



## Credential Tip Sheet: Entrepreneurship and Small Business Version 1

Career Cluster: Business, Management, & Administration (BMA)  
CIP Code: 52.0299  
CIP Program Name: Business Management, Administration & Operations  
Credentialing Agency: Certiport  
Industry-recognized credential: Entrepreneurship Small Business (ESB) Version 1

### What are the content areas covered by the credential?

The ESB certification is built to validate foundational concepts and knowledge in entrepreneurship and small business management. These core concepts include entrepreneurship; recognizing and evaluating opportunities; planning for, starting, and operating a business; marketing and sales; and business financials and funding. Teachers can find more information on the [Certiport ESB website](#).

BMA Competencies covered include: Business Management and Leadership; Entrepreneurship and Business Planning; Law Ethics and Regulations; Operational and Human Resource Management; Financial Management.



### Credential Qualifications or Pre-requisites

There are no pre-requisites or qualifications to take this exam.

### Exam Information

The ESB exam is a 50-minute online proctored exam with approximately 40-50 questions. It validates a students' understanding of core business principles, including the essentials needed to launch and maintain a successful business.

All license types include access to the Entrepreneurial Mindset Index (EMI) assessment developed by the Network for Teaching Entrepreneurship (NFTE) and Teaching ESB–A Resource Guide for the Classroom, a professional development program developed by The National Consortium for Entrepreneurship Education (Entre-Ed).

Exam results are generated immediately upon completion and presented to the student. The testing site administrator will have access to the exam report and printable certificate on the [Certiport administrator](#) website.

## Who is eligible for the credential?

Student concentrators in state-approved CTE programs who have completed at least two Perkins Course Competencies (PCC) with a 2.0 or better and have completed the qualifications and instruction required by the credentialing body may take the credential exam.

A PCC is a specific set of related CTE competencies based on standards from one CIP code that are grouped together. For Perkins V reporting, standardized courses will be termed "PCCs." (Source: [Perkins V FINAL Definitions: Course, Participant, Concentrator, Completer](#) memo)

Credentials earned may be recorded for students in the Career and Technical Education Information System (CTEIS) through August 31<sup>st</sup> of the student's graduation year. Step-by-step instructions on how to enter credentials in CTEIS can be found here: [Manage Credentials Guide](#).



## Contact Information

### Credential and Testing Information

Contact: [Eric.Gilbert@pearson.com](mailto:Eric.Gilbert@pearson.com)

Certiport, NCS Pearson Inc.

1276 South 820, East, Suite 200, American Fork, Utah 84003

Phone: 801-502-6127

Website: <https://certiport.pearsonvue.com/Certifications>

### CTE Program Questions

Tom Knight, Education Consultant at 517-241-5345 or [KnightT@michigan.gov](mailto:KnightT@michigan.gov)

### Michigan CTE Assessment Policies

Dr. Valerie Milton, Research Consultant at 517-335-1066 or [MiltonV@michigan.gov](mailto:MiltonV@michigan.gov)

