



# Business and Entrepreneurship Education for the 21st Century

Leadership and Participation for the 21st Century

2004 Edition

Developed and Published by The Cloud Institute for Sustainability Education and  
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The significant  
problems  
we face  
cannot be  
solved  
with the  
same level of  
thinking we  
used when we  
created  
them.  
Albert Einstein

## Summary Outcomes and Indicators

This Scope and Sequence includes the outcomes and content, essential concepts and skills, approximate time based on the estimated school calendar and alignment to New York State Learning Standards for each of the Four Modules for the Business and Entrepreneurship Education for the 21<sup>st</sup> Century (BEE 21) course. Outcomes for all Modules are listed below and are a thread woven throughout each Module.

### **Outcome 1. Understand the role of entrepreneurship in business and in society.**

- **Indicator 1.** Identify the characteristics of the entrepreneurship process.
- **Indicator 2.** Explore the attributes of famous entrepreneurs and the conditions with which they operate.
- **Indicator 3.** Analyze the kinds of knowledge that support effective entrepreneurial decision making.

### **Outcome 2. Understand the role of business and of economic activity in society.**

- **Indicator 1.** Explore the basic operations and processes of business.
- **Indicator 2.** Identify and analyze the system dynamics (or conditions) that affect business operations.
- **Indicator 3.** Explore and use the concept of the Triple Bottom Line as a means to analyze organizations and assess their effectiveness in operating within systems’ parameters.
- **Indicator 4.** Analyze the life cycle of businesses.

### **Outcome 3. Understand their own personal assets and motivations.**

- **Indicator 1.** Articulate their own belief and value system as they relate to business, entrepreneurship, and success.
- **Indicator 2.** Articulate their own motivations regarding business and entrepreneurship.
- **Indicator 3.** Reconcile their learning in their course with their own decision-making processes and future plans.

### **Outcome 4. Develop their knowledge, confidence, skills and sense of responsibility as entrepreneurs.**

- **Indicator 1.** Formulate a strategic plan to gain the skills and knowledge they need to accomplish their career goals.

- **Indicator 2.** Develop a well informed and comprehensive business plan that demonstrates their understanding of business and its social, environmental and economic contexts.
- **Indicator 3.** Critically analyze and reflect upon their business and other businesses and formulate and design improvement plans for these businesses that are informed by valid science, sound economic practice and a well developed personal value system.

**Outcome 5: Understand the Concept of sustainability and its applications in business practices.**

- **Indicator 1.** Compare and contrast the differences between common pool resources and private resources in the market place and their impact on decision making in business.
- **Indicator 2.** Explore a variety of progress indicators and the implications of using them for evaluating success in business.
- **Indicator 3.** Understand the role of carrying capacity in business operations.
- **Indicator 4.** Articulate the consequences of ignoring sustainable business practices now and in the future.

**Outcome 6: Understand and apply systems thinking into their business plans.**

- **Indicator 1.** Shift their attention from simple cause-and-effect relationships to systems, life cycles, webs, consequences, relationships, connections.
- **Indicator 2.** Recognize the effects of business on the ecological, economic and social systems.
- **Indicator 3.** Incorporate systems thinking into the development of their business plan.

**Outcome 7: Understand the moral and ethical, social and ecological reasons for developing and supporting sustainable business practices.**

- **Indicator 1.** Identify their own role and impact on the environment through consumer choices.
- **Indicator 2.** Identify the ecological, social and economic impact of selected businesses on the environment.
- **Indicator 3.** Identify eight drivers for sustainability.
- **Indicator 4.** Incorporate Natural Step and System Conditions into their business plan.

**Outcome 8: Understand and value the use of individual/group/common pool resources into their thinking about successful business practices.**

- **Indicator 1.** Recognize the difference between short-term and long-term strategies for measuring success.
- **Indicator 2.** Incorporate the concept of the common good into their definitions of success.