Arkansas CTE

Entrepreneurial Experience: Grades 10, 11, 12

Adopted 2009

Entrepreneurial Careers

1.1 Define terms related to entrepreneurial careers

1. Use terms in context 1.1.1

1.2 State the effects of an entrepreneur on the economy

1. Compare and contrast the effects of an entrepreneur on the US economy and the global economy 1.2.1

**1.3 Name characteristics of entrepreneurs
self-confident
independent
perseverance
determination
goal-oriented
decision makers
technologically friendly
set high standards
act quickly
obtain industry certifications
**

1. Research an Arkansas entrepreneur 1.3.1
2. Develop a profile of an Arkansas entrepreneur using research from 1.3.1 1.3.2
3. Compare and contrast profiles created in 1.3.2 1.3.3
4. Interview local entrepreneurs, including but not limited to:
Electronic
Face-to-face
Letter
Phone 1.3.4
5. Research and pursue certifications related to the classroom based on enterprise, including but not limited to:
AAFCS Pre-PAC Certifications
Career Readiness
Customer Service
Financial Literacy
First Aid/CPR
ServSafe 1.3.5

1.4 Match types of entrepreneurial enterprises with their descriptions

1. Identify characteristics of various entrepreneurial enterprises:
Corporation
Limited Liability Company (LLC)
Partnership
Sole Proprietor
Franchise
Home Based Business
S-Corporation 1.4.1

Entrepreneurial Opportunities

2.1 Define terms related to entrepreneurial opportunities

1. Use terms in context 2.1.1

Skip to main content

**Identify market research tools necessary to determine business opportunities in the local community
Case studies
Focus groups
**

Interviews
Questionnaires
Surveys
Observation

1. Investigate available business opportunities for entrepreneurs in your local community 2.2.1
2. Research business ideas 2.2.2
3. Explore options to turn ideas into a business concept 2.2.3
4. Compare and contrast primary and secondary data 2.2.4

Entrepreneurial Business Plan

3.1 Define terms related to entrepreneurial business plan

1. Use terms in context 3.1.1

**3.2 List the components of a business plan
Business description
Facility
Supplies and equipment
Organizational chart
Personnel management
Funding
Budget
Laws, regulations, and codes
Advertising and recruitment
**

1. Utilize the National FCCLA STAR events guidelines for Entrepreneurship when developing the business plan 3.2.1

**3.3 Name necessary elements of a business description
Philosophy/mission statement
Services provided
Hours of operation
Business location
Demographics served
Business feasibility (market research data)
**

1. Examine business goals 3.3.1
2. Write a clear and concise business description for the classroom based enterprise 3.3.2

**3.4 Describe facility needs to include in a business plan
Space
Utilities
Emergency procedures
Visual representation (such as blueprint, professional rendering, floor plan, etc.)
Maintenance
**

1. Design a facility that meets the needs of the classroom based enterprise 3.4.1

**3.5 Describe supplies and equipment information to include in a business plan
List of suppliers
Inventory
Plan for maintenance and
Expansion needs
**

1. Develop purchasing procedures 3.5.1
2. Create a clear and concise plan addressing the supply and equipment needs for the classroom based enterprise 3.5.2

**3.6 Discuss components of an organizational chart for a business plan
Job titles
Job description
Future needs and job descriptions
**

Skip to main content

1. Create an organizational chart for the classroom based enterprise 3.6.1

3.7 **Describe elements of a personnel management plan
Hiring procedures
Salaries and benefits
Policies and procedures
Evaluations/appraisals
Future company expansion
Performance evaluation
**

1. Create applicable forms and records for the classroom based enterprise `3.7.1`
2. Develop a personnel management plan for the classroom based enterprise `3.7.2`

3.8 **Identify the elements of a financial proposal
Projected start-up costs
Methods and sources of funding
Fee structures (cost analysis)
Projected income
**

1. Create a graphic organizer to illustrate cost analysis for the classroom based enterprise `3.8.1`
2. Compare and contrast various sources of funding for the classroom based enterprise `3.8.2`
3. Create a financial plan for the classroom based enterprise `3.8.3`

3.9 **List components of budget planning
Income
Expenditures
Financial procedures
Applicable taxes
**

1. Chart income and expenditures for each product of the classroom based enterprise for a specific period of time (weekly, monthly, quarterly) `3.9.1`
2. Utilize financial software to create and maintain a budget including all applicable forms for the classroom based enterprise `3.9.2`

3.10 **Identify laws, regulations, and codes that pertain to an entrepreneurial business
Health
Environment
Fire
Insurance
Zoning
Other local, county, and state codes
**

1. Research all laws, regulations, and codes related to the classroom based enterprise `3.10.1`
2. Create a portfolio documenting compliance with all laws, regulations, and codes related to the classroom based enterprise `3.10.2`

3.11 **Describe advertising and recruitment options
Advertising plan
Special events
Sample advertisements
**

1. Develop an effective advertising/marketing plan `3.11.1`
2. Use technology to create advertising for the classroom based enterprise `3.11.2`
3. Plan a special event to promote the classroom based enterprise `3.11.3`

Entrepreneurial Skills & Practices

4.1 **Define terms related to entrepreneurial skills and practices**

1. Use terms in context `4.1.1`

4.2 **Discuss skills needed to run a small business enterprise**

1. Demonstrate the ability to run a classroom based enterprise `4.2.1`

Skip to main content

2. Acquire sales skills 4.2.2
3. Analyze ethics in the workplace 4.2.3
4. Examine fraud and scams in business 4.2.4
5. Practice workplace etiquette 4.2.5
6. Demonstrate ability to maintain accurate employment records 4.2.6
7. Determine management styles
Authoritative Management
Democratic Management
Permissive Management 4.2.7