

# Entrepreneurial Skills

The Processes and Traits/Behaviors associated with entrepreneurial success.

## A. Entrepreneurial Processes

Understands concepts and processes associated with successful entrepreneurial performance

Discovery  
Concept Development  
Resourcing  
Actualization  
Harvesting

## B. Entrepreneurial Traits/Behaviors

Understands the personal traits/behaviors associated with successful entrepreneurial performance

Leadership  
Personal Assessment  
Personal Management

## Ready Skills

The basic business knowledge and skills that are prerequisites or co-requisites for becoming a successful entrepreneur.

### **C. Business Foundations**

Understands fundamental business concepts that affect business decision making

Business Concepts  
Business Activities

### **D. Communications and Interpersonal Skills**

Understands concepts, strategies, and systems needed to interact effectively with others

Fundamentals of Communication  
Staff Communications  
Ethics in Communication  
Group Working Relationships  
Dealing with Conflict

### **E. Digital Skills**

Understands concepts and procedures needed for basic computer operations

Computer Basics  
Computer Applications

### **F. Economics**

Understands the economic principles and concepts fundamental to entrepreneurship/small-business ownership

Basic Concepts  
Cost-Profit Relationships  
Economic Indicators/Trends  
Economic Systems  
International Concepts

### **G. Financial Literacy**

Understands personal money-management concepts, procedures, and strategies

Money Basics  
Financial Services  
Personal Money Management

### **H. Professional Development**

Understands concepts and strategies needed for career exploration, development, and growth

Career Planning  
Job-Seeking Skills

## Business Functions

The business activities performed by entrepreneurs in managing the business.

### **I. Financial Management**

Understands the financial concepts and tools used in making business decisions

Accounting  
Finance  
Money Management

### **J. Human Resource Management**

Understands the concepts, systems, and strategies needed to acquire, motivate, develop, and terminate staff

Organizing Staffing Training/Development Morale/Motivation Assessment
<b>K. Information Management</b> Understands the concepts, systems, and tools needed to access, process, maintain, evaluate, and disseminate information for business decision-making
Record keeping Technology Information Acquisition
<b>L. Marketing Management</b> Understands the concepts, processes, and systems needed to determine and satisfy customer needs/wants/expectations, meet business goals/objectives, and create new product/service ideas
Product/Service Creation Marketing-information Management Promotion Pricing Selling
<b>M. Operations Management</b> Understands the processes and systems implemented to facilitate daily business operations.
Business Systems Channel Management Purchasing/Procurement Daily Operations
<b>N. Risk Management</b> Understands the concepts, strategies, and systems that businesses implement and enforce to minimize loss
Business Risks Legal Considerations
<b>O. Strategic Management</b> Understands the processes, strategies, and systems needed to guide the overall business organization
Planning Controlling