

## Entrepreneurship II

Code as: CTE Lab in Marketing

This course is designed for those students that have received approved funding after completing the INCubatoredu course and participated in the Summer Camp. The course fosters startup development to transition the business founded in INCubatoredu into a sustainable, functioning business. Students will be challenged to think critically about the process of getting, growing and keeping customers, developing business processes, and continuing to build, test, and iterate the product or service. Emphasis will be placed on predicting, measuring, analyzing and concluding strategies developed and applied to promote the above mentioned process.

### **CTE Lab in Marketing**

Students will:

1. Demonstration expertise in a specific occupation within the career cluster
2. Conduct investigative research on a selected topic related to the career cluster using approved research methodology, interpret findings, and prepare presentations to defend results.
3. Apply enhanced leadership and professional career skills.
4. Demonstrate higher order critical thinking skills and reasoning skills appropriate for the selected program of study.

### **Entrepreneurship II**

Students will:

1. Employ proper marketing, sales, and customer service strategies and tactics to identify, acquire, and secure customers - gaining market traction.
2. Employ basic business operations – such as staffing, insurance, standard operating procedures– to support business activity.
3. Manage legal and financial requirements to establish a company and ensure financial viability of a company, including procurement of additional funding if needed.
4. Employ product development planning best practices to fulfill customer demand, meet legal obligations, and maintain business operations.
5. Participate in an accelerator ecosystem.
6. Grow entrepreneurial mindset (e.g. curiosity, resilience, problem solving, etc.) and teamwork skills.