

ENTREPRENEURSHIP

PROGRAM OF STUDY

Through the Entrepreneurship Program of Study, students will learn the necessary skills to plan, develop, and launch a start up business. During this process students will explore various business opportunities, complete a feasibility analysis, create and organize a plan to promote business and its products and services, and determine the return on investment and potential profit.



INDUSTRY-BASED CERTIFICATION OPPORTUNITIES

Entrepreneurship and Small Business (ESB)

Texas Data: Collected by TEA October 2019

OCCUPATIONS	MEDIAN WAGE	ANNUAL OPENINGS	% GROWTH
General and Operations Managers	\$107,640	18,679	20%
Management Analysts	\$87,651	4,706	32%
Managers, All others	\$113,110	1,794	26%

RECOMMENDED COURSE SEQUENCE

- 1 LEVEL** Principles of Business, Marketing, and Finance
- 2 LEVEL** Business Information Management I
- 3 LEVEL** Entrepreneurship
- 4 LEVEL** Entrepreneurship II, Practicum in Marketing

NOTE: See reverse for additional course sequence options and endorsement requirements. Course descriptions and details can be found in the course catalog.

WORK-BASED LEARNING EXPERIENCES

Industry Guest Speakers and Mentors; Job Shadows; Internships; Industry and Post Secondary Education Site Visits/Field Trips.

CAREER AND TECHNICAL STUDENT ORGANIZATIONS

DECA; National Technical Honor Society (NTHS)



The Business, Marketing, and Finance Career Cluster® focuses on careers in planning, organizing, directing, and evaluating business functions essential to efficient and productive business operations.

Non-Discrimination Statement

It is the policy of Leander ISD not to discriminate on the basis of race, color, national origin, sex or handicap in its Career and Technology Education Programs, services, or activities. Leander ISD will take steps to assure that lack of English language skills will not be a barrier to admission and participation in all educational and vocational programs. Es norma de Leander ISD de no discriminar por motivos de raza, color, origen nacional, sexo o impedimento, en sus programas, servicios o actividades vocacionales. Leander ISD tomará las medidas necesarias para asegurar que la falta de habilidad en el uso de la lengua inglés no sea un obstáculo para la admisión o participación en todos los programas educativos y vocacionales.

ENTREPRENEURSHIP

BUSINESS AND INDUSTRY

A student may earn a Business and Industry endorsement by completing foundation and general endorsement requirements. Endorsement course options for the Entrepreneurship program of study are listed below.



4 CREDITS REQUIRED

Choose 2 credits from the following:

- Entrepreneurship
- Entrepreneurship II OR Practicum in Marketing

Choose additional credits from the following:

- Principles of Business, Marketing and Finance
- Business Information Management I
- Business Management
- Advertising/Social Media Marketing
- Marketing
- Mobile App Development
- Global Business/Human Resource Management
- Accounting I
- Money Matters
- Career Preparation
- Project-Based Research

INDUSTRY-BASED CERTIFICATION OPPORTUNITIES

The ESB certification is built to test and validate foundation-level concepts and knowledge in entrepreneurship and small business management. These core concepts include entrepreneurship; recognizing and evaluating opportunities; planning for, starting, and operating a business; marketing and sales; and financial management. Successful completion of this certification will validate skills and knowledge for those students interested in working in a middle-skill trade profession as their own boss and those with entrepreneurship and small business career aspirations. The ESB certification is endorsed by the Network for Teaching Entrepreneurship and the American Council on Education.

Microsoft certifications are also available to students who take Business Information Management under the endorsement course options. Through MOS certification a user demonstrates the ability to command the full features and functionality of Microsoft Office including Word, Excel and PowerPoint, preparing them for future academic or workforce opportunities. MOS certification benefits students with job opportunities as many employers look for certification in their applicant screening process. Also, many colleges and universities require MOS certification as a prerequisite to some degree plans and/or offer college credit or course exemption for an equivalent course. Students taking Business Information Management will have the opportunity to learn the skills needed to successfully pass the MOS Associate certification exams in Word, Excel and PowerPoint and possibly the advanced features of MOS Expert in Word and Excel.

NOTES:
