
Coal City Unit District #1
Entrepreneurial Publishing
Career and Technical Curriculum

CTE.EP:1 Students will demonstrate knowledge of business ownership. (NBES ENT 1)

- CTE.EP:1-1 Define the three types of business ownership.
- CTE.EP:1-2 Compare the three types of business ownership.
- CTE.EP:1-3 Examine corporations.
- CTE.EP:1-4 Examine franchises.
- CTE.EP:1-5 Analyze the steps it takes to own your own business.

CTE.EP:2 Students will demonstrate knowledge of business plans. (NBES ENT 4)

- CTE.EP:2-1 Explain steps it takes to set up a business plan.
- CTE.EP:2-2 Establish a business plan.

CTE.EP:3 Students will demonstrate knowledge of photo manipulation software. (NBES IT 2)

- CTE.EP:3-1 Explain the basic tools of photo manipulation software.
- CTE.EP:3-2 Explain the basic menus of photo manipulation software.
- CTE.EP:3-3 Demonstrate advanced applications of photo manipulation software.
- CTE.EP:3-4 Produce a basic application using photo manipulation software.
- CTE.EP:3-5 Produce an advanced application using photo manipulation software.

CTE.EP:4 Students will demonstrate knowledge of desktop publishing. (NBES IT 2)

- CTE.EP:4-1 Explain the basic tools in desktop publishing.
- CTE.EP:4-2 Explain the basic menus in desktop publishing.
- CTE.EP:4-3 Demonstrate advanced applications in desktop publishing.
- CTE.EP:4-4 Produce a basic application in desktop publishing.
- CTE.EP:4-5 Produce an advanced application in desktop publishing.

CTE.EP:5 Students will demonstrate knowledge of audio and video editing. (NBES IT 2)

- CTE.EP:5-1 Demonstrate the basic applications using audio/video editing software.
- CTE.EP:5-2 Produce a basic application using audio/video editing software.

CTE.EP:6 Students will demonstrate knowledge of basic job skills. (NBES IT 2)

- CTE.EP:6-1 Meet deadlines.
- CTE.EP:6-2 Proofread all jobs.
- CTE.EP:6-3 Edit all rough drafts.
- CTE.EP:6-4 Demonstrate how to complete job forms and paperwork.
- CTE.EP:6-5 Demonstrate how to save files on a storage device, computer, or network.

CTE.EP:7 Students will apply knowledge of advertising, promoting, and marketing a product and/or service. (NBES ENT 2)

- CTE.EP:7-1 Recognize the demographics of a target market.
- CTE.EP:7-2 Analyze the advantages and disadvantages between types of advertising mediums.
- CTE.EP:7-3 Develop and conduct market research analysis.
- CTE.EP:7-4 Understand the relationship between cost, volume, and profit.
- CTE.EP:7-5 Analyze pricing and calculate the breakeven point.