

# Entrepreneurship I (ME11) (2024)

Understand entrepreneurship, entrepreneurship discoveries, the entrepreneurial mindset, and business ethics in entrepreneurship.

- 1.01 Describe the nature of entrepreneurship.
- 1.02 Explain career opportunities in entrepreneurship.
- 1.03 Conduct self-assessment to determine entrepreneurial potential.
- 1.04 Explain the nature of business ethics.
- 1.05 Explain types of business ownership.

Understand design thinking, the Lean Canvas Business Model, and feasibility of venture ideas.

- 2.01 Describe the design thinking process.
- 2.02 Determine the relationship between government and business.
- 2.03 Conduct an environmental scan to obtain business information.
- 2.04 Determine feasibility of venture ideas.
- 2.05 Understand Lean Canvas Business Model (LCBM).

Understand marketing strategies, unique value proposition, competitive advantage, and customer segments.

- 3.01 Explain the concept of marketing strategies.
- 3.02 Identify company's unique value/selling proposition.
- 3.03 Explain the concept of market and market identification.

Understand channels of distribution and cost structure.

- 4.01 Explain the nature of channels of distribution.
- 4.02 Explain the nature and scope of purchasing.
- 4.03 Explain the concept of supply chain.
- 4.04 Explain the nature of overhead/operating costs.
- 4.05 Explain the concept of production.

**Understand pricing, revenue streams, and key metrics.**

**5.01** Explain the nature and scope of the pricing function.

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**5.02** Explain the nature of sales forecasts.

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**5.03** Determine revenue streams.

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**5.04** Identify key metrics.