

B.E. Publishing

Correlations to *Essentials of Entrepreneurship* to Certiport Entrepreneurship and Small Business Certification, v.2 (ESB)

| STANDARD | CORRELATING PAGES |
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| Section I Entrepreneurial and Small Business Concepts | |
| 1.1 | Identify the foundational concepts of entrepreneurship and small business ownership |
| 1.1.1: | Define entrepreneurship and small business Narrative: Ch. 1 p. 9 Types of Employment, p. 10 Entrepreneurship Activity: Ch. 1 Test Your Knowledge #1, 5, Ch. 2 Test Your Knowledge #1 |
| 1.1.2: | Classify types of businesses Narrative: Ch. 2 p. 24 Entrepreneurship and Business, Ch. 5 p. 78 Ways to Start a Business, Ch. 5 p. 92 Defining Customer Business Models Activity: Ch. 5 Listen and Speak, Ch. 5 Test Your Knowledge #2, 8 |
| 1.1.3: | Identify various legal structures of a business Narrative: Ch. 5 p. 82 Forms of Business Ownership Activity: Ch. 5 Create and Design |
| 1.1.4: | Identify roles and responsibilities within a business Narrative: Ch. 5 p. 82 Forms of Business Ownership Activity: Ch. 5 Create and Design, Ch. 5 Test Your Knowledge #6 |
| 1.1.5: | Define business compensation structures Narrative: Ch. 13 p. 270 Compensation Activity: Ch. 13 Create and Design, Ch. 13 Test Your Knowledge #3, 4 |
| 1.1.6: | Define business life cycle stages Narrative: Ch. 19 p. 368 Understanding Exit Strategies, Ch. 19 p. 372 Knowing When to Exit Activity: Ch. 19 Listen and Speak, Ch. 19 Create and Design, Ch. 19 Test Your Knowledge #2, 3, 4, 5 |
| 1.1.7: | Identify elements of the design thinking process Narrative: Ch. 14 p. 282 Product Planning Activity: Ch. 14 Create and Design, Ch. 14 Test Your Knowledge #2, 4 |
| 1.2 | Identify knowledge and skills of a successful entrepreneur |
| 1.2.1: | Identify characteristics of an entrepreneurial mindset Narrative: Ch. 1 p. 11 Characteristics of a Successful Entrepreneur Activity: Ch. 1 Create and Design, Ch. 1 Test Your Knowledge #6 |
| 1.2.2: | Identify the risks, benefits, opportunities, and drawbacks of being an entrepreneur Narrative: Ch. 1 p. 13 Advantages and Disadvantages of Entrepreneurship Activity: Ch. 1 Listen and Speak, Ch. 1 Test Your Knowledge #3 |

| STANDARD | | CORRELATING PAGES |
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| 1.3 | Recognize potential business opportunities | |
| 1.3.1: | Identify characteristics of a business opportunity | Narrative: Ch. 5 p. 78 Ways to Start a Business Activity: Ch. 5 Listen and Speak, Ch. 5 Test Your Knowledge #1 |
| 1.3.2: | Determine the viability of a business opportunity | Narrative: Ch. 5 p. 78 Ways to Start a Business Activity: Ch. 5 Listen and Speak, Ch. 5 Test Your Knowledge #1 |
| 1.4 | Identify the elements of a business plan | |
| 1.4.1: | Identify the purposes and value of a business plan, pitch deck, and lean canvas | Narrative: Ch. 1 p. 19 Build It, Ch. 3 p. 44 Creating a Business Plan, Ch. 3 p. 48 Business Plan Resources Activity: Ch. 3 Create and Design, Ch. 7 Create and Design |
| 1.4.2: | Define the key components of a business plan and pitch deck | Narrative: Ch. 1 p. 19 Build It, Ch. 3 p. 44 Creating a Business Plan, Ch. 7 p. 130 Equity Financing Activity: Ch. 3 Build It, Ch. 3 Test Your Knowledge #1, #4, Ch. 7 Create and Design |
| 1.5 | Identify intellectual property concepts | |
| 1.5.1: | Differentiate between trademarks, trade secrets, copyrights, and patents | Narrative: Ch. 11 p. 235 Navigating Copyright and Intellectual Property Activity: Ch. 11 Test Your Knowledge #12 |
| 1.5.2: | Identify the value, risks, and guidelines associated with using licensed materials | Narrative: Ch. 11 p. 235 Navigating Copyright and Intellectual Property Activity: Ch. 11 Test Your Knowledge #12 |
| Section II Marketing and Sales | | |
| 2.1 | Interpret market research | |
| 2.1.1: | Define target market, value proposition, and pricing | Narrative: Ch. 4 p. 60 Target Markets, Ch. 17 p. 337 Price Activity: Ch. 4 Build It, Ch. 17 Test Your Knowledge #4 |
| 2.1.2: | Distinguish between primary and secondary data | Narrative: Ch. 4 p. 64 Primary and Secondary Data Activity: Ch. 4 Listen and Speak, Ch. 4 Test Your Knowledge #2 |
| 2.1.3: | Evaluate competition | Narrative: Ch. 4 p. 69 Competition Research Activity: Ch. 4 Create and Design |
| 2.1.4: | Complete a SWOT analysis | Narrative: Ch. 4 p. 69 Competition Research Activity: Ch. 4 Create and Design |

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| 2.2 | Analyze aspects of marketing processes | |
| 2.2.1: | Identify marketing platforms | Narrative: Ch. 16 p. 322 Marketing Strategies Activity: Ch. 16 Test Your Knowledge #1, 2, Ch. 17 Build It |
| 2.2.2: | Apply marketing methods | Narrative: Ch. 16 p. 322 Marketing Strategies, Ch. 17 p. 347 Promotion Activity: Ch. 16 Test Your Knowledge #1, 2, Ch. 17 Build It |
| 2.2.3: | Analyze market reactions and sales data | Narrative: Ch. 4 p. 63 Market Research Activity: Ch. 4 Listen and Speak, Ch. 4 Test Your Knowledge #1 |
| 2.2.4: | Analyze customer acquisition costs and retention costs | Narrative: Ch. 16 p. 321 Finding and Retaining Customers Activity: Ch. 16 Test Your Knowledge #5, 6 |
| 2.2.5: | Identify elements of a marketing plan | Narrative: Ch. 17 pg. 351 Build It Activity: Ch. 17 Build It |
| 2.3 | Identify sales channel strategies | |
| 2.3.1: | Identify elements of a sales process | Narrative: Ch. 16 p. 319 Selling, p. 325 Personal Selling Activity: Ch. 16 Listen and Speak, Ch. 16 Test Your Knowledge #2 |
| 2.3.2: | Identify key characteristics of digital and physical sales channels | Narrative: Ch. 17 p. 342 Place Activity: Ch. 17 Listen and Speak |
| 2.3.3: | Define various types of sales channels | Narrative: Ch. 17 p. 342 Place Activity: Ch. 17 Listen and Speak |
| 2.3.4: | Identify the role of customer service and support in sales strategies | Narrative: Ch. 9 p. 183 Managing Internal and External Business Relationship, Ch. 16 p. 325 Personal Selling Activity: Ch. 9 Create and Design |
| Section III Production and Distribution | | |
| 3.1 | Identify the value of a Minimum Viable Product | |
| 3.1.1: | Define elements of product/market fit hypothesis | Narrative: Ch. 14 p. 282 Product Planning Activity: Ch. 14 Create and Design, Ch. 14 Test Your Knowledge #2 |
| 3.1.2: | Define performance/quality criteria | Narrative: Ch. 14 p. 289 Quality Control Activity: Ch. 14 Test Your Knowledge #6 |

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| 3.2 | Identify supply chain and production processes | |
| 3.2.1: | Identify the knowledge and materials needed to create a product or service | Narrative: Ch. 14 p. 282 Product Planning, Ch. 17 p. 342 Place Activity: Ch. 14 Create and Design, Ch. 14 Test Your Knowledge #2 |
| 3.2.2: | Identify production options for digital and physical products and services | Narrative: Ch. 14 p. 282 Product Planning, Ch. 17 p. 342 Place Activity: Ch. 14 Create and Design, Ch. 14 Test Your Knowledge #2 |
| 3.2.3: | Identify quality control testing processes for digital and physical products and services, including adherence to government regulatory and safety requirements | Narrative: Ch. 14 p. 289 Quality Control, p. 290 Safety in the Workplace Activity: Ch. 14 Listen and Speak, Ch. 14 Test Your Knowledge #6, 8 |
| 3.3 | Identify distribution channels | |
| 3.3.1: | Identify types and factors in the selection of distribution channels | Narrative: Ch. 17 p. 342 Place Activity: Ch. 17 Listen and Speak |
| 3.3.2: | Identify differences between direct distribution and fulfillment services | N/A |
| Section IV Business Financials | | |
| 4.1 | Analyze business financials | |
| 4.1.1: | Determine the selling price of a product or service | Narrative: Ch. 17 p. 339 Setting Prices Activity: Ch. 17 Test Your Knowledge #7 |
| 4.1.2: | Interpret basic financial statements such as income sheets and balance sheets | Narrative: Ch. 6 p. 113 Interpreting Financial Statements Activity: Ch. 6 Listen and Speak, Ch. 6 Test Your Knowledge #1 |
| 4.1.3: | Differentiate between fixed and variable costs | Narrative: Ch. 6 p. 108 Characteristics of a Functioning Budget Activity: Ch. 6 Test Your Knowledge #6 |
| 4.1.4: | Analyze a company's cash flow | Narrative: Ch. 6 p. 110 Types of Business Budgets, p. 119 Cash Flow Statements Activity: Ch. 6 Test Your Knowledge #13 |
| 4.1.5: | Calculate the ROI of a product or service | Narrative: Ch. 17 p. 339 Setting Prices Activity: Ch. 17 Test Your Knowledge #7 |

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| 4.2 | Analyze funding options | |
| 4.2.1: | Determine operating budget and start-up costs | Narrative: Ch. 6 p. 110 Types of Business Budgets Activity: Ch. 6 Build It, Ch. 6 Test Your Knowledge #13 |
| 4.2.2: | Identify various funding options | Narrative: Ch. 7 p. 126 Venture Funding Activity: Ch. 7 Listen and Speak, Ch. 7 Create and Design |
| 4.2.3: | Identify requirements for obtaining funding | Narrative: Ch. 7 p. 126 Venture Funding Activity: Ch. 7 Listen and Speak, Ch. 7 Create and Design |