Kentucky CTE

Family and Consumer Sciences: Entrepreneurship 080310 (2026–2027)

Utilize computers and electronic equipment, business software, web software, and other kinds of technology to collect, organize, and communicate information and ideas. 1	1 Utilize computers and electronic equipment, business software, web software, and other kinds of technology to collect, organize, and communicate information and ideas. 1
Explain career strategies associated with entrepreneurship. 2	2 Explain career strategies associated with entrepreneurship. 2
Conduct self-assessment to determine entrepreneurial potential. 3	3 Conduct self-assessment to determine entrepreneurial potential. 3
Explain the factors and personality traits that contribute to the success of a small business entrepreneur. 4	4 Explain the factors and personality traits that contribute to the success of a small business entrepreneur. 4
Explain the importance of customer service to an entrepreneur. 5	5 Explain the importance of customer service to an entrepreneur. 5
Describe the financial statements needed for a business plan and the pu pla	6 Describe the financial statements needed for a business plan and the purposes of financial planning. 6

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Investigate the role of international trade, opportunities of global markets, and the potential of international trade. 7	**7 Investigate the role of international trade, opportunities of global markets, and the potential of international trade.** 7
Describe the legal considerations for starting a business. 8	**8 Describe the legal considerations for starting a business.** 8
Formulate a business plan and describe its components, recognizing the many roles of a small business owner. 9	**9 Formulate a business plan and describe its components, recognizing the many roles of a small business owner.** 9
Identify sources of business start-up information. 10	**10 Identify sources of business start-up information.** 10
Discuss market analysis to determine the target market. 11	**11 Discuss market analysis to determine the target market.** 11
Examine the role of management in a successful business, specific management techniques for small business, and management strategies. 12	**12 Examine the role of management in a successful business, specific management techniques for small business, and management strategies.** 12
Analyze the risks and rewards of starting a business. 13	**13 Analyze the risks and rewards of starting a business.** 13
Analyze pricing in the marketing mix, pricing strategies, and the establishment of a pricing strategy. 14	**14 Analyze pricing in the marketing mix, pricing strategies, and the establishment of a pricing strategy.** 14
Ev bu Skip to main content	**Evaluate types of business ownership.** 15

Determine the cost of the product (breakeven, markup). 16	16 Determine the cost of the product (breakeven, markup). 16
Explain the nature of overhead and operating expenses. 17	17 Explain the nature of overhead and operating expenses. 17
Identify, evaluate, and select sources for financing a business venture. 18	18 Identify, evaluate, and select sources for financing a business venture. 18
Identify training procedures, hiring policies, and rights and responsibilities of small business employees. 19	19 Identify training procedures, hiring policies, and rights and responsibilities of small business employees. 19
Explain the types of promotion. 20	20 Explain the types of promotion. 20
Prepare a promotional budget. 21	21 Prepare a promotional budget. 21
Select and analyze computer software and hardware options for small businesses; examine the benefits of organizational membership. 22	22 Select and analyze computer software and hardware options for small businesses; examine the benefits of organizational membership. 22
Demonstrate technology skills needed in the workplace. 23	23 Demonstrate technology skills needed in the workplace. 23
Exemplify entrepreneurship decision-making through projects and simulations. 24	24 Exemplify entrepreneurship decision-making through projects and simulations. 24
Identify individual work ha (in skills, confidentiality,	25 Identify individual work habits and ethics (individual and team skills, confidentiality, problem-solving, punctuality, self-discipline, and communication skills) and explain their importance in the workplace. 25

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problem-solving, punctuality, self-discipline, and communication skills) and explain their importance in the workplace. 25	
Apply math and communication skills within the technical content. 26	**26 Apply math and communication skills within the technical content.** 26
Standard	