Arkansas CTE

Entrepreneurship I (2026-27)

Entrepreneurial Skills 1

1 Investigate and Analyze Traits of Successful Entrepreneurs. 1.1

1. Investigate characteristics, traits, and behaviors of notable entrepreneurs. 1.1.1
2. Analyze how entrepreneurial traits contribute to the success of a business. 1.1.2

2 Evaluate Personal Entrepreneurial Skills and Traits. 1.2

1. Evaluate and discuss self-employment skills required to be an entrepreneur. 1.2.1
2. Identify the importance of honest self-reflection and how it supports career and professional growth. 1.2.2
3. Participate in self-assessment exercises to identify personal entrepreneurial traits and areas for improvement. 1.2.3

3 Develop Personal and Professional Skills for Entrepreneurial Success 1.3

1. Develop strategies to strengthen personal traits that positively impact business outcomes. 1.3.1
2. Build work ethic skills essential to entrepreneurship such as enthusiasm, self-motivation, honesty, integrity, accountability, dependability, patience, and adaptability. 1.3.2
3. Research and explain the role of personal development plans in entrepreneurial success. 1.3.3
4. Develop a personal development plan. 1.3.4

Product Research and Development 2

1 Investigate market trends and consumer needs to identify product opportunities. 2.1

1. Examine how companies determine consumer needs and follow trends. 2.1.1
2. Analyze market surveys to identify gaps or opportunities for new products. 2.1.2
3. Evaluate competitor products to determine potential differentiation strategies. 2.1.3
4. Assess risks and rewards associated with introducing a new product. 2.1.4
5. Recommend opportunities for product innovation based on market research. 2.1.5

2 Apply product development strategies in an entrepreneurial context. 2.2

1. Identify characteristics of quality goods and services and how they meet consumer needs. 2.2.1

2 Compare and contrast features, pricing, and performance of existing products. 2.2.2

3 Conduct product testing or simulations to assess usability and quality. 2.2.3

4 Evaluate product safety standards and protection practices for new products. 2.2.4

5 Develop a plan to launch or improve a product, integrating entrepreneurial decision-making and technology. 2.2.5

Business Etiquette 3

1 Demonstrate responsible and ethical use of social media for business. 3.1

1 Identify characteristics of professional social media profiles. 3.1.1

2 Explain the role of brand identity in business communication. 3.1.2

3 Evaluate sample business posts for tone, accuracy, and professionalism. 3.1.3

2 Manage digital reputation and online safety. 3.2

1 Describe risk associated with poor digital behavior on social platforms. 3.2.1

2 Develop a plan for protecting social media accounts from unauthorized access. 3.2.2

3 Conduct a digital footprint audit to evaluate the online presence of an individual or organization. 3.2.3

4 Compare and contrast positive and negative social media presence. 3.2.4

5 Evaluate the importance of an entrepreneur's social media presence and analyze the impact it may have on their business. 3.2.5

6 Analyze case studies involving social media misuse in business settings. 3.2.6

3 Differentiate between personal and professional social media use. 3.3

1 Explain the importance of maintaining boundaries between personal and business profiles. 3.3.1

2 Evaluate the risks of oversharing personal content on professional platforms. 3.3.2

3 Develop a strategy for managing dual identities online (e.g., private/personal vs. public/business). 3.3.3

4 Discuss the social and environmental responsibility of an organization. 3.4

1 Explain and evaluate the social and ethical responsibilities of an organization. 3.4.1

2 Explain the societal and environmental impact that a business has and identify factors that help to foster a positive societal and environmental impact. (e.g., environmental solutions, ethical decision-making, sustainable and scalable operations). 3.4.2

Entrepreneurial Planning and Finance 4

1 Investigate the entrepreneurial environment. 4.1

1 Examine different types of business ownership (e.g., sole proprietorship, partnership, LLC, corporation) and their influence on business operations. 4.1.1

2 Analyze how economic systems, market demand, and industry trends impact entrepreneurial decisions. 4.1.2

3 Investigate financial principles relevant to entrepreneurship, (i.e. costs, revenue, cash flow, and basic budgeting). 4.1.3

4 Identify external factors (e.g., competition, regulations, technology, and social trends) that affect entrepreneurial success. 4.1.4

5 Summarize the work demands of entrepreneurs. (e.g., time commitment, sacrificing personal activities, taking initiative.) 4.1.5

6 Investigate entrepreneurial startup costs. 4.1.6

---

2 Analyze the elements of a business plan. 4.2

1 Critique mission statements, vision statements, and goals of existing businesses. 4.2.1

2 Examine organizational structures and the impact on business operations. 4.2.2

3 Evaluate marketing strategies, target markets, and competitive positioning of existing businesses. 4.2.3

4 Identify financial considerations such as costs, revenue streams, and cash flow. 4.2.4

5 Analyze how technology and digital tools support business operations and influence planning decisions. 4.2.5

---

3 Investigate economic and financial factors that affect entrepreneurial success. 4.3

1 Analyze how revenue, costs, and cash flow affect the overall financial health of a business. 4.3.1

2 Describe methods for determining the break-even point for products or services. 4.3.2

3 Compare and contrast different funding options (i.e. loans, investments, crowdfunding) and their advantages/disadvantages for small businesses. 4.3.3

4 Evaluate how financial information informs business decisions, including pricing, cost management, and investment choices. 4.3.4

5 Identify concepts of supply & demand and its effects on entrepreneurial decision making. 4.3.5

6 Distinguish between wants and needs and discuss why it is important for entrepreneurs to accurately assess wants and needs for the success of their business. 4.3.6

7 Differentiate financial documents related to business ownership (e.g.,Form W9, Form 1099, balance sheets). 4.3.7

Operation and Risk Management 5

1 Identify operational risks, conduct risk assessments, and develop strategies to protect business assets and maintain compliance with regulations. 5.1

1 Identify potential operational risks for a business. 5.1.1

2. Conduct a basic risk assessment for a proposed business venture. 5.1.2
3. Analyze strategies businesses use to mitigate operational risk, including internal controls and diversification. 5.1.3
4. Develop procedures to protect digital and physical business assets. 5.1.4
5. Evaluate methods for maintaining regulatory compliance in daily operations. 5.1.5

2 Identify financial risks, apply strategies to protect business finances, and use accounting and funding tools to maintain business stability. 5.2

1. Identify potential financial risks for a business. 5.2.1
2. Determine types of insurance required and how they can help prevent financial risk. 5.2.2
3. Differentiate financing options, including loans, investments, and small business assistance. 5.2.3
4. Calculate income tax and identify information required for tax returns. 5.2.4
5. Compare manual versus computerized accounting systems. 5.2.5
6. Explain strategies for managing cash flow statements effectively. 5.2.6
7. Describe methods for tracking and managing inventory. 5.2.7

3 Implement strategies to maintain business ethics and social responsibility. 5.3

1. Identify ethical dilemmas in business scenarios. 5.3.1
2. Evaluate the impact of ethical and unethical behavior on business outcomes. 5.3.2
3. Analyze the social and environmental responsibilities of a business. 5.3.3
4. Propose solutions to address ethical challenges in business operations. 5.3.4

Technology and Digital Business 6

1 Investigate technology and digital tools used in business operations. 6.1

1. Identify digital tools and platforms that enhance business operations, communication, and productivity (e.g., project management software, CRM tools, inventory systems). 6.1.1
2. Examine cybersecurity, privacy, and data management considerations, including best practices for protecting customer and business data. 6.1.2
3. Evaluate the advantages and challenges of implementing technology in business processes. 6.1.3
4. Critique and rate existing business websites for usability, design, functionality, and effectiveness in reaching target audiences. 6.1.4

2 Explore e-commerce and online business strategies. 6.2

1. Compare different e-commerce platforms and evaluate which are suitable for different types of businesses. 6.2.1
2. Analyze digital marketing strategies and their impact on customer engagement. 6.2.2

3 Assess the role of technology in expanding market reach and improving business operations. 6.2.3

Legal and Regulatory Compliance 7	**1 Research the legal requirements and government regulations affecting business operations.** 7.1 1 Examine the importance of laws related to business competition (i.e. antitrust laws, price fixing, price gouging, unfair competition, and predatory pricing strategies). 7.1.1 2 Compare industry-specific laws and regulations that influence business operations. 7.1.2 **2 Identify legal and ethical considerations in digital content and apply proper attribution and usage practices.** 7.2 1 Distinguish between original, shared, and copyrighted digital content. 7.2.1 2 Demonstrate correct crediting practices and proper use of royalty-free materials. 7.2.2 3 Evaluate potential copyright or licensing issues when creating or using digital content in a business context. 7.2.3 4 Critique existing digital content (e.g., websites, social media posts, marketing materials) for proper attribution, copyright compliance, and ethical use. 7.2.4
Identify and understand concepts and strategies for maintaining business growth and investing wisely for short-term and long-term business success. 8	**1 Research, identify, and discuss business growth strategies.** 8.1 1 Define “market penetration” and explain strategies for achieving market penetration. 8.1.1 2 Define “market expansion” and discuss strategies for market expansion. 8.1.2 3 Define “product expansion” and discuss strategies for product expansion in the market. 8.1.3 4 Define and discuss “diversification strategy” and discuss how businesses enter new markets using this strategy. 8.1.4 5 Define and discuss “acquisition” as a means to exact business growth. 8.1.5 6 Explain how to determine the best growth strategy for your business and market. 8.1.6 7 Examine the role competition plays in developing a growth strategy. 8.1.7