Assessment Blueprint

Accelerated Entrepreneurship (3-Credit)

Pre-Test Code: 8639 / Version: 01
Post-Test Code: 8176 / Version: 01
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**Test Type:** This Programs of Study assessment is a customized assessment for the MBAResearch and Curriculum Center. Programs of Study assessments measure technical skills at the occupational level and include items which gauge factual and theoretical knowledge. This assessment offers a written component and is intended for use at the secondary level. This assessment is delivered entirely through QuadNet™, NOCTI's online testing system.

**Revision Team:** This assessment was developed by MBAResearch and Curriculum Center, a not-for-profit 501(c)(3) organization operated by 30+ state education departments. Assessment content is based on standards validated by industry professionals throughout the U.S.

The Association for Career and Technical Education (ACTE), the leading professional organization for career and technical educators, commends all students who participate in career and technical education programs and choose to validate their educational attainment through rigorous technical assessments. In taking this assessment you demonstrate to your school, your parents and guardians, your future employers and yourself that you understand the concepts and knowledge needed to succeed in the workplace. Good Luck!

MBAResearch believes that “proof of learning” is the first step toward a future career. Students who successfully complete a research-based assessment put themselves a step ahead of their competitors – for college admission and for beginning substantive careers in business. MBAResearch is proud to be the primary source of industry-validated standards and curriculum for business careers, for many high school and community college business administration curricula, and for many assessments offered here.
This written assessment consists of questions to measure an individual’s factual theoretical knowledge.

**Administration Time:** 1 hour and 40 minutes  
**Number of Questions:** 100  
**Number of Sessions:** This assessment may be administered in one or two sessions.

### Areas Covered

- **Business Law:** 1%  
- **Channel Management:** 2%  
- **Communication Skills:** 6%  
- **Economics:** 12%  
- **Emotional Intelligence:** 2%  
- **Entrepreneurship:** 9%  
- **Financial Analysis:** 8%  
- **Human Resource Management:** 2%  
- **Information Management:** 10%  
- **Market Planning:** 7%  
- **Marketing:** 1%  
- **Marketing-Information Management:** 1%  
- **Operations:** 11%  
- **Pricing:** 3%  
- **Product/Service Management:** 9%  
- **Professional Development:** 10%  
- **Promotion:** 2%  
- **Strategic Management:** 4%
Specific Competencies and Skills Tested in this Assessment

Business Law
- Select form of business ownership

Channel Management
- Develop channel-management strategies
- Explain the nature of channels of distribution

Communication Skills
- Handle telephone calls in a businesslike manner
- Utilize note-taking strategies
- Select and utilize appropriate formats for professional writing
- Participate in group discussions
- Write inquiries
- Explain the nature of effective written communications

Economics
- Describe the concepts of economics and economic activities
- Determine economic utilities created by business activities
- Describe types of business activities
- Discuss the global environment in which businesses operate
- Determine factors affecting business risk
- Explain the concept of competition
- Determine the relationship between government and business
- Explain the concept of productivity
- Describe the functions of prices in markets
- Describe the nature of taxes
- Determine the impact of business cycles on business activities
- Identify the impact of small business/entrepreneurship on market economies

Emotional Intelligence
- Demonstrate negotiation skills
- Develop tolerance for ambiguity

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Specific Competencies and Skills (continued)

Entrepreneurship
- Determine opportunities for venture creation
- Assess opportunities for venture creation
- Determine feasibility of venture ideas
- Assess start-up requirements
- Assess risks associated with venture
- Describe external resources useful to entrepreneurs during concept development
- Assess the need to use external resources for concept development
- Explain factors to consider in determining a venture's human-resources needs
- Explain the need for entrepreneurial discovery

Financial Analysis
- Explain the nature of risk management
- Describe the need for financial information
- Explain the nature of balance sheets
- Develop a pro forma income statement
- Describe the nature of cash flow statements
- Describe the nature of income statements
- Identify risks associated with obtaining business credit
- Complete loan application package

Human Resource Management
- Determine hiring needs
- Discuss factors that impact human resources management (e.g., availability of qualified employees)

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Specific Competencies and Skills (continued)

Information Management
- Obtain needed information efficiently
- Evaluate quality and source of information
- Store information for future use
- Discuss the nature of information management
- Identify ways that technology impacts business
- Describe the scope of the Internet
- Demonstrate basic presentation software applications
- Demonstrate basic database applications
- Establish specifications for selecting hardware/software systems
- Conduct an environmental scan to obtain business information

Market Planning
- Explain the concept of marketing strategies
- Explain the concept of market and market identification
- Explain the role of situation analysis in the marketing-planning process
- Explain the nature of sales forecasts
- Select target market
- Conduct SWOT analysis for use in marketing planning process
- Develop marketing plan

Marketing
- Develop strategies to market the organization to potential employees

Marketing-Information Management
- Estimate market share

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Specific Competencies and Skills (continued)

**Operations**
- Place orders/reorders
- Select vendors
- Explain the concept of production
- Describe crucial elements of a quality culture
- Explain the nature of overhead/operating costs
- Negotiate lease or purchase of facility
- Explain the nature of operations
- Report noncompliance with business health and safety regulations
- Maintain a safe work environment
- Protect company information and intangibles
- Explain the nature and scope of purchasing

**Pricing**
- Explain the nature and scope of the pricing function
- Explain factors affecting pricing decisions
- Establish pricing objectives

**Product/Service Management**
- Explain the nature and scope of the product/service management function
- Identify product to fill customer need
- Communicate core values of product/service
- Identify methods/techniques to generate a venture/product idea
- Develop strategies to position corporate brands
- Create a product/brand plan
- Identify company's unique selling proposition
- Describe factors used by marketers to position products/businesses
- Explain the nature of corporate branding

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Specific Competencies and Skills (continued)

Professional Development
- Explain the need for innovation skills
- Identify tentative occupational interest
- Set personal goals
- Explain the need for ongoing education as a worker
- Demonstrate problem-solving skills
- Analyze employer expectations in the business environment
- Explain employment opportunities in business
- Explain career opportunities in entrepreneurship
- Complete a job application
- Prepare a resume

Promotion
- Explain the types of promotion
- Explain the types of advertising media

Strategic Management
- Develop company goals/objectives
- Identify and benchmark key performance indicators (e.g., dashboards, scorecards, etc.)
- Explain the nature of business plans
- Explain external planning considerations
Sample Questions

To generate venture ideas, entrepreneurs should be able to
   A. manage finances effectively.
   B. encourage others consistently.
   C. behave ethically.
   D. think creatively.

Chickadee’s Wild Wings uses a special blend of spices on its wings that taste very different from its competitors offerings. The spice recipe is an example of
   A. a unique selling proposition.
   B. a deep product mix.
   C. brand loyalty.
   D. generic branding.

PMV Enterprises has experienced a drop in sales because its products are constantly backordered. In this situation, the company is
   A. neglecting to answer customer inquiries.
   B. failing to build positive customer relations.
   C. avoiding conflict with its customers.
   D. refusing to take customers’ orders.