

Florida Department of Education  
CURRICULUM FRAMEWORK

**Program Title:** Practical Entrepreneurship Skills  
**Program Type:** Practical Arts  
**Occupational Area:** Marketing

**Program Number:** Secondary  
**8800310**  
CIP Number: 0208.0301PA  
Grade Level: 7-12, 30, 31  
Length: .5 credit  
Certification: RETAILING @7 G  
DIST ED @7  
TEACH CDE @7  
MKTG 1 @2  
MKTG MGMT @7 G  
WHOLESALE @7 G  
CTSO: DECA  
Coop Method: No

- I. **MAJOR CONCEPTS/CONTENT:** The purpose of this course is to introduce students to the concept of entrepreneurship and to develop an awareness of the business and economic principles necessary for the potential entrepreneur to understand. The course will also give students an opportunity to evaluate their potential as entrepreneurs.
- II. **LABORATORY ACTIVITIES:** None.
- III. **SPECIAL NOTE:** DECA, "An Association of Marketing Students," is the appropriate career and technical student organization for providing leadership training and reinforcing specific vocational skills. Career and Technical Student Organizations, when provided, shall be an integral part of the vocational instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.065 (8), FAC.
- IV. **INTENDED OUTCOMES:** After successfully completing this course, the student will be able to:
- 01.0 Explain the concept and importance of entrepreneurship.
  - 02.0 Determine advantages and disadvantages of becoming an entrepreneur.
  - 03.0 Describe the five major fields of business activity that are available for the potential entrepreneur.
  - 04.0 Compare and contrast the primary methods of becoming an entrepreneur.
  - 05.0 Compare and contrast the legal forms of business ownership.
  - 06.0 Demonstrate an understanding of basic economic principles that affect the operation of a small business.
  - 07.0 Discuss entrepreneurship as a career choice.

Florida Department of Education  
STUDENT PERFORMANCE STANDARDS

**Program Title:** Practical Entrepreneurship Skills  
**Secondary Number:** 8800310  
**Postsecondary Number:**

- 01.0 EXPLAIN CONCEPT AND IMPORTANCE OF ENTREPRENEURSHIP--The student will be able to:
- 01.01 Define "entrepreneurship."
  - 01.02 Define "entrepreneur."
  - 01.03 Discuss the importance of entrepreneurship to the global economy.
- 02.0 DETERMINE ADVANTAGES AND DISADVANTAGES OF BECOMING AN ENTREPRENEUR--The student will be able to:
- 02.01 List advantages of ownership of a small business.
  - 02.02 List disadvantages of ownership of a small business.
  - 02.03 Identify the risks involved in ownership of a small business.
  - 02.04 List the major causes of failure of a small business.
- 03.0 DESCRIBE THE FIVE MAJOR FIELDS OF BUSINESS ACTIVITY THAT ARE AVAILABLE FOR THE POTENTIAL ENTREPRENEUR--The student will be able to:
- 03.01 Define and give examples of "extractive enterprises."
  - 03.02 Define and give examples of "manufacturing businesses."
  - 03.03 Define and give examples of "wholesalers."
  - 03.04 Define and give examples of "retailers."
  - 03.05 Define and give examples of "service businesses."
- 04.0 COMPARE AND CONTRAST THE PRIMARY METHODS OF BECOMING AN ENTREPRENEUR--The student will be able to:
- 04.01 List the advantages and disadvantages of buying an existing business.
  - 04.02 List the advantages and disadvantages of starting a business from scratch.
  - 04.03 List the advantages and disadvantages of buying a franchise.
  - 04.04 Define "franchise."
  - 04.05 Define "franchisor."
  - 04.06 Define "franchisee."
- 05.0 COMPARE AND CONTRAST THE LEGAL FORMS OF BUSINESS OWNERSHIP--The student will be able to:
- 05.01 Define "sole proprietorship."
  - 05.02 List the advantages and disadvantages of a sole proprietorship.
  - 05.03 Define "partnership" and explain the various types.
  - 05.04 List the advantages and disadvantages of each type of partnership.
  - 05.05 Define "corporation" and explain the various types.
  - 05.06 List the advantages and disadvantages of each type of corporation.

06.0 DEMONSTRATE AN UNDERSTANDING OF BASIC ECONOMIC PRINCIPLES THAT AFFECT THE OPERATION OF A SMALL BUSINESS--The student will be able to:

06.01 Define "supply and demand."

06.02 Describe the interactions between supply and demand.

06.03 Define "competition."

06.04 Identify the effects of competition on a small business.

06.05 Define "profit."

07.0 DISCUSS ENTREPRENEURSHIP AS A CAREER CHOICE--The student will be able to:

07.01 Discuss the advantages and disadvantages of self-employment.

07.02 Identify the personal qualities necessary to be successful as an entrepreneur.

07.03 Identify the financial and management skills needed to operate a small business efficiently and effectively.

07.04 Outline the educational experiences and/or occupational training needed to become a successful entrepreneur.

07.05 Assess personal potential to become an entrepreneur.