.

Identify the types of selling.

Demonstrate the steps of the personal selling process.

Finance

Describe business costs.

Explain the economics of one unit (EOU).

Project start-up costs and initial funding requirements.

Identify tax-related responsibilities.

Evaluate funding types and sources.

Describe the importance of keeping good financial records.

Describe the purpose of a financial model (pro forma).

Explain the purpose of income statements, cash-flow statements, and balance sheets.

Create pro forma financial statements and calculate formulas.

Explain and calculate the break-even point.

Explain and calculate key performance indicators (KPI).

Explain and project cash flow.

Resources & Operations Management

Identify leadership and management skills.

Explain human resources management and policies.

Develop a job description.

List the steps for hiring employees.

Explain strategies for motivating employees.

Explain the concept of organizational structures.

List the steps for acquiring a business license or permit.

Explain types of intellectual property.

Explain regulations that apply to entrepreneurial businesses.

Identify business resources for entrepreneurs.

Identify the uses of technology in entrepreneurship.

Identify criteria for selecting vendors and suppliers.

Communications

Describe the audiences, purposes, and types of internal and external business communications.

Write business communications.

Demonstrate negotiation skills.

Identify types and components of an oral presentation.

Develop an elevator pitch and an investor pitch.

Ethics & Risk Management

Explain the importance of business ethics.

Apply business ethics to entrepreneurship.

Explain the role of philanthropy and social responsibility in a business.

Identify the risks involved in starting a business.

Explain types of business insurance.

Analyze risk management strategies that can be used to manage the risks of a new business.

Growth & Exit Strategies

Develop growth plans for a business.

Update a product or service.

Describe various exit strategies.



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