

Entrepreneurship / Small Business Program

The Entrepreneurship / Small Business Program is designed to prepare students for careers in the [Management & Entrepreneurship Cluster](#), focusing on initiating and managing businesses, including startups, small businesses, gig economy work, and social enterprises.

Related Careers: Business owner, business manager, entrepreneur, leadership coach				
Grade ->	9	10	11	12
Completer Program Requirements (4 minimum Credits) *Optional Courses		Principals of Business & Management	Entrepreneurship / Small Business 1 Entrepreneurship / Small Business 2 School-based Enterprise	*Career Connected Learning *DE – CIA 135 - Excel
Additional Recommended Courses	Advanced Business & Management; Business Communications & Keyboarding; Business Law; Marketing; Managing Personal Finances Using Excel			
Certification and College Credit Opportunities	Industry Recognized Credentials: Quickbooks Certified User Desktop Certification Six Sigma - Sigma White Project Manager Ready Certification			

Ent / Sm Bus Course Sequence

Required Course #1

Entrepreneurship and Small Business 1

1 credit

Entrepreneurship and Small Business I introduces students to the essential skills and concepts needed to understand and manage a small business. Students explore foundational topics such as the entrepreneurial mindset, business ownership and structure, marketing strategies, and basic financial literacy. Students learn to organize, analyze, and present business data, supporting their preparation aligned industry certification(s). The course also emphasizes employability skills - including communication, teamwork, and ethical decision-making - while providing opportunities for real-world application through project-based learning and simulated business experiences.

Required Course #2

Entrepreneurship and Small Business 2

1 credit

Entrepreneurship and Small Business II builds on foundational knowledge by engaging students in advanced business and organizational management skills. Students compare models of business ownership, evaluate legal and ethical responsibilities, and develop practical strategies for business growth and management. The course emphasizes project management principles, business process improvement (including Six Sigma White Belt concepts), and professional project planning tools. Students sharpen their leadership and employability through team-based projects, simulated business problem-solving, and preparation for industry-recognized certifications related to project management and process improvement.

Required Course #3

School Based Enterprise

1 credit

School Based Enterprise advances students' leadership and management abilities, preparing them for real-world challenges in entrepreneurship and business operations. Students operate school based enterprises supporting the efforts of other CTE programs. The course deepens understanding of advanced project management practices, adaptive approaches, and lifecycle processes. Through hands-on projects, students apply contemporary management strategies, develop advanced team and communication skills, and build a professional portfolio showcasing readiness for key industry credentials and leadership roles in business.

Optional Course #4

Career Connected Learning

1 – 3 credits

This flexible, work-based learning course introduces students to real-world applications of classroom knowledge and technical skills through on-the-job experiences and reflective practices. Students engage in career exploration, skill development, and professional networking by participating in youth apprenticeships, registered apprenticeships, pre-apprenticeships, internships, capstone projects, or other approved career-connected opportunities. Variable credit (1–3) accommodates the required on-the-job training hours and related instruction. By integrating industry standards, employability skills, and personalized learning goals, Career Connected Learning I equips students to make informed career decisions, develop a professional portfolio, and build a strong foundation for success in postsecondary education, training, or the workforce.

Optional Course #5

Dual Enrollment – **CIA 135 - Excel**

1 HS credit / 4 College Credits

Develop and manipulate electronic worksheets and charts while using the Microsoft Excel software package. Apply skills to create and manage worksheets, workbooks, cells, ranges, charts, objects, and Excel tables, and perform operations with formulas and functions. Manage workbook options and settings; apply custom data formats and layouts. This course prepares students to complete the MOS Microsoft Excel Associate and Expert 2019 Certification exams. The MOS Excel Associate exam is completed as the final exam. Certification is not guaranteed. An additional \$80 fee is required. Students can complete the Expert exam for an additional fee. Basic technology skills are recommended.

Sources of Standards:

1. Advance CTE's Career Clusters Framework

- a. **Description:** The Advance CTE framework provides a nationally recognized structure for organizing career and technical education (CTE) into Career Clusters. Each cluster represents a grouping of occupations and industries.
- b. **Use:** The framework serves as a foundational guideline for developing standards, ensuring alignment with industry-specific expectations, and highlighting essential knowledge and skills for each level of study.
- c. **Source:** Advance CTE Career Clusters: <https://careertech.org/career-clusters/>

2. Google Project Management Certificate

- a. **Description:** Developed by Google, this certificate program provides comprehensive training in project management, covering methodologies, tools, and best practices applicable across industries.
- b. **Usage:** The curriculum informs the project management components of the courses, preparing students for industry-recognized certification.
- c. **Source:** [Google Project Management Certificate](#)

3. Lean Six Sigma White Belt Certification

- a. **Description:** This certification introduces the principles of Lean Six Sigma, focusing on process improvement and operational efficiency.
- b. **Usage:** The concepts from this certification are integrated into the curriculum to teach students about quality management and process optimization.
- c. **Source:** [Lean Six Sigma White Belt Certification](#)

4. QuickBooks Certified User

- a. **Description:** This certification validates proficiency in QuickBooks, a leading accounting software used by businesses for financial management.
- b. **Usage:** The certification content is incorporated into the courses to equip students with essential accounting and bookkeeping skills.
- c. **Source:** [QuickBooks Certified User](#)

5. Google Career Certificate: Digital Marketing & E-commerce

- a. **Description:** This certificate program offers training in digital marketing strategies and e-commerce platforms, emphasizing practical skills for online business growth.
- b. **Usage:** The curriculum supports the development of digital marketing competencies within the courses, aligning with current industry trends.
- c. **Source:** [Google Career Certificate: Digital Marketing & E-commerce](#)

6. Certified Associate in Project Management (CAPM)

- a. **Description:** Offered by the Project Management Institute (PMI), the CAPM certification provides recognition for individuals with knowledge of project management principles and terminology.
- b. **Usage:** The CAPM framework guides the advanced project management standards in the curriculum, preparing students for certification.
- c. **Source:** [Certified Associate in Project Management \(CAPM\)](#)

7. Microsoft Excel Expert Certification

- a. Description: This certification demonstrates advanced proficiency in Microsoft Excel, including complex data analysis, formula creation, and automation.²
- b. Usage: The certification objectives are integrated into the courses to enhance students' data management and analytical skills.
- c. Source: [Microsoft Excel Expert Certification](#)

8. Tableau Desktop Specialist Certification

- a. Description: This certification validates foundational skills in Tableau, a leading data visualization tool used for business intelligence.
- b. Usage: The certification content is utilized to teach students about data visualization and interpretation within the curriculum.
- c. Source: [Tableau Desktop Specialist Certification](#)