

Entrepreneurship Program Mississippi Curriculum Framework

**CIP: 52.0701 Entrepreneurship/Entrepreneurship Studies
2018**



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The Office of Curriculum and Instruction (OCI) was founded in 2013 under the Division of Workforce, Career, and Technical Education at the Mississippi Community College Board (MCCB). The office is funded through a partnership with The Mississippi Department of Education (MDE), who serves as Mississippi's fiscal agent for state and federal Career and Technical Education (CTE) Funds. The OCI is tasked with developing statewide CTE curriculum, programming, and professional development designed to meet the local and statewide economic demand.

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ADOPTION OF NATIONAL CERTIFICATION STANDARDS

Entrepreneurship and Small Business (ESB) is the first in the new Certiport® Business Fundamentals Certification Program, which will also include certification exams in business disciplines such as Digital Marketing, and Finance. The ESB exam is intended for use primarily in academic settings including vocational schools, community colleges, and technical colleges.

Candidates for ESB certification will be expected to have key conceptual knowledge of entrepreneurial and small business principles, although it is not required for students to have had real-world experience as a small business manager in order to take and pass the exam. 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.

INDUSTRY JOB PROJECTION DATA

The Entrepreneurship occupations require an education level of short-term on-the-job training or work experience in a related field. There is expected to be a 1.71% increase in occupational demand at the regional and state level. Median annual income for this occupation is \$70,678.40 at the state level. A summary of occupational data from the State Workforce Investment Board Data Center is displayed below:

Table 1: Education Level

Program Occupations	Education Level
Managers, all other	Work experience in related field

Table 2: Occupational Overview

	Region	State	United States
2014 Occupational Jobs	761	761	339377
2024 Occupational Jobs	774	774	339835
Total Change	13	13	458
Total % Change	1.71%	1.71%	0.13%
2014 Median Hourly Earnings	\$33.98	\$33.98	\$50.51
2014 Median Annual Earnings	\$70,678.40	\$70,678.40	\$105,060.80
Annual Openings	1	1	45

Table 3: Occupational Breakdown

Description	2014 Jobs	2024 Jobs	Annual Openings	2014 Hourly Earnings	2014 Annual Earnings 2,080 Work Hours
Managers, all other	761	774	1	\$33.98	\$70,678.40

Table 4: Occupational Change

Description	Regional Change	Regional % Change	State % Change	National % Change
11-9199	Managers, all other	13	1.71%	1.71%

ARTICULATION

There is a secondary program in Entrepreneurship Studies to articulate to this program of study.

TECHNICAL SKILLS ASSESSMENT

Colleges should report the following for students who complete the program with a career certificate, technical certificate, or an Associate of Applied Science Degree for technical skills attainment. To use the approved Alternate Assessment for the following programs of study, colleges should provide a Letter of Notification to the Director of Career Technical Education at the MS Community College Board. Please see the following link for further instructions: <http://www.mccb.edu/wkfEdu/CTDefault.aspx>.

CIP Code	Program of Study	
52.0701	Entrepreneurship Studies	
Level	Standard Assessment	Alternate Assessment EPT
College Credit Certificate (15)		
Career (30)		
Level	Standard Assessment	Alternate Assessment EPT
Technical/AAS	Certiport – Entrepreneurship and Small Business (ESB)	

ONLINE AND BLENDED LEARNING OPPORTUNITIES

Course content includes lecture and laboratory semester credit hours. Faculty members are encouraged to present lecture related content to students in an online or blended learning environment. Training related to online and blended learning will be available to faculty members through the MS Community College Board.

PROGRAM RESOURCES

SCORE - SCORE is a nonprofit association dedicated to helping small businesses get off the ground, grow and achieve their goals through education and mentorship. They have been doing this for over fifty years.

<https://www.score.org/about-score>

Because their work is supported by the U.S. Small Business Administration (SBA), they are able to deliver services at no charge or at very low cost.

They can provide:

- Volunteer **MENTORS** who share their expertise across 62 industries
- Free, confidential business **MENTORING** in person, via email or by video
- Free business **TOOLS**, templates and tips here online
- Innovate

National Association of Community College Entrepreneurship

[NACCE](#) is a network of 300 [community colleges](#) that started in 2002. Our colleges teach their students and communities how to start, run and expand their businesses. They offer a varied and wide range of entrepreneurship education and training options, from certificates and transferable degrees to stand-alone workshops and ongoing programs such as [10,000 Small Businesses](#) (Goldman-Sachs) and [1 Million Cups](#) (Kauffman Foundation). We host a popular [annual conference](#) and serve as a conduit for over a dozen [foundations](#) that support and encourage entrepreneurship-related educational efforts. **NACCE also recognizes entrepreneurially-focused colleges and leadership through programs such as [The Presidents for Entrepreneurship Pledge](#)**

This page give some of the basics about their mission, history, beliefs and goals.

<https://nacce.site-ym.com/?Introduction>

Board of Directors

<https://nacce.site-ym.com/page/BoardOfDirectors>

Current Members

<https://nacce.site-ym.com/page/OurMembers>

PRINTABLE BROCHURE

https://c.ymcdn.com/sites/nacce.site-ym.com/resource/resmgr/2018_NACCE-Conference-Brochu.pdf

PRICING

<https://nacce.site-ym.com/page/NACCE18Registration>

They have a special discount for anyone from Mississippi Community Colleges (including the Board and any MS governmental agencies) in leadership positions (Chancellors, President, Provosts, VPs, AVPs, CEOs, Executive Directors).

ASSESSMENT STRATEGIES

The Office of Curriculum and Instruction's professional development offer assessment strategies to faculty members implementing the curriculum. Additionally, standards were included in course content when appropriate.

RESEARCH ABSTRACT

In the spring of 2018, the Office of Curriculum and Instruction (OCI) met with the different industry members, State agencies, and community colleges in an effort to give insight on the importance and necessity of this program. The committee members collaborated together in determining the structure of the program and its courses. An industry questionnaire was used to gather feedback concerning the trends and needs, both current and future, of their field. Program faculty, administrators, and industry members were consulted regarding industry workforce needs and trends.

Industry advisory team members from the college involved with this program were asked to give input related to the creation of this curriculum framework.

A curriculum writing meeting was convened in June 2018 and attended by faculty, administrators, and industry members. During the writing meeting, the curriculum was aligned to the 30/45/60 model allowing for a stackable credentials model whereby Students can earn a career certificate, technical certificate, and an Associate of Applied Science degree in Entrepreneurship.

CURRICULUM HISTORY:

2018 Mississippi Community College Board

PROGRAM DESCRIPTION

Entrepreneurship the activity of setting up a business or businesses, taking on financial risks in the hope of profit. Entrepreneurship allows the opportunity to use your knowledge and skills to have positive social and economic impact around the world. Whether part of a new or existing business students can learn how to use the Entrepreneurship program of study to have an immediate effect in their organization and in the communities their organization serves. Small businesses and Entrepreneurs are the biggest job creators and are an effective way to increase business opportunities.

This curriculum is designed as a two-year technical program. The Associate of Applied Science Degree in Entrepreneurship Studies will be awarded at the culmination of a minimum of 60 semester hours of satisfactory study. Graduates of the program will be qualified to continue/seek employment. Students who graduate from the program will also better prepared to grow their companies within their communities.

Upon successful completion of all financial requirements, graduates should be able to:

- Demonstrate a level of mathematical skill appropriate for self-employment in a business environment
- Read, understand, and prepare standard types of business communications
- Understand basic concepts and practices in Entrepreneurship and small business management
- Understand competition and its relationship to private enterprise
- Explain the marketing concepts for Entrepreneurships
- Use the Internet and other data sources for business purposes, including research and marketing
- Understand the importance of a business plan/model
- Develop a business plan/model
- Apply knowledge of computer applications, including word processing and spreadsheets

SUGGESTED COURSE SEQUENCE

Short-term 15 Hour College Credit Certificate

Due to separate pathway needs there will be two 15- hour college credit certificates offered.

			SCH Breakdown			Program Certifications
Course Number	Course Name	Semester Credit Hours	Lecture	Lab	Total Contact Hours	Certiport – Entrepreneurship and Small Business (ESB)
EPT 1113	Entrepreneurship Fundamentals	3	3 2	0 2	45 60	
EPT 1123	Entrepreneurial Marketing	3	3 2	0 2	45 60	
EPT 1133	Entrepreneurial Finance	3	3 2	0 2	45 60	
EPT 1153	Launching Your Business	3	3 2	0 2	45 60	
	Instructor Approved Electives	3				
	Total	15				

Accelerated Integrated Career Pathway 15 Hour College Credit Certificate

			SCH Breakdown			Program Certifications
Course Number	Course Name	Semester Credit Hours	Lecture	Lab	Total Contact Hours	
EPT 1113	Entrepreneurship Fundamentals	3	3 2	0 2	45 60	
EPT 1123	Entrepreneurial Marketing	3	3 2	0 2	45 60	
EPT 1133	Entrepreneurial Finance	3	3 2	0 2	45 60	
	Instructor Approved Elective	6				
	Total	15				

The certificate program is designed to prepare prospective Entrepreneurs in the fundamentals of starting and managing their own businesses and to launch new ventures. For Entrepreneurs who already have an established business, the program will help them strengthen their business and managerial skills. Students may complete the program in one semester.

Career Certificate Required Courses

			SCH Breakdown			Program Certifications
Course Number	Course Name	Semester Credit Hours	Lecture	Lab	Total Contact Hours	Certiport – Entrepreneurship and Small Business (ESB)
EPT1113	Entrepreneurship Fundamentals	3	3 2	0 2	45 60	
EPT 1123	Entrepreneurial Marketing	3	3 2	0 2	45 60	
EPT 1133	Entrepreneurial Finance <i>(should be taken before or concurrent with Launching Your Business)</i>	3	3 2	0 2	45 60	
EPT 1143	Digital Economy	3	3 2	0 2	45 60	
EPT 1153	Launching Your Business	3	3 2	0 2	45 60	
EPT 1163	Innovation in Product Development	3	3 2	0 2	45 60	
EPT 1173	Human Resources Management	3	3 2	0 2	45 60	
EPT 183	Entrepreneurial Strategies	3	3 2	0 2	45 60	
	Instructor Approved Electives	6				
	TOTAL	30				

*Business Law 1, Spreadsheet Applications or Introduction to Computers, ECO Macro or Micro, Quantitative Literacy or Technical Math, Internship,

** Students transferring to a four-year institution must take business accounting.

Technical Certificate Required Courses

			SCH Breakdown			Program Certifications
Course Number	Course Name	Semester Credit Hours	Lecture	Lab	Total Contact Hours	Certiport – Entrepreneurship and Small Business (ESB)
EPT 2113	Legal Issues in Entrepreneurship	3	3 2	0 2	45 60	
EPT 2123	Global Entrepreneurship	3	3 2	0 2	45 60	
	Instructor Approved Electives	9				
	Total	15				

General Education Core Courses – Entrepreneurship Studies

General Education Core Courses

To receive the Associate of Applied Science degree, a student must complete all of the required coursework found in the Career Certificate option, Technical Certificate option, and a minimum of 15 semester hours of General Education core. The courses in the General Education Core may be spaced out over the entire length of the program so that students complete some academic and Career Technical courses each semester or provided primarily within the last semester. Each community college will specify the actual courses that are required to meet the General Education Core Requirements for the Associate of Applied Science degree at their college. The Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) Section 9 Standard 3 of the *Principles of Accreditation: Foundations for Quality Enhancement*¹ describes the general education core.

Section 9 Standard 3:

3. The institution requires the successful completion of a general education component at the undergraduate level that
 - a) is based on a coherent rationale.
 - b) is a substantial component of each undergraduate degree program. For degree completion in associate programs, the component constitutes a minimum of 15 semester hours of the equivalent; for baccalaureate programs, a minimum of 30 semester hours or the equivalent.
 - c) ensures breadth of knowledge. These credit hours include at least one course from each of the following areas: humanities/fine arts, social/behavioral sciences, and natural science/mathematics. These courses do not narrowly focus on those skills, techniques, and procedures specific to a particular occupation or profession.

<<<Add any additional general education standards as required for programmatic accreditation here and footnote below.>>>

General Education Courses

			SCH Breakdown			Contact Hour Breakdown		Certification Information
Course Number	Course Name	Semester Credit Hours	Lecture	Lab	Total Contact Hours	Lecture	Lab	Certification Name
	Humanities/Fine Arts	3						
	Social/Behavioral Sciences	3						
	Math/Science	3						
	Academic electives	6						

¹ Southern Association of Colleges and Schools Commission on Colleges. (2017). *The Principles of Accreditation: Foundations for Quality Enhancement*. Retrieved from <http://www.sacscoc.org/2017ProposedPrinc/Proposed%20Principles%20Adopted%20by%20BOT.pdf>

Course listing

			SCH Breakdown				Contact Hour Breakdown		
Course Number	Course Name	Semester Credit Hours	Lecture	Lab	Externship	Total Contact Hours	Lecture	Lab	Externship
EPT 1113	Entrepreneurship Fundamentals	3							
EPT 1123	Entrepreneurial Marketing	3							
EPT 1133	Entrepreneurial Finance	3							
EPT 1143	Digital Economy	3							
EPT 1153	Launching a Business	3							
EPT 1163	Innovation in Product Development	3							
EPT 1173	Human Resources Management	3							
EPT 1183	Entrepreneurial Strategies	3							
EPT 2113	Legal Issues in Entrepreneurship	3							
EPT 2123	Global Entrepreneurship	3							
EPT 291 (1-6)	Supervised Work Experience in Entrepreneurship	1-6							
EPT 292 (1-6)	Special Project in Entrepreneurship	1-3							

ENTREPRENEURSHIP COURSES

Course Number and Name: EPT 1113 Entrepreneurship Fundamentals

Description: This course provides students with a general knowledge of familiarizing Students with small business. The course will also allow students to analyze the personal strengths and weaknesses relative to starting a business.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

Prerequisite: Instructor approved

Student Learning Outcomes:

- 1 .Analyze characteristics of entrepreneurial opportunities.
 - a. Define a systematic means for examining skills in order to generate a new business idea.
 - b. Describe the difference between employees and Entrepreneurs.
 - c. Identify the characteristic of an Entrepreneur.
 - d. Conduct situation analysis Personality Test (Myers Briggs) (SWOT Analysis)
2. Develop a business model for a potential or existing business.
 - a. Discuss the elements of opportunity analysis. (Economics)
 - b. Identify elements of business communication (email, letter, documents, etc.)
 - c. Understanding ownership – legal.
 - d. Identify and analyze the proposed target market.
 - e. Examine factors involved in determining location.
 - f. Develop a marketing and promotional plan.
 - g. Explore financing options available to entrepreneurs.
 - h. Create and calculate projected financial statements.
 - i. Develop and write an executive summary.
 - j. Analyze how to choose a business.
 - k. Compare the cost and benefits of owning your own business.
 - l. Understanding the risk.

CERTIPORT Entrepreneurship and Small Business (ESB)

The Entrepreneur:

- Identify the characteristics of entrepreneurs
- Given a scenario including a self-assessment outcome, identify the strengths, weaknesses, and risk tolerance the self-assessment
- Identifies and how to compensate with services
- Given a scenario, recognize a business opportunity
- Identify the risks, benefits, opportunities, and drawbacks of being an entrepreneur

Course Number and Name: EPT 1123 Entrepreneurial Marketing

Description: This course introduces the Entrepreneurship and the importance role of marketing strategies in creating and organizing a new business, as well as in existing small businesses. The major emphasis will be on ways to analyze and define the target market, evaluating competition, environmental trends, determining customer preference and developing a marketing strategy for the start-up or existing business.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Explore each facet of the marketing mix and marketing strategies.
 - a. Explain the definition of marketing and its' place in the free-enterprise system.
 - b. Identify and analyze the external and internal influences that affect marketing decisions.
 - c. Identify and describe each element of the marketing mix: price, product, place, and promotion.
 - d. Identify and contrast marketing strategies used for the consumer and industrial or business markets.
 - e. Analyze appropriate target markets, segmentation strategies, and positioning.
 - f. Determine classifications of goods and services within the appropriate stage of the product life cycle.
 - g. Contrast the industrial/business to business/organizational market with the consumer market, including the marketing of goods, services, or ideas.
 - h. Determine appropriate criteria and stages in the development of new products.
 - i. Explain pricing strategies for new product development.
 - j. Explain concepts of marketing research.

CERTIPORT Marketing & Sales

- Given a scenario, develop a sales strategy and identify characteristics of a successful sale
- Given a scenario, identify and analyze the costs/benefits of finding customers
- Given a scenario, identify how to retain customers and develop a relationship with repeat customers

Course Number and Name: EPT 1133 Entrepreneurial Finance

Description: Determine the applied initiatives of finance that focus on the basis for capital development for start-up enterprises and privately held companies. This course will include various types and stages of private businesses and the role they play in capital formation and wealth and job creation.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Identify and Analyze financial components of business planning
 - a. Capitalization requirements
 - b. Create and assess income statements
 - c. Explore the relationship between risk and return
 - d. Create and assess balance sheets
 - e. Create and assess cash flow for business
 - f. Differentiate financial terminology
2. Conduct cost benefit analysis
 - a. Identify break even points
 - b. Determine factors that influence credit rating and the importance of position.
 - c. Identify factors that impact price to the customer.

CERTIPORT Financial Management

- Given a scenario, interpret basic financial statements such as income statements and balance sheets
- Given a scenario, identify the factors that influence credit ratings and the importance of a positive credit rating
- Given a list of expenses, identify which are fixed versus variable
- Given a scenario, identify the factors that impact the price to the customer
- Given a scenario, identify and analyze cash flow including: accounts receivable, accounts payable, inventory, and debt
- Given a scenario, create a cash flow budget
- Given a scenario, identify the break-even point for the business

Course Number and Name: EPT 1143 Digital Economy

Description: This course introduces the student to various terms related to digital business and the importance of online commerce in a global economy.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Examine Internet marketing strategies.
 - a. Evaluate Web promotion techniques.
 - b. Critique and assess the effectiveness of various web sites.
 - c. Discuss privacy, ethical, and security issues related to Internet marketing.
 - d. Explain the business support activities as they related to e-commerce.
2. Analyze the use of social media and the role it plays in marketing communications.
 - a. Define the types of social media available.
 - b. Understand the impact of social media on marketing communications.
 - c. Determine how to effectively integrate social media into an organization's integrated marketing communications.

CERTIPORT Marketing & Sales

- Given a scenario, determine value and methods of communication including: websites, brochures, social media, and advertising.

Course Number and Name: EPT 1153 Launching Your Business

Description: Develop and analyze a business plan addressing operations, financing and marketing capable of supporting the business investments. Determine the necessary strategic principles or concepts that promote business sustainability.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Develop a business plan for a potential or existing business.
 - a. Identify the legal structure of the business.
 - b. Identify types of licenses and regulations required.
 - c. Utilize the funding sources to launch the business (equity, debt, and grants).
 - d. Demonstrate the ethical practices and social responsibilities of the business.
 - e. Develop growth and exit strategies for the business.
2. Understand and develop a network to foster the success of the business.
 - a. Engage in multiple activities/strategies (mentor, coaches, etc.).
 - b. Utilize various local, state, and federal resources including those available to minority and veteran owned businesses
3. Develop an operational matrix for evaluation and assessment of the business
 - a. Analyze operational key performance indicators (personnel costs, operational efficiencies, etc.)
 - b. Analyze financial performance indicators (sales, AR, AP, gross margin, available cash, etc.)

CERTIPORT Starting a Business

1. Identify the purposes and value of a business plan
2. Identify the appropriate legal benefits and drawbacks for different legal structures for a business
3. Given a scenario, identify different types of licenses and regulations that are required
4. Identify the benefits and drawbacks of various sources of start-up funding: Equity (friends/family, angels, venture), Debt (bank, credit cards, personal loans), and Grants (government, foundation, corporate)
5. Given a scenario, identify support that is available for the business on a local, state, and federal level
6. Identify the ethical practices and social responsibilities of a business
7. Identify potential exit strategies for a business
 - Given a scenario, identify the factors that lead to sustainability

Course Number and Name: EPT 1163 Innovation in Product Development

Description: The study of product/service innovation generation process. Students will identify strategic opportunities, engage in idea generation, and implement screening and evaluation methods. The outcome of this process will be a concept-ready offering set for business analysis and provides students with conditions in which to learn to communicate and solve problems.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Familiarize students with new product/service development.
 - a. Identify the strategies, frameworks, conceptual tools, and types of marketing research that are considered best practices in the development of new products/service.
2. Demonstrate opportunities to apply these ideas and methods.
 - a. Evaluate a specific product/service concept.
3. Demonstrate and select the best ideas for product development.
 - a. Present product/service information and a market analysis.

Course Number and Name: EPT 1173 Human Resource Management

Description: The study of the objectives, organizational structure, and functions of human resource management. Emphasis is placed on selection and placement, job evaluation, training, education, safety, health, employer-employee relationships, and employee services.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Identify the information relative to the procurement, placement, training, and development of human resources.
 - a. Discuss government regulations that impact human resources.
 - b. Demonstrate various motivational methods for improving performance.
 - c. Demonstrate the roles managers play in employee relations.
 - d. Explain wage and salary, fringe benefits, and other compensation incentives.
 - e. Identify selection and termination procedures.
 - f. Discuss appraisal and performance review.
 - g. Discuss policy, practice, and procedure manuals.
 - h. Discuss and analyze crisis management.
 - i. Differentiate between employees versus independent contractors.

Certiport: Business Operations

- Given a scenario, identify key positions and human capital needs (including compensation and benefits)
- Given a scenario, determine whether work can be completed by the owner or whether employees or service providers are needed

Course Number and Name: EPT 1183 Entrepreneurial Strategies

Description: This course focuses on the strategies and decisions entrepreneurs face. Identify the changes in an environment of accelerated change. Students will learn to incorporate project management and innovative technologies to effectively operate as an entrepreneur. The course will give the student the ability to effectively drive success in a business venture. Training will implement the ability to craft the entrepreneurial mindset. This capstone course will encompass all of the aspects the entrepreneur's decisions and the effectiveness of strategic initiatives to start or expand a business.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Identify and understand entrepreneurship strategies
 - a. Evaluate and utilize relevant theories, concepts and models related to entrepreneurial strategy
 - b. Assess major emerging trends that may impact entrepreneurial success
 - c. Create, implement and assess entrepreneurial strategies to complex, real-world situations and a major capstone project
2. Develop the necessary leadership skills and ethical practices key to entrepreneurial strategic success.
 - a. Incorporate entrepreneurial planning, decision-making, communication and behaviors when operating in diverse environments

Course Number and Name: EPT 2113 Legal Issues in Entrepreneurship

Description: This course will provide students understanding of the regulatory framework surrounding new business ventures at the federal, state, and local level. The students will receive information about specific issues including: intellectual property, trade secrets, patents, trademarks, copyrights and licensing. After completing this course, students will be familiarized with the regulatory process required to formalize a new business.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Understand different legal aspects of the entrepreneurial environment
 - a. Discuss alternative legal structures of the firm.
 - b. Determine the tax structure, licensing, insurance and other business setup items
 - c. Understand mechanisms to protect intangible assets of the firm.
 - d. Discuss methods to exploit intellectual property through alliances.
 - e. Examine exit strategies such as initial public offering and buyouts.

Course Number and Name: EPT 2123 Global Entrepreneurship

Description: Provide students with an overview and understanding of global business and entrepreneurship. This involves an analysis of world markets, their respective consumers and environments. This includes foreign exchange rates, logistics, and trade policy.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
3	3	0	45
3	2	2	60

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Explore global market opportunities for business.
 - a. Identify the various logistics involved with global trade and transportation.
 - b. Time
 - c. Taxes/Tariff
 - d. Examine the scope of global marketing.
 - e. Compare and contrast the different international business environments.
2. Demonstrate an understanding of the impact of foreign exchange rates on business operations.
 - a. Define marketing opportunities in established and emerging markets.
 - b. Discuss pricing methods and the negotiation process for global markets.
3. Explore international laws affecting sales.
 - a. Analyze the cultural dynamics of international marketing to include business customs and practices.
 - b. Assess the political environment in various international markets.
 - c. Discuss new and future international marketing trends.

Course Number and Name: EPT 291 (1-3) Special Project in Entrepreneurship

Description: A course to provide students with an opportunity to utilize skills and knowledge gained in other Entrepreneurship courses. The instructor and student work closely together to select a topic and establish criteria for completion of the project.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Contact Hours
1	0	2	75
2	0	4	60
3	0	6	90

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Develop a written plan for the special project.
 - a. Compile a written plan for the special project in cooperation with the instructor which details the work to be accomplished, a schedule for delivery, and specific skills/tasks to be mastered.
2. Prepare a written report of activities and accomplishments.
 - a. Compile a daily log of activities and tasks.
 - b. Submit weekly reports to the instructor summarizing activities and tasks completed.
 - c. Submit a final report of activities and experiences.
3. Follow written guidelines for the special project.
 - a. Complete all required activities in the training program.
 - b. Adhere to all written and oral instructions for the special project

Course Number and Name: EPT 292 (1-6) Supervised Work Experience in Entrepreneurship

Description: A course which is a cooperative program between industry and education and is designated to integrate the student's technical studies with industrial experience. Variable credit is awarded on the basis of one semester hour per 45 industrial contact hours.

Hour Breakdown:

Semester Credit Hours	Lecture	Externship	Contact Hours
1	0	3	45
2	0	6	90
3	0	9	135
4	0	12	180
5	0	15	225
6	0	18	270

Prerequisite: Consent of Instructor

Student Learning Outcomes:

1. Apply technical skills needed to be a viable member of the workforce.
 - c. Prepare a description of technical skills to be developed in the supervised work experience.
 - d. Develop technical skills needed to be a viable member of the workforce.
2. Apply skills developed in other program area courses.
 - a. Perform skills developed in other program area courses.
3. Apply human relationship skills.
 - a. Use proactive human relationship skills in the supervised work experience.
4. Apply and practice positive work habits and responsibilities.
 - a. Perform assignments to develop work habits and responsibilities.
5. Work with instructor and employer to develop written occupational objectives to be accomplished.
 - a. Perform written occupational objectives in the supervised work experience.
6. Assess accomplishment of objectives.
 - a. Prepare daily written assessment of accomplishment of objectives.
 - b. Present weekly written reports to instructor in activities performed and objectives accomplished.
7. Utilize a set of written guidelines for the supervised work experience.
 - a. Develop and follow a set of written guidelines for the supervised work experience

Course Number and Name: WBL 191(1-3), WBL 192(1-3), Work-Based Learning I, II, III, IV, V, and VI
WBL 193(1-3), WBL 291(1-3),
WBL 292(1-3), and WBL 293(1-3)

Description: A structured work-site learning experience in which the student, program area teacher, Work-Based Learning Coordinator, and worksite supervisor/mentor develop and implement an educational training agreement. Designed to integrate the student's academic and technical skills into a work environment. Includes regular meetings and seminars with school personnel for supplemental instruction and progress reviews.

Hour Breakdown:

Semester Credit Hours	Lecture	Lab	Externship	Contact Hours
1			3	45
2			6	90
3			9	135

Prerequisite: Instructor approved

Student Learning Outcomes:

1. Apply technical skills and related academic knowledge needed to be a viable member of the workforce.
 - a. Apply technical skills needed to be a viable member of the workforce.
 - b. Apply skills developed in other related courses in a work-based setting.
 - c. Perform tasks detailed in an educational training agreement at the work setting.
2. Apply general workplace skills to include positive work habits and responsibilities necessary for successful employment.
 - a. Demonstrate pro-active human relationship skills in the work setting to include conflict resolution, team participation, leadership, negotiation, and customer/client service.
 - b. Demonstrate time, materials, and resource management skills.
 - c. Demonstrate critical thinking skills such as problem solving, decision making, and reasoning.
 - d. Demonstrate acquiring, evaluating, organizing, maintaining, interpreting, and communicating information.
 - e. Demonstrate positive work habits and acceptance of responsibilities necessary for successful employment.

APPENDIX A: RECOMMENDED TOOLS AND EQUIPMENT

CAPITALIZED ITEMS

NON-CAPITALIZED ITEMS

RECOMMENDED INSTRUCTIONAL AIDES

APPENDIX B: CURRICULUM DEFINITIONS AND TERMS

- Course Name – A common name that will be used by all community colleges in reporting Students
- Course Abbreviation – A common abbreviation that will be used by all community and junior colleges in reporting students
- Classification – Courses may be classified as the following:
 - Career Certificate Required Course – A required course for all students completing a career certificate.
 - Technical Certificate Required Course – A required course for all students completing a technical certificate.
 - Technical Elective – Elective courses that are available for colleges to offer to students.
- Description – A short narrative that includes the major purpose(s) of the course
- Prerequisites – A listing of any courses that must be taken prior to or on enrollment in the course
- Corequisites – A listing of courses that may be taken while enrolled in the course
- Student Learning Outcomes – A listing of the student outcomes (major concepts and performances) that will enable students to demonstrate mastery of these competencies

The following guidelines were used in developing the program(s) in this document and should be considered in compiling and revising course syllabi and daily lesson plans at the local level:

- The content of the courses in this document reflects approximately 75% of the time allocated to each course. The remaining 25% of each course should be developed at the local district level and may reflect the following:
 - Additional competencies and objectives within the course related to topics not found in the state framework, including activities related to specific needs of industries in the community college district
 - Activities that develop a higher level of mastery on the existing competencies and suggested objectives
 - Activities and instruction related to new technologies and concepts that were not prevalent at the time the current framework was developed or revised
 - Activities that include integration of academic and career–technical skills and course work, school-to-work transition activities, and articulation of secondary and postsecondary career–technical programs
 - Individualized learning activities, including work-site learning activities, to better prepare individuals in the courses for their chosen occupational areas
- Sequencing of the course within a program is left to the discretion of the local college. Naturally, foundation courses related to topics such as safety, tool and equipment usage, and other fundamental skills should be taught first. Other courses related to specific skill areas and related academics, however, may be sequenced to take advantage of seasonal and climatic conditions, resources located outside of the school, and other factors. Programs that offer an Associate of Applied Science Degree must include all of the required Career Certificate courses, Technical Certificate courses **AND** a minimum of 15 semester hours of General Education Core Courses. The courses in the General Education Core may be spaced out over the entire length of the program so that students complete some academic and Career Technical courses each semester. Each community college

specifies the actual courses that are required to meet the General Education Core Requirements for the Associate of Applied Science Degree at their college.

- In order to provide flexibility within the districts, individual courses within a framework may be customized by doing the following:
 - Adding new student learning outcomes to complement the existing competencies and suggested objectives in the program framework
 - Revising or extending the student learning outcomes
 - Adjusting the semester credit hours of a course to be up 1 hour or down 1 hour (after informing the Mississippi Community College Board [MCCB] of the change)

APPENDIX C: RECOMMENDED TEXTBOOK LIST

Entrepreneurship CIP: 52.0701 -		
Book Title	Author (s)	ISBN
Entrepreneurship	Mariotti & Glackin	978-0-13-278408-5

APPENDIX D: CERTIFICATION ALIGNMENT FOR SHORT TERM 15 HOUR

CROSSWALK

15-Hour Certificate to CERTIPOINT Entrepreneurship and Small Business (ESB) Exam

EPT 1113	Entrepreneurship Fundamentals	CERTIPOINT: The Entrepreneur:
EPT 1123	Entrepreneurial Marketing	CERTIPOINT: Marketing & Sales
EPT 1133	Entrepreneurial Finance	CERTIPOINT: Financial Management
EPT 1153	Launching Your Business	CERTIPOINT: Starting a Business

https://certipoint.pearsonvue.com/Certifications/ESB/Certification/Overview/ESB_Datasheet_2016_HED_12-5_SP.pdf