Kansas CTE

Entrepreneurship (2025)

Understand the concepts, processes, knowledge and skills related to identifying new ideas, opportunities, and and methods utilized in creating or starting a new entrepreneurship/small business venture. 1	**1** Define entrepreneurship and what it means to be an entrepreneur. 1.1
	2 Explain characteristics of an entrepreneur as it relates to personal assessment and management. 1.2
	3 Utilize entrepreneurial discovery strategies to generate feasible ideas for business ventures. 1.3
	4 Develop a concept for a new business venture and evaluate it's feasiblility and potential to become successful. 1.4
Understand the economic principles and concepts fundamental to business operations. 2	**1** Expound on the importance of entrepreneurship on market economies. 2.1
	2 Demonstrate an understanding of how basic economic concepts are utilized by an entrepreneur/small business owner. 2.2
Describe an entrepreneur's responsibility to know and abide by laws and regulations that affect all individuals involved in the business operations. 3	**1** Describe the relationship between principled entrepreneurship and personal responsibility. 3.1
	2 Describe the relationship between government and business. 3.2
	3 Identify types of business ownership. 3.3
	4 Demonstrate understanding of managerial and business ethics. 3.4
Developing and recognizing a successful business venture opportunity through entrepreneurial discovery, concept development, resourcing, actualization and harvesting. 4	**1** Identify successful methods in developing and assessing innovative business ideas. 4.1
	2 Explain how entrepreneurs recognize marketplace opportunities. 4.2
	3 Explain tools used by entrepreneurs for venture planning. 4.3
	4 Explain proper methods in assessing and calculating risk in developing a business venture. 4.4
	5 Describe the need for continuation planning as it relates with ntrepreneurship/small business ownership. 4.5

Skip to main content

Understands the concepts, processes, and systems needed to determine and satisfy customer needs/wants/expectations, meet business goals/objectives, and create new product/service ideas. 5	**1** Understand marketing's role and function in business to facilitate economic exchanges with customers. 5.1
	2 Analyze the role of marketing research in constructing a small business management model. 5.2
	3 Identify and explain primary and secondary market research. 5.3
	4 Describe marketing functions and related activities. 5.4
	5 Describe the components and purpose of a business plan. 5.5
	6 Identify and evaluate a local entrepreneurial venture/business. 5.6
	7 Describe methods in dealing with conflict as it relates with entrepreneurship/small business ownership. 5.7
Understand organizational and financial tools used in making business decisions as it relates to entrepreneurship/small business ownership. 6	**1** Develop project management (organizational skills) to improve efficiency. 6.1
	2 Identify and explain expense control strategies to enhance the financial well-being of a business. 6.2
	3 Give explanation on how entrepreneurs incorporate accounting in making business decisions. 6.3
	4 Understand the need for proper financial and money management as it relates to an entrepreneur/small business owner. 6.4
	5 Explain and describe cost/benefit analysis as it explains cost-profit relationships. 6.5
	6 Examine and explain the components and purpose of a financial plan for a business. 6.6
Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills. Obtain and develop strategies for ensuring a successful career in entrepreneurship/small business ownership. 7	**1** Develop personal traits and behaviors to foster career advancement. 7.1
	2 Demonstrate employability/career success skills. 7.2
	3 Explain and demonstrate the nature of effective communications. 7.3