

ANALYSIS OF ENTREPRENEURSHIP STANDARDS

Standard	ENTR 1050 Introduction	ENTR 1060 Opportunity Analysis	ENTR 2050 Marketing	ENTR 2060 Legal Issues	ENTR 2070 Taxes and Financial Topics	ENTR 2090 Business Plan
<ul style="list-style-type: none"> Financial Management: Understands the financial concepts and tools used in making business decisions. 						
Accounting	X				X	
Finance	X	X	X		X	X
Money Management	X	X	X		X	
<ul style="list-style-type: none"> Human Resource Management: Understands the concepts, systems, and strategies needed to acquire, motivate, develop and terminate staff. 						
Organizing	X			X		X
Staffing	X	X		X		X
Training/Development	X	X				
Morale/Motivation	X	X	X			
Assessment	X	X	X	X		X
<ul style="list-style-type: none"> Information Management: Understands the concepts, systems, and tools needed to access, process, maintain, evaluate, and disseminate information for business decision-making. 						
Record keeping	X			X	X	X
Technology	X	X				
Information Acquisition	X	X	X	X	X	X
<ul style="list-style-type: none"> 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	X (SECC< CCC)	X	X	X		X
Marketing-Information Management	X	X	X			
Promotion		X	X			
Pricing	X	X	X			
Selling		X	X			
<ul style="list-style-type: none"> Operations Management: Understands the processes and systems implemented to facilitate daily established business operations. 						
Business Systems	X	X				X
Channel Management	X		X			X
Purchasing/Procurement	X	X		X	X	X
Daily Operations	X				X	X
<ul style="list-style-type: none"> Risk Management: Understands the concepts, strategies, and systems that businesses implement and enforce to minimize loss. 						
Business Risks	X	X		X		X
Legal Considerations	X	X		X		X
<ul style="list-style-type: none"> Strategic Management: Understands the processes, strategies, and systems needed to guide the overall business organization. 						
Planning	X	X	X	X	X	X
Controlling	X	X		X	X	X