

**Goodheart-Willcox Publisher
 Correlation of Entrepreneurship ©2018
 to North Carolina Department of Education
 Course: NCCTE ME11 Entrepreneurship I (Grades 9–12)**



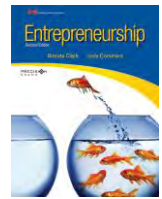
Standards		Correlating Text Pages
NCCTE.ME11 – Entrepreneurship 1		
NCCTE.ME11.01.00 NCCTE.2020.ME11.01.00 - Understand entrepreneurship, entrepreneurship discoveries, the entrepreneurial mindset, and business ethics in entrepreneurship.		
NCCTE.2020.ME11.01.01	Describe the nature of entrepreneurship (SP).	50 Business Overview, Build Your Vocabulary; 59 Apply Your Knowledge #6; 60 Event Prep/CTSOs: Written Business Plan; 61 Building Your Business Plan
NCCTE.2020.ME11.01.02	Explain career opportunities in entrepreneurship (CS).	6-13, Explore Your Career Options, Make a Career Plan, 14, Check Your Understanding #1, 15-16, What Is an Entrepreneur? 22, Check Your Understanding #2, 24, Review your Knowledge #1
NCCTE.2020.ME11.01.03	Conduct self-assessment to determine entrepreneurial potential (CS).	15-16, What Is an Entrepreneur?; 18 , Values and Goals of Successful Entrepreneurs; 19, Skills of Successful Entrepreneurs; 20-22 Traits of Successful Entrepreneurs, Apply Your Knowledge #7-10, Teamwork; 27 Activity 1-2
NCCTE.2020.ME11.01.04	Explain the nature of business ethics (SP).	64-71, Ethics; 204-205, Intellectual Property, 79 Apply Your Knowledge #1, 3; 80 Internet Business Research, Business Ethics and Legal Responsibilities, Community Skills Reading; 81 Activity 3-1, Activity 3-2
NCCTE.2020.ME11.01.05	Explain types of business ownership (CS).	154-164, Section 6.2: Types of Business Ownership, 164, Check Your Understanding #3-5, 166, Review Your Knowledge #8, 9, 167, Internet Research: Forms of Business Ownership
NCCTE.ME11.02.00 Understand design thinking, the Lean Canvas Business Model, and feasibility of venture ideas.		
NCCTE.2020.ME11.02.01	Describe the design thinking process.	181-184, 181 Critical Thinking, 183 SBA Tips, 184, Create the Layout
NCCTE.2020.ME11.02.02	Determine the relationship between government and business (CS).	87-90, Local Resources, 90, Check Your Understanding #3, 4, 101, Review Your Knowledge #2, 3, 228-229, SBA-Assisted Loans, 244, Apply Your Knowledge #3, 489-491, Governmental Agencies, Small Business



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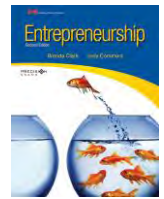
Standards		Correlating Text Pages
NCCTE.2020.ME11.02.03	Conduct an environmental scan to obtain business information (SP)	230-233, Start-Up Costs; 235-238 Business Loan Application Process; 238-241 Pro Forma Financial Statements; 244 Apply Your Knowledge #8, 10; 247 Activity 9-2, Activity 9-3, Activity 9-4, Activity 9-5; 263 Expenses; 440, Obtain a Credit Report; 460-462 467 Apply Your Knowledge #7-8
NCCTE.2020.ME11.02.04	Determine feasibility of venture ideas.	35-36 (Is My Idea Feasible)
NCCTE.2020.ME11.02.05	<i>Understand Lean Canvas Business Model (LCBM).</i>	222-224, Art of Bootstrapping 234, Check Your Understanding #1, 2, 244, Apply Your Knowledge #1 298-302, Electronic Promotion
NCCTE.2020.ME11.03.00 Understand marketing strategies, unique value proposition, competitive advantage, and customer segments.		
NCCTE.2020.ME11.03.01	Explain the concept of marketing strategies (CS).	32, Marketing 53, Marketing Strategies 59, Apply Your Knowledge #9 328 Marketing Strategies
NCCTE.2020.ME11.03.02	Identify company's unique value/selling proposition (MN).	Unique Selling Proposition(USP), 131, 262, 310
NCCTE.2020.ME11.03.03	Explain the concept of market and market identification (CS).	108-109 Identify the Target Market
NCCTE.2020.ME11.04.00 Understand channels of distribution and cost structure.		
NCCTE.2020.ME11.04.01	Explain the nature of channels of distribution (CS).	278-279 Channel of Distribution 282 Check Your Understanding #4; 284 Review Your Knowledge #10; 285 Apply Your Knowledge #8; 287 Building Your Business Plan
NCCTE.2020.ME11.04.02	Explain the nature and scope of purchasing (CS).	Purchasing Inventory, 394 Purchasing Management, 394, Purchasing process, 395-400
NCCTE.2020.ME11.04.03	Explain the concept of supply chain (CS).	276 paragraph ; 282 Build Your Vocabulary; 284 Review Your Knowledge #9; 285 Apply Your Knowledge #9; 287 Building Your Business Plan
NCCTE.2020.ME11.04.04	Explain the nature of overhead/operating costs (SP).	230-233, Start-Up Costs; 235-238, Business Loan Application Process; 238-241 Pro Forma Financial Statements; 244 Apply Your Knowledge #8, 10; 247, Activity 9-2, Activity, 9-3, Activity 9-4, Activity, 9-5; 467, Apply Your Knowledge #7, 263 Expenses; 440, Obtain a Credit Report; 460-462 Financial



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Standards		Correlating Text Pages
		Statements
NCCTE.2020.ME11.04.05	Explain the concept of production (CS).	31-32, Production, Finance, Marketing, Management, 43 Build Your Vocabulary; 58 Review Your Knowledge #1, 6; 59 Teamwork
NCCTE.2020.ME11.05.00 Understand pricing, revenue streams, and key metrics.		
NCCTE.2020.ME11.05.01	Explain the nature and scope of the pricing function (SP).	268 Pricing Strategies; 321 Price Decisions, 284 Review Your Knowledge #8; 285 Apply Your Knowledge #7; 287 Building Your Business Plan: Activity, 10-2 Price
NCCTE.2020.ME11.05.02	Explain the nature of sales forecasts (SP).	32, Finance section 58, Review Your Knowledge #2 224, Review Your Knowledge #7 239-240, Pro Forma Cash Flow Statement, 408-410, Sales Forecasting 411, Check Your Understanding #2 413, Apply Your Knowledge #8 413, Teamwork
NCCTE.2020.ME11.05.03	Determine Revenue Streams.	240 Pro Forma Income Statement Activity: 244 Review Your Knowledge #8; 245 Internet Research: Business Revenues; 467 Apply Your Knowledge #7, 8
NCCTE.2020.ME11.05.04	Identify key metrics.	Metrics, 291, 330-331, 330, You do the Math, 331, Check your understanding (#1-5), Build Your Vocabulary