



EMPLOYABILITY PROFILE

Business Entrepreneurship



Industry-Based Skill Standards

Proficiency Definitions

NA = Not Applicable

1 = Introduced

2 = Developing

3 = Proficient

4 = Mastery

	9th	10th	11th	12th
Entrepreneurial Traits				
Identifies and recognizes entrepreneurial traits, characteristics, and roles; examines the role of innovation and entrepreneurship activity to society and the economy; and identifies methods and processes of idea generation, problem solving, and innovating.				
Economic Concepts				
Understands how economic concepts effect decision making in an entrepreneurial venture. Define opportunity cost, scarcity, and equilibrium.				
Marketing				
Understands how marketing affects an entrepreneurial venture. Understands the importance of identifying the market and explains the determinants of supply and demand. Explores how businesses reach, maintain, and increase the market.				
Innovation				
Demonstrates understanding of innovation with respect to an entrepreneurial venture. Understands idea generation through innovation and problem solving.				

	9th	10th	11th	12th
Management Principles				
Understands the role of management principles in an entrepreneurial venture. Discusses short- and long-term goals for an entrepreneurial venture.				
Ownership, Government & Legal Regulations				
Analyzes how forms of business ownership, government regulations, and legal regulations affect entrepreneurial ventures. Identifies types of business ownership (e.g., sole proprietorship, partnership, c-corp, scarp, LLC, nonprofit, franchise).				
Technology Tools for Business				
Demonstrates proficiency in using common business tools such as Microsoft Word, Excel, PowerPoint				
Career Development Portfolio				
Creates a career development portfolio using appropriate writing skills to create cover letter, resumes, samples of work, and career plan to be used in the job seeking process.				

Industry Certifications / Credential / Endorsement	yes	no

Articulated College Credit or Advanced Standing	credits
Total	