



The National Content Standards for Entrepreneurship Education - Summary

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Entrepreneurial Skills	
The Processes and Traits/Behaviors associated with entrepreneurial success.	
A	Entrepreneurial Processes Understands concepts and processes associated with successful entrepreneurial performance
Discovery Concept Development Resourcing Actualization Harvesting	
B	Entrepreneurial Traits/Behaviors Understands the personal traits/behaviors associated with successful entrepreneurial performance
Leadership Personal Assessment Personal Management	

Ready Skills	
The basic business knowledge and skills that are prerequisites or co-requisites for becoming a successful entrepreneur.	
C	Business Foundations Understands fundamental business concepts that affect business decision making
Business Concepts Business Activities	
D	Communications and Interpersonal Skills Understands concepts, strategies, and systems needed to interact effectively with others
Fundamentals of Communication Staff Communications Ethics in Communication Group Working Relationships Dealing with Conflict	
E	Digital Skills Understands concepts and procedures needed for basic computer operations
Computer Basics Computer Applications	
F	Economics Understands the economic principles and concepts fundamental to entrepreneurship/small-business ownership
Basic Concepts Cost-Profit Relationships Economic Indicators/Trends Economic Systems International Concepts	
G	Financial Literacy Understands personal money-management concepts, procedures, and strategies
Money Basics Financial Services Personal Money Management	
H	Professional Development Understands concepts and strategies needed for career exploration, development, and growth
Career Planning Job-Seeking Skills	

Business Functions

The business activities performed by entrepreneurs in managing the business.

I	Financial Management Understands the financial concepts and tools used in making business decisions
Accounting Finance Money Management	
J	Human Resource Management Understands the concepts, systems, and strategies needed to acquire, motivate, develop, and terminate staff
Organizing Staffing Training/Development Morale/Motivation Assessment	
K	Information Management Understands the concepts, systems, and tools needed to access, process, maintain, evaluate, and disseminate information for business decision-making
Record keeping Technology Information Acquisition	
L	Marketing Management Understands the concepts, processes, and systems needed to determine and satisfy customer needs/wants/expectations, meet business goals/objectives, and create new product/service ideas
Product/Service Creation Marketing-information Management Promotion Pricing Selling	
M	Operations Management Understands the processes and systems implemented to facilitate daily business operations.
Business Systems Channel Management Purchasing/Procurement Daily Operations	
N	Risk Management Understands the concepts, strategies, and systems that businesses implement and enforce to minimize loss
Business Risks Legal Considerations	
O	Strategic Management Understands the processes, strategies, and systems needed to guide the overall business organization
Planning Controlling	