

NEW YORK STATE EDUCATION DEPARTMENT  
MIDDLE LEVEL CAREER AND TECHNICAL EDUCATION  
BUSINESS AND MARKETING EDUCATION  
ENTREPRENEURSHIP  
CONTENT MODULE  
Z & K Z D d d ~~2023~~

## MODULE DESCRIPTION

This module introduces students to types of business ownership, the purpose and components of a business plan, and to the concept of entrepreneurship. Students will have the opportunity to explore the advantages and risks associated with entrepreneurship and compare them to other forms of business ownership. Students will recognize characteristics successful entrepreneurs share and evaluate their personal skills, abilities, and interests in terms of those fundamental entrepreneurial attributes.

## GUIDING QUESTION

What building blocks must be in place for an entrepreneurial idea to become a viable business in the community?

## MODULE CONTENT





# SUSTAINABILITY

9. Model integrity, ethical leadership, and effective management
10. Plan education and career paths aligned to personal goals
11. Use technology to enhance productivity
12. Work productively in teams while using cultural global competence

## NATIONAL BUSINESS EDUCATION STANDARDS

### Entrepreneurship

- I. Entrepreneurs and Entrepreneurial Opportunities Achievement Standard  
Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics
- IV. Finance Achievement Standard  
Use the financial concepts and tools needed by the entrepreneur in making business decisions
- V. Accounting Achievement Standard  
Recognize that entrepreneurs must establish, maintain, and analyze appropriate records to make business decisions



