



SPACE ENTREPRENEURS ACADEMY

ENTREPRENEURSHIP STANDARDS COVERED

The Space Entrepreneurs Academy covers 95 of the National Content Standards for Entrepreneurial Education, [from the National Content Standards for Entrepreneurship Education](#):

ENTREPRENEURIAL SKILLS

A. ENTREPRENEURIAL PROCESSES

- A.02 Discuss entrepreneurial discovery processes
- A.03 Assess global trends and opportunities
- A.04 Determine opportunities for venture creation
- A.05 Assess opportunities for venture creation
- A.06 Describe idea-generation methods
- A.07 Generate venture ideas
- A.08 Determine feasibility of ideas
- A.10 Explain tools used by entrepreneurs for venture planning
- A.11 Assess start-up requirements
- A.12 Assess risks associated with venture
- A.13 Describe external resources useful to entrepreneurs during concept development
- A.16 Use components of a business plan to define venture idea
- A.18 Describe processes used to acquire adequate financial resources for venture creation/start-up
- A.23 Assess the costs/benefits associated with resources
- A.24 Use external resources to supplement entrepreneur's expertise
- A.25 Explain the complexity of business operations
- A.26 Evaluate risk-taking opportunities
- A.29 Explain methods/processes for organizing work flow
- A.30 Develop and/or provide product/service
- A.31 Use creativity in business activities/decisions

B. ENTREPRENEURIAL TRAITS/BEHAVIORS

- B.03 Demonstrate initiative
- B.05 Exhibit passion for goal attainment
- B.06 Recognize others' efforts
- B.07 Lead others using positive statements
- B.08 Develop team spirit
- B.09 Enlist others in working toward a shared vision



- B.10 Share authority, when appropriate
- B.12 Describe desirable entrepreneurial personality traits
- B.14 Determine interests
- B.15 Evaluate personal capabilities
- B.16 Conduct self-assessment to determine entrepreneurial potential
- B.25 Develop tolerance for ambiguity
- B.26 Use feedback for personal growth
- B.27 Demonstrate creativity
- B.28 Set personal goals

READY SKILLS

C. BUSINESS FOUNDATIONS

- C.01 Explain the role of business in society
- C.02 Describe types of business activities
- C.03 Explain types of businesses
- C.05 Determine issues and trends in business
- C.11 Describe marketing functions and related activities
- C.12 Explain the nature and scope of operations management

D. COMMUNICATIONS AND INTERPERSONAL SKILLS

- D.01 Explain the nature of effective communications
- D.02 Apply effective listening skills
- D.03 Use proper grammar and vocabulary
- D.08 Make oral presentations
- D.25 Foster positive working relationships
- D.26 Participate as a team member

E. DIGITAL SKILLS

- E.01 Use basic computer terminology
- E.02 Apply basic commands of operating system software
- E.03 Employ desktop operating skills
- E.04 Determine file organization
- E.11 Demonstrate basic search skills on the Web
- E.13 Demonstrate file management skills
- E.14 Communicate by computer



F. ECONOMICS

- F.20 Describe the relationship between government and business
- F.21 Assess impact of government actions on business ventures
- F.22 Explain the concept of private enterprise
- F.23 Assess factors affecting a business's profit
- F.24 Determine factors affecting business risk
- F.25 Explain the concept of competition

H. PROFESSIONAL DEVELOPMENT

- H.01 Evaluate career opportunities based on current/future economy
- H.04 Select and use sources of career information
- H.05 Determine tentative occupational interest
- H.06 Explain employment opportunities in entrepreneurship

BUSINESS FUNCTIONS

I. FINANCIAL MANAGEMENT

- I.13 Explain the nature of overhead/operating expenses
- I.14 Determine financing needed to start a business
- I.22 Establish financial goals and objectives
- I.23 Develop and monitor budget

K. INFORMATION MANAGEMENT

- K.10 Demonstrate presentation applications
- K.12 Demonstrate spreadsheet applications
- K.15 Select sources of business start-up information

L. MARKETING MANAGEMENT

- L.01 Explain methods to generate a product/service idea
- L.02 Generate product/service ideas
- L.05 Determine initial feasibility of product/service ideas
- L.06 Plan product/service mix
- L.07 Choose product name
- L.08 Determine unique selling proposition
- L.09 Develop strategies to position product/service
- L.10 Build brand/image
- L.14 Determine market segments
- L.15 Select target markets



- L.16 Conduct market analysis
- L.20 Develop marketing plan
- L.33 Calculate breakeven point
- L.34 Explain factors affecting pricing decisions
- L.37 Set prices
- L.38 Adjust prices to maximize profitability
- L.43 Determine customer/client needs
- L.44 Determine customer's buying motives for use in selling

O. STRATEGIC MANAGEMENT

- O.01 Conduct SWOT analysis
- O.02 Conduct competitive analysis
- O.06 Forecast income/sales
- O.07 Conduct break-even analysis
- O.08 Develop action plans
- O.09 Develop business plan