



Entrepreneurship and Small Business

Exam Objectives for ESB (Original)

The Entrepreneurship and Small Business (ESB) certification targets high school and post-secondary students who are interested in pursuing their own entrepreneurial endeavors, whether that be starting their own business or working in a more established business environment. The original ESB certification covers a wide array of topics, including entrepreneurial and small business concepts, business recognition, starting a business, business operations, marketing and sales, and financial management. Candidates should have at least 150 hours of instruction or hands-on experience with entrepreneurship and small business topics.

To be successful on the exam, the candidate is also expected to have the following prerequisite knowledge and skills: 8th grade reading and math skills; Basic digital literacy skills.

Objective Domains

1. The Entrepreneur:

- 1.1 Identify the characteristics of entrepreneurs
- 1.2 Given a scenario including a self assessment outcome, identify the strengths, weaknesses, and risk tolerance the self-assessment identifies and how to compensate with services
- 1.3 Given a scenario, recognize a business opportunity
- 1.4 Identify the risks, benefits, opportunities, and drawbacks of being an entrepreneur

2. Opportunity Recognition:

- 2.1 Identify the benefits and drawbacks of different types of opportunities (e.g., start a new business, buy an existing business, and buy a franchise)
- 2.2 Given a scenario, analyze the demand for the goods or service and opportunities in an environment
- 2.3 Given a scenario, identify the customers or potential customers for a business
- 2.4 Given a scenario, recognize a value proposition

3. Starting a Business:

- 3.1 Identify the purposes and value of a business plan
- 3.2 Identify the appropriate legal structure, benefits and drawbacks for different legal structures for a business

Head Office

Graha PT. Pos Indonesia, Jl. Banda
No.30, Citarum, Kec. Bandung Wetan,
Kota Bandung, Jawa Barat 40115.

Operation Office

Jl. Waruga Jaya no.123B Ciwaruga,
Parongpong, Kabupaten Bandung
Barat, Jawa Barat 40559

✉ info@b-onecorp.co.id
☎ [+\(62\) 897-666-0004](tel:+628976660004)
🌐 www.b-onecorp.co.id

📷 [b1corp](#)
🌐 [b1corp](#)
📘 [BOneCorporation](#)



3.3 Given a scenario, identify different types of licenses and regulations that are required

3.4 Identify the benefits and drawbacks of various sources of start-up funding: Equity (friends/family, angels, venture), Debt (bank, credit cards, personal loans), and Grants (government, foundation, corporate)

3.5 Given a scenario, identify support that is available for the business on a local, state, and federal level

3.6 Identify the ethical practices and social responsibilities of a business

3.7 Identify potential exit strategies for a business

4. Business Operations:

4.1 Given a scenario, identify key positions and human capital needs (including compensation and benefits)

4.2 Given a scenario, determine whether work can be completed by the owner or whether employees or service providers are needed

4.3 Given a scenario, identify the taxes that are required

4.4 Given a scenario, identify intellectual property issues of trademarks, copyrights, and patents

4.5 Given a scenario, identify standard operating procedures (e.g., setup, conduct, internal controls, separation of duties)

4.6 Given a scenario, identify the factors that led to sustainability

4.7 Given a scenario, identify milestone as part of a growth strategy

5. Marketing and Sales:

5.1 Given a scenario, develop a sales strategy and identify characteristics of a successful sale

5.2 Given a scenario, identify and analyze the costs/benefits of finding customers

5.3 Given a scenario, identify how to retain customers and develop a relationship with repeat customers

5.4 Given a scenario, determine value and methods of communication including: web sites, brochures, social media, and advertising

6. Financial Management:

6.1 Given a scenario, interpret basic financial statements such as income statements and balance sheets

6.2 Given a scenario, identify the factors that influence credit ratings and the importance of a positive credit rating

Head Office

Graha PT. Pos Indonesia, Jl. Banda
No.30, Citarum, Kec. Bandung Wetan,
Kota Bandung, Jawa Barat 40115.

Operation Office

Jl. Waruga Jaya no.123B Ciwaruga,
Parongpong, Kabupaten Bandung
Barat, Jawa Barat 40559

✉ info@b-onecorp.co.id

☎ [+\(62\) 897-666-0004](tel:+628976660004)

🌐 www.b-onecorp.co.id

📷 [b1corp](#)

🌐 [b1corp](#)

📘 [BOneCorporation](#)



6.3 Given a list of expenses, identify which are fixed versus variable

6.4 Given a scenario, identify the factors that impact the price to the customer

6.5 Given a scenario, identify and analyze cash flow including accounts receivable, accounts payable, inventory, and debt

6.6 Given a scenario, create a cash flow budget

6.7 Given a scenario, identify the breakeven point for the business

Head Office

Graha PT. Pos Indonesia, Jl. Banda
No.30, Citarum, Kec. Bandung Wetan,
Kota Bandung, Jawa Barat 40115.

Operation Office

Jl. Waruga Jaya no.123B Ciwaruga,
Parongpong, Kabupaten Bandung
Barat, Jawa Barat 40559

✉ info@b-onecorp.co.id
☎ [+\(62\) 897-666-0004](tel:+628976660004)
🌐 www.b-onecorp.co.id

📷 [b1corp](#)
🌐 [b1corp](#)
📘 [BOneCorporation](#)