



OKLAHOMA
CareerTech

Badge Details

Name	0915 – Entrepreneurship
Description	<p>Students will gain an understanding of the marketing and management principles necessary to start and operate their own business. They will develop an awareness of the opportunities for small business ownership and develop the planning skills needed to open a small business.</p> <p>Students will become aware of the traits and characteristics of successful entrepreneurs. Students will gain an awareness of knowledge needed in research, planning and regulations affecting the small business and the means of financing a small business. They will understand the specific strategies of business management and marketing and the economic role of the entrepreneur in the market system.</p> <p>Entrepreneurship is designed for students enrolled in business and marketing education, and/or other courses, who have an interest in developing the skills, attitudes, and knowledge necessary for successful entrepreneurs.</p>

<p>Criteria</p>	<p><i>Candidates receiving this certification will take an exam with the following criteria:</i></p> <p>The exam is composed of 46 questions.</p> <ol style="list-style-type: none">1. Entrepreneurship and the Economy 13%2. Identifying Problems and Solutions 19%3. Economic Concepts 8%4. Marketing 19%5. Financial Concepts and Tools in Business 26%6. Management Principles 4%7. Ownership, Government and Legal Regulations 11%
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