

**COURSE** Exploring Business, Marketing and Entrepreneurship  
**WVEIS CODE** 0295

**Course Description**

The skill sets in this course are designed as an exploratory course for middle school students to develop understanding and skills in the nature of business and marketing in an economy and to study related careers in fields such as entrepreneurship, financial services, marketing, public relations, promotion and travel tourism. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organizations, DECA or FBLA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools and skill sets.

**SKILL SETS**

- Leadership Development
- Literacy and Numeracy
- Marketing and Business Foundational Skills
- Economics Concepts
- Entrepreneurship and Marketing
- Marketing Research
- Presentation Skills

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Skill Set	Leadership Development	
<i>Knowledge Objectives</i>	<i>Students will demonstrate knowledge of</i>	
0295.1	• public speaking.	
	• parliamentary law.	
	• leadership concepts.	
	• characteristics of effective teams and organizations.	
<i>Performance Objectives</i>	<i>Students will</i>	<i>Skill Set Met</i>
0295.2	• develop and deliver speeches.	
0295.3	• participate in meetings using parliamentary law procedures.	
0295.4	• attend leadership conferences or training (local, state and/or national).	
0295.5	• volunteer in community service opportunities.	
0295.6	• participate in career development events.	
Skill Set	Literacy and Numeracy	
<i>Knowledge Objectives</i>	<i>Students will demonstrate knowledge of</i>	
	• literacy and numeracy skills required to solve complex problems.	

0295.7	<ul style="list-style-type: none"> <li>real-world problems associated with their career/technical content area.</li> <li>thinking and reasoning skills.</li> </ul>	
<i>Performance Objectives</i>	<i>Students will</i>	<i>Skill Set Met</i>
0295.8	<ul style="list-style-type: none"> <li>utilize a variety of technical sources (e.g., Internet, manuals, journals, directions, reports, etc.) to complete career/technical assignments and projects.</li> </ul>	
0295.9	<ul style="list-style-type: none"> <li>demonstrate writing skills required to complete career/technical assignments and projects.</li> </ul>	
0295.10	<ul style="list-style-type: none"> <li>demonstrate accuracy in calculating and measuring graphical work required to complete career/technical assignments and projects.</li> </ul>	
0295.11	<ul style="list-style-type: none"> <li>analyze tables, charts, graphs and multiple data sources to complete career/technical assignments and projects.</li> </ul>	
<b>Skill Set</b>	<b>Marketing and Business Foundational Skills</b>	
<i>Knowledge Objectives</i>	<i>Students will demonstrate knowledge of</i>	
0295.12	<ul style="list-style-type: none"> <li>marketing concepts.</li> <li>how marketing fits into their daily lives.</li> </ul>	
<i>Performance Objectives</i>	<i>Students will</i>	<i>Skill Set Met</i>
0295.13	<ul style="list-style-type: none"> <li>explain the purpose and functions of business.</li> </ul>	
0295.14	<ul style="list-style-type: none"> <li>compare the main types of business organization: sole proprietorship, partnership, corporation and franchise.</li> </ul>	
0295.15	<ul style="list-style-type: none"> <li>define the terms marketing and market.</li> </ul>	
0295.16	<ul style="list-style-type: none"> <li>illustrate the difference between a good/product and service.</li> </ul>	
0295.17	<ul style="list-style-type: none"> <li>identify target markets for products/services.</li> </ul>	
0295.18	<ul style="list-style-type: none"> <li>explain the term marketing mix.</li> </ul>	
0295.19	<ul style="list-style-type: none"> <li>determine the difference between a need and a want.</li> </ul>	
0295.20	<ul style="list-style-type: none"> <li>list and define the four P's of marketing.</li> </ul>	
<b>Skill Set</b>	<b>Economic Concepts</b>	
<i>Knowledge Objectives</i>	<i>Students will demonstrate knowledge of</i>	
0295.21	<ul style="list-style-type: none"> <li>basic economic concepts.</li> </ul>	
<i>Performance Objectives</i>	<i>Students will</i>	<i>Skill Set Met</i>
0295.22	<ul style="list-style-type: none"> <li>define economics.</li> </ul>	
0295.23	<ul style="list-style-type: none"> <li>explain the concepts of supply and demand.</li> </ul>	

0295.24	• explain marketing's role in supply and demand.	
0295.25	• explain the effect of supply and demand on price.	
<b>Skill Set</b>	<b>Entrepreneurship and Marketing</b>	
<i>Knowledge Objectives</i>	<i>Students will demonstrate knowledge of</i>	
0295.26	• relationships between entrepreneurship and marketing.	
<i>Performance Objectives</i>	<i>Students will</i>	<i>Skill Set Met</i>
0295.27	• recognize the value of entrepreneurs to our society/economy.	
0295.28	• define the terms entrepreneur and entrepreneurship.	
0295.29	• identify entrepreneurial businesses.	
0295.30	• list the personality traits and the skills needed by an entrepreneur.	
0295.31	• list the benefits and risks involved in being an entrepreneur.	
<b>Skill Set</b>	<b>Marketing Research</b>	
<i>Knowledge Objectives</i>	<i>Students will demonstrate knowledge of</i>	
0295.32	• value of market research.	
<i>Performance Objectives</i>	<i>Students will</i>	<i>Skill Set Met</i>
0295.33	• define the term marketing research and the need to conduct marketing research.	
0295.34	• provide examples of primary and secondary data.	
0295.35	• develop a survey using the 4P's of marketing.	
0295.36	• administer the survey.	
0295.37	• collect and interpret survey results.	
0295.38	• conduct a test market.	
0295.39	• explain the difference between open-ended questions and close-ended questions.	
0295.40	• determine the impact of non-verbal communication.	
0295.41	• defend the need to conduct marketing research.	
<b>Skill Set</b>	<b>Presentation Skills</b>	
<i>Knowledge Objectives</i>	<i>Students will demonstrate knowledge of</i>	
0295.42	• technology use to develop and deliver formal presentations.	
<i>Performance Objectives</i>	<i>Students will</i>	<i>Skill Set Met</i>
0295.43	• determine the steps in making an effective, properly sequenced presentation using available technology.	
0295.34	• demonstrate knowledge of and/or skills needed in using current technology.	