Kansas CTE

Ag Entrepreneurship (2018)

Understanding Entrepreneurship AE.01.01	**1** Explain the concept of entrepreneurship. AE.01.01.1
	2 Describe goals of entrepreneurship. AE.01.01.2
	3 Research important entrepreneurs in American history. AE.01.01.3
	4 Describe desirable entrepreneurial personality traits and skills. AE.01.01.4
	5 Conduct a self-assessment to determine entrepreneurial potential. AE.01.01.5
	6 Explain the concept that entrepreneurship is a lifestyle. AE.01.01.6
	7 Describe the need for entrepreneurial innovation. AE.01.01.7
	8 Explain entrepreneurial opportunity recognition. AE.01.01.8
	9 Examine career opportunities in entrepreneurship. AE.01.01.9
	10 Identify time-management skills. AE.01.01.10
	11 Assess risks of personal decisions. AE.01.01.11
	12 Describe the purpose and types of written business communications. AE.01.01.12
	13 Identify components of an oral presentation. AE.01.01.13
	14 Explain the importance of business ethics. AE.01.01.14
	15 Describe trends in entrepreneurship. AE.01.01.15
Preparing for Life as an Entrepreneur AE.01.02	**1** Assess risks associated with starting a business. AE.01.02.1
	2 Identify the risks involved in a business startup AE.01.02.2
	3 Explain the concept of risk management. AE.01.02.3
	4 Explain the concept of stress management. AE.01.02.4
	5 Apply time-management skills. AE.01.02.5
	6 Apply business ethics to entrepreneurship. AE.01.02.6

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	7 **Write business letters, informational and persuasive, and inquiries.** AE.01.02.7
	8 **Demonstrate negotiation skills.** AE.01.02.8
Understanding Business Ownership AE.02.01	1 **Examine the evolution of businesses in the local community.** AE.02.01.1
	2 **Understand the impact of small business/ entrepreneurship on market economies.** AE.02.01.2
	3 **Explain the major reasons why businesses fail.** AE.02.01.3
	4 **Analyze strategies that can be used to lower the risks of a new business.** AE.02.01.4
	5 **Describe the strategic planning process.** AE.02.01.5
	6. **Describe the major types of business ownership.** AE.02.01.6
	7 **Describe the major types of businesses.** AE.02.01.7
	8 **Explore sources of labor.** AE.02.01.8
	9 **Develop a job description.** AE.02.01.9
	10 **Describe the procedure for hiring employees.** AE.02.01.10
	11 **Explain the concept of chain of command.** AE.02.01.11
	12 **Identify sources of information for entrepreneurs.** AE.02.01.12
Small-Business Management Concepts AE.02.02	1 **Explain legal issues related to setting up a sole proprietorship, corporation, partnership, franchise, and not-for-profit.** AE.02.02.1
	2 **List the steps for acquiring a business license.** AE.02.02.2
	3 **Explain legal regulations that relate to small businesses.** AE.02.02.3
	4 **Explain human resource management functions.** AE.02.02.4
	5 **List the steps for hiring employees.** AE.02.02.5
	6 **List the steps for orienting and training employees.** AE.02.02.6
	7 **Motivate employees.** AE.02.02.7
	8 **Explain human resource policies (e.g., training, compensation, benefits) for an entrepreneurial enterprise.** AE.02.02.8
	Determine insurance coverage needs and steps in securing insurance coverage. AE.02.02.9

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	10 **Identify the uses of technology in entrepreneurship.** AE.02.02.10
Understanding Financial Requirements AE.03.01	1 **Explain the purpose of income statements in a business.** AE.03.01.1
	2 **Explain the purpose of cash flow statements in a business.** AE.03.01.2
	3 **Explain the purpose of balance sheets in a business.** AE.03.01.3
	4 **Describe the purpose of budgets.** AE.03.01.4
	5 **Describe tax-related responsibilities.** AE.03.01.5
	6 **Explain the concept of a target market.** AE.03.01.6
	7 **Explain the purpose of branding.** AE.03.01.7
	8 **Identify the components of the promotional mix.** AE.03.01.8
	9 **Describe marketing functions and their importance.** AE.03.01.9
	10 **Identify sources for products or services.** AE.03.01.10
	11 **Explain pricing strategies.** AE.03.01.11
Projecting Financial Requirements AE.03.02	1 **Assess personal financial status.** AE.03.02.1
	2 **Distinguish between debt and equity financing.** AE.03.02.2
	3 **Project cash flow.** AE.03.02.3
	4 **Describe accounting procedures and the importance of keeping good financial records.** AE.03.02.4
	5 **Explain the concept of break-even analysis.** AE.03.02.5
	6 **Explain ROI (return on investment) and ROS (return on sales).** AE.03.02.6
	7 **Evaluate alternative financing sources.** AE.03.02.7
	8 **Prepare a projected income statement.** AE.03.02.8
	0 **Explain the impact of interest-rate fluctuations.** AE.03.02.9
	10 **Develop a budget** AE.03.02.10
Basic Economic Principles AE.04.01	1 **Explain the law of supply and demand.** AE.04.01.1
	dentify the major economic systems. AE.04.01.2

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	3 **Explain opportunity cost.** AE.04.01.3
	4 **Identify factors of production.** AE.04.01.4
	5 **Describe the impacts of high unemployment rates on business.** AE.04.01.5
	6 **Explain the role of labor unions in business.** AE.04.01.6
	7 **Explain the importance of green business practices.** AE.04.01.7
Economic Influences on a Business AE.04.02	1 **Explain the concept of gross domestic product.** AE.04.02.1
	2 **Identify the stages in the business cycle.** AE.04.02.2
	3 **Explain how global trade affects entrepreneurs.** AE.04.02.3
	4 **Explain the economics of one unit (EOU).** AE.04.02.4
Marketing a Business AE.05.01	1 **Explain the concept and importance of marketing research.** AE.05.01.1
	2 **Describe the regulation of marketing information management.** AE.05.01.2
	3 **Conduct primary and secondary market research for a business** AE.05.01.3
	4 **Use research to analyze an industry.** AE.05.01.4
	5 **Explain the concept of channels of distribution.** AE.05.01.5
	6 **Describe product positioning strategies.** AE.05.01.6
	7 **Explain the role of philanthropy in marketing a business.** AE.05.01.7
	8 **Develop a marketing plan.** AE.05.01.8
Developing Sales and Customer Service Skills AE.06.01	1 **Identify the types of selling.** AE.06.01.1
	2 **Explain the importance of customer service.** AE.06.01.2
	3 **Explain key factors in building and retaining a clientele.** AE.06.01.3
	4 **Explain the benefits of customer loyalty.** AE.06.01.4
	5 **Demonstrate the steps of the sale.** AE.06.01.5
Apply Sales and Customer Service Sk...	1 **Explain company selling policies.** AE.06.02.1
	Explain warranties/guarantees. AE.06.02.2
	Demonstrate a sales call. AE.06.02.3

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	4 Use a customer database, mailing lists, e-mail lists, and newsgroups to increase sales. AE.06.02.4
Planning an Entrepreneurial Business AE.07.01	1 Identify business ideas that meet a market need in the school or community. AE.07.01.1
	2 Identify the purpose and components of a business plan. AE.07.01.2
	3 Describe business start-up costs. AE.07.01.3
	4 Develop a mission statement. AE.07.01.4
	5 Develop a vision statement. AE.07.01.5
	6 Analyze potential competitors. AE.07.01.6
	7 Explain the concept of SWOT analysis. AE.07.01.7
Starting an Entrepreneurial Business AE.07.02	1 Select a form of business ownership. AE.07.02.1
	2 Develop a business plan. AE.07.02.2
	3 Describe various exit strategies. AE.07.02.3
	4 Describe resources used by entrepreneurs for business planning. AE.07.02.4
	5 Evaluate business acquisition options. AE.07.02.5
	6 Develop an opening plan. AE.07.02.6
	7 Develop a plan for continuing improvement. AE.07.02.7
Maintaining an Entrepreneurial Business AE.07.03	1 Identify potential crises that may occur in a business and appropriate responses, using SWOT analysis. AE.07.03.1
	2 Develop a growth plan for a business. AE.07.03.2
	3 Update the product or service. AE.07.03.3
	4 Compare cash flow budget against actual performance. AE.07.03.4
	5 Explain the importance of compiling data for updating a business plan. AE.07.03.5
	6 Explain the benefits of fostering employee loyalty. AE.07.03.6
	7 Describe procedure for maintaining regular communication with bankers, supply hain management, and other professionals. AE.07.03.7

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8 **Explain methods to maintain customer loyalty.** AE.07.03.8

9 **Develop leadership and effective management skills.** AE.07.03.9