



ENTREPRENEUR'S  
SKILLS CERTIFICATE

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# MODULE C

## Syllabus

# MODULE C

## Entrepreneurship Education

Module C is aligned to the geography and economics curriculum of upper compulsory education in Austria. It examines “*basic interconnections between businesses, national economies, and the global economy and promotes the understanding of general economic principles, structures, and challenges*”.

The module focuses on basic economic themes as listed below and can serve as course content for the following subjects of the curriculum:

Themes	Content-related competencies	Field of Topics - GWK Oberstufe Upper Compulsory Education
1. Business formation	1.1. Opportunities from self-employment	<ul style="list-style-type: none"> <li>■ Businesses and career choices - <i>from your product idea or business idea to founding your own company - founding a fictitious business (11<sup>th</sup> year)</i></li> </ul>
	1.2. Legal structures of businesses	
	1.3. Protection of business idea	
	1.4. Employees (labor law)	
	1.5. Corruption	
2. Marketing	2.1. Product or business idea	
	2.2. Marketing basics	
	2.3. Market research and marketing strategies	
	2.4. Marketing tools	
3. Management, leadership and organization	3.1. Planning, agreeing, and setting business objectives	
	3.2. Introduction to management	
	3.3. Decision making	
	3.4. Leading employees	
	3.5. Business organization	
4. Business plan	4.1. Functions of the business plan	
	4.2. Structure and content of the business Plan	

**What skills are required to pass the Module C exam?**

⇒ Remember, understand, apply, and analyze content

The tasks of the electronic exam are designed for two groups of students who are expected to have the following skills:

<b>Group I</b>	<b>Remember:</b>	Remember economic knowledge (basic economic knowledge)
	<b>Understand:</b>	Understand and interpret the acquired economic knowledge
<b>Group II</b>	<b>Apply:</b>	Apply laws and theories with regard to given tasks
	<b>Analyze:</b>	Investigate, differentiate, and analyze acquired knowledge

Hint: The learning goals defined for group II also include the skills listed under group I.

# 1 Business formation

		Required skills		
Content	Descriptors The student can ...	Remember Understand	Apply Analyze	
Content-related competencies	1.1 Opportunities from self-employment	1.1.1. ... explain the term entrepreneur in the business context.	●	
		1.1.2. ... define and delineate the characteristics of employed and self-employed people using the examples given.		●
		1.1.3. ... give an overview of legal forms of self-employment and explain the various possibilities.	●	
		1.1.4. ... explain what competencies and (social) skills a self-employed person must have to have a chance of success.	●	
		1.1.5. ... describe the aspects of self-employment that are regulated by commercial law.	●	
		1.1.6. ... explain what social insurance is.	●	
	1.2 Legal structures of businesses	1.2.1. ... explain the term legal person and contrast this with natural person using the examples given.		●
		1.2.2. ... explain what the commercial register is and what information it contains.	●	
		1.2.3. ... explain and delineate the terms sole trader, business partnership, and corporation using given examples.		●
		1.2.4. ... explain what the fact that corporations have legal personality means.	●	
		1.2.5. ... explain the concept of liability and match various types of liability with the examples given.		●
		1.2.6. ... give an overview of the requirements when choosing the appropriate legal structure.	●	
		1.2.7. ... describe the legal structure of a sole trader.	●	
		1.2.8. ... list the advantages and disadvantages of a sole trader with regard to raising capital, liability, leadership authority/control, and income tax liability.	●	
1.2.9. ... explain the concept of a business partnership and describe the various types of business partnerships.	●			
1.2.10. ... list the advantages and disadvantages of a limited commercial partnership with regard to shareholder rights, raising capital, liability, leadership authority/control, profit sharing, and income tax liability.	●			

# 1 Business formation (continued)

		Required Skills		
Content	Descriptors The student can ...	Remember Understand	Apply Analyze	
Content-related competencies	1.2 Legal structures of businesses (continued)	1.2.11. ... list the advantages and disadvantages of a general commercial partnership with regard to shareholder rights, raising capital, liability, leadership authority/control, profit sharing, and income tax liability.	●	
		1.2.12. ... explain what a limited company is and describe the various types of limited companies.	●	
		1.2.13. ... list the advantages and disadvantages of a private limited liability company (GesmbH) with regard to raising capital, liability, leadership authority/control, and income tax liability.	●	
		1.2.14 ... list the advantages and disadvantages of a public company (AG) with regard to raising capital, liability, leadership authority/control, and income tax liability.	●	
	1.3 Protection of one's business idea	1.3.1. ... describe why, how, and where a trademark can be registered and protected.	●	
		1.3.2. ... explain why patterns are protected and when utility model protection applies	●	
		1.3.3. ... explain what patent law protects (see EU patent).	●	
		1.3.4. ... explain what copyright law is and when it applies.	●	
		1.3.5. ... differentiate between trademark protection, utility model, patent law, and copyright law using given examples.		●
	1.4 Employees (labor law)	1.4.1. ... explain the terms law, collective bargaining agreement, and work contract with regard to business employees and explain the difference between them.	●	
		1.4.2. ... describe the content of a service contract.	●	
		1.4.3. ... describe the duties of a work council.	●	
		1.4.4. ... describe specific labor law related aspects, such as the labor protection law, the working hours act, maternity protection, and work with the disabled.	●	
	1.5 Corruption	1.5.1. ...explain the concept of "corruption" using given examples.		●
		1.5.2. ... describe the various types of corruption (situational vs structural).	●	
		1.5.3. ... explain why corruption is a criminal offense and who can be punished using given examples.		●
		1.5.4. ... describe various measures aimed at corruption prevention and at the fight against corruption.	●	
		1.5.5. ... explain the term compliance.	●	

## 2 Marketing

		Required Skills		
Content	Descriptors The student can ...	Remember Understand	Apply Analyze	
Content-related competencies	2.1 Product or business idea	2.1.1. ... explain the necessary steps from the product or business idea to market launch.	●	
		2.1.2. ... explain why there is no such thing as an “ideal“ product or business idea, but that subject matter expertise, certain personality traits, and social skills are required when it comes to implementing a business idea.	●	
	2.2 Marketing basics	2.2.1. ... explain what marketing is and why marketing is necessary in our modern economy with its saturated markets.	●	
		2.2.2. ... explain the concept of customer relationship management (CRM) and its goals.	●	
		2.2.3. ... explain the term customer benefit and the different kinds of customer benefits using the examples given.		●
		2.2.4. ... describe what USPs and market positioning through USPs are.	●	
	2.3 Market research and marketing strategies	2.3.1. ... explain the term market research and describe its purpose.	●	
		2.3.2. ... explain primary and secondary research using the examples given.		●
		2.3.3. ... describe and delineate the growth strategies of a business in the market using the examples given.		●
	2.4 Marketing tools	2.4.1. .... explain and differentiate between the classic 4 P’s of marketing using given examples.		●
		2.4.2. ... explain the meaning of marketing mix and describe the goals of the marketing mix.	●	
		2.4.3. ... explain elements of product design and the use of brands (as one possibility for differentiating oneself from competitors).	●	
		2.4.4. ... explain and differentiate between the product mix policy tools using given examples.		●
		2.4.5. ... describe the life cycle of a product and explain by using the given examples why different marketing activities need to be launched in different stages of the product life cycle.		●
		2.4.6. ... explain the goals of pricing and discounting.	●	
		2.4.7. ... explain the goals of sales policies.	●	
2.4.8. ... is the various distribution channels and describe their advantages and disadvantages using given examples.			●	
2.4.9. ... list and explain the goals of communications policy and its tools.		●		
2.4.10. ... describe and explain the AIDA rule in marketing.		●		

### 3 Management, leadership and organization

		Required Skills		
Content	Descriptors The student can ...	Remember Understand	Apply Analyze	
Content-related competencies	3.1 Planning, agreeing, and setting business goals	3.1.1. ... explain what the term “planning” means and describe the steps in the planning process.	●	
		3.1.2. ... explain the meaning of the term “goal”.	●	
		3.1.3. ... explain why goal-setting is an essential coordination instrument for a business; describe the role of employees in goal-setting.	●	
		3.1.4. ... explain how top management breaks down goals into sub-goals for subsequent lower levels and departments.	●	
		3.1.5. ... describe short-term, medium-term, and long-term business goals using given examples.		●
		3.1.6. ... differentiate between monetary and non-monetary business goals using given examples.		●
	3.2 Introduction to management	3.2.1. ... describe the tasks and goals of management.	●	
		3.2.2. ... explain the term “business philosophy” as well as the related terms “compliance management”, “corporate governance”, and “corporate social responsibility”.	●	
	3.3 Decision making	3.3.1. ... explain the difference between intuitive and rational decisions using given examples.		●
		3.3.1. ... describe the various decision-making tools available to management (scoring method, scenario planning, Eisenhower principle).	●	
	3.4 Leading employees	3.4.1. ... explain the meaning of motivation.	●	
		3.4.2. ... explain Frederick Herzberg’s 2-factor theory.	●	
		3.4.3. ... explain the connection between hygiene factors and motivators with regard to employee motivation on the basis of given examples.		●
		3.4.4. ... explain the term “leadership”.	●	
		3.4.5. ... explain the four classic leadership styles and their impact on the motivation and commitment of employees using given examples.		●
		3.4.6. ... analyze which leadership style can provide the biggest output under which circumstances.		●
		3.4.7. ... explain the various leadership concepts “management by...”.	●	
		3.4.8. ... explain the various leadership concepts and leadership styles using given examples.		●

### 3 Management, leadership, and organization

		Required Skills		
Content	Descriptors The student can ...	Remember Understand	Apply Analyze	
Content-related competencies	3.5 Business organization	3.5.1. ... describe the difference between company structure and operational structure and explain their functions using given examples.		●
		3.5.2. ... describe the various types of company structure (single-line organization against multi-line organization) and explain the difference with the help of given examples.		●
		3.5.3. ... describe the terms position, departmentalization, division and staff committees, and use the examples given to explain how they interact.		●
		3.5.4. ... explain why job descriptions are needed and what they define.	●	
		3.5.5. ... differentiate between a functional and divisional structure of an organization and explain the difference using the given examples.		●
		3.5.6. ... explain an organizational chart and tell what information it provides.	●	
		3.5.7. ... explain the terms company structure and what it regulates and determines.	●	
		3.5.8. ... explain the meaning of informal and formal organizational structure and explain the difference with the help of the given examples.		●
		3.5.9. ... explain why internal controls are needed in a business.	●	
		3.5.10. ... explain and differentiate between the various types of controls - result monitoring, process controls, behavioral controls - using the given examples.		●
		3.5.11. ... explain the term supply chain management.	●	
		3.5.12. ... describe quality management and list internationally known quality management systems.	●	

## 4 The business plan

		Required Skills		
Content	Descriptors The student can ...	Remember Understand	Apply Analyze	
Content-related competencies	4.1 The functions of the business plan	4.1.1. ... explain the functions of a business plan.	●	
		4.1.2. ... explain to whom a business plan might be addressed.	●	
	4.2 Structure and content of the business plan	4.2.1. ... explain the components and main parts of a business plan.	●	
		4.2.2. ... tell to which part of a business plan given parts belong.		●
		4.2.3. ... explain the main features of a professional business plan.	●	
		4.2.4. ... explain what an executive summary is and what requirements it needs to fulfill and define these requirements using the given examples.		●
		4.2.5. ... describe the business-related part of a business plan - business profile, business goal, business idea, and vision, legal structure, company name, business location.	●	
		4.2.6. ... describe the product and service-related part of a business plan.	●	
		4.2.7. ... describe the industry, market, competition, and the related marketing strategy.	●	
		4.2.8. ... describe the positions of management, key players, and organization.	●	
		4.2.9. ... describe the implementation schedule.	●	
		4.2.10. ... explain how to analyze risks and opportunities.	●	
		4.2.11. ... describe what a financial plan is and why it is needed.	●	