West Virginia CTE

Agriculture Entrepreneurship

Foundations of Agriculture, Food, and Natural Resources

1 **Demonstrate knowledge of the foundations of agriculture, food, and natural resources.** 0110.1

1 Demonstrate understanding of agribusiness (e.g., SAE, expenses). 0110.1.1

2 Students will demonstrate knowledge of time management. 0110.1.2

3 Students will demonstrate knowledge of goal setting. 0110.1.3

4 Students will demonstrate knowledge of types of business organizations. 0110.1.4

5 Students will demonstrate knowledge of biography/resume writing. 0110.1.5

6 Students will demonstrate knowledge of employability skills. 0110.1.6

7 Complete strengths-finder assessment. 0110.1.7

8 Set SMART goals for personal, school, career, and business. 0110.1.8

9 Maintain a personal calendar. 0110.1.9

10 Document daily records of time use and activities. 0110.1.10

11 Create a personal resume. 0110.1.11

12 Research different types of business organizations. 0110.1.12

13 Create a personal budget. 0110.1.13

14 Create business summary and company description components of business plan. 0110.1.14

15 Students will demonstrate knowledge of business licensing and permitting. 0110.1.15

16 Students will demonstrate knowledge of employment and business law. 0110.1.16

17 Students will demonstrate knowledge of state and federal taxes. 0110.1.17

18 Students will demonstrate knowledge of business ethics. 0110.1.18

19 Students will demonstrate knowledge of insurance. 0110.1.19

20 Students will demonstrate knowledge of the interviewing process. 0110.1.20

21 Communicate with local and state government officials concerning business law and issues. 0110.1.21

22 Complete a simulated business license application. 0110.1.22

23 Research various business forms, application and permits. 0110.1.23

4 Research various state and federal tax and business websites. 0110.1.24

5 Complete a simulated tax return with supporting documents. 0110.1.25

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26 Interview an insurance agent about business and liability insurance. 0110.1.26

27 Research staffing and labor requirements of a business. 0110.1.27

28 Research various business policy and procedures manual. 0110.1.28

29 Conduct simulated job interview as potential candidate. 0110.1.29

30 Conduct simulated job interview as an employer. 0110.1.30

31 Role play various ethical dilemmas faced by business owners. 0110.1.31

32 Create organization and management structure components of business plan. 0110.1.32

33 Present completed business plan to a panel of student and industry representatives. 0110.1.33

Agribusiness Entrepreneurship

2 **Discuss elements of entrepreneurship (e.g., invoice calculation, fixed costs).** 0110.2

1 Students will demonstrate knowledge of entrepreneurship. 0110.2.1

2 Students will demonstrate knowledge of record keeping. 0110.2.2

3 Complete an entrepreneurship self-assessment. 0110.2.3

4 Students will demonstrate knowledge of personal finances. 0110.2.4

5 Students will demonstrate knowledge of business finances. 0110.2.5

6 Students will demonstrate knowledge of financial record keeping. 0110.2.6

7 Students will demonstrate knowledge of business agreements. 0110.2.7

8 Students will demonstrate knowledge of financial stewardship. 0110.2.8

9 Students will demonstrate knowledge of sustainability. 0110.2.9

10 Complete an asset inventory (land, buildings, equipment, etc.) and business agreements to determine what is needed to operate a business. 0110.2.10

11 Complete a net worth statement. 0110.2.11

12 Complete cash flow statement. 0110.2.12

13 Create a business budget including fixed and variable costs and create an enterprise budget. 0110.2.13

14 Utilize computer software to enter expense and income of a business. 0110.2.14

15 Maintain a simulated checking account ledger. 0110.2.15

16 Research different sources of financing and grants. 0110.2.16

17 Complete a loan application with supporting documentation. 0110.2.17

18 Calculate interest on a personal car loan and a mortgage. 0110.2.18

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3 **Interpret marketing principles (e.g., calculate product profit, supply and demand, value-added products, four P's of marketing).** 0110.3

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Students will demonstrate knowledge of market feasibility. 0110.3.1

2 Students will demonstrate knowledge of five areas of risk management. 0110.3.2

3 Students will demonstrate knowledge of basic economics. 0110.3.3

4 Complete a break-even analysis of a product. 0110.3.4

5 Create financial projections and business funding components of business plan. 0110.3.5

6 Students will demonstrate knowledge of the 4 P's of marketing. 0110.3.6

7 Students will demonstrate knowledge of business communication. 0110.3.7

8 Students will demonstrate knowledge of personal communication. 0110.3.8

9 Students will demonstrate knowledge of market and customer research. 0110.3.9

10 Students will demonstrate knowledge of value-added concepts. 0110.3.10

11 Students will demonstrate knowledge of niche marketing. 0110.3.11

12 Students will demonstrate knowledge of networking. 0110.3.12

13 Develop pricing strategies for products and services. 0110.3.13

14 Plan the delivery and distribution of products and services to customers. 0110.3.14

15 Research potential markets and competition for various products and services. 0110.3.15

16 Create and conduct customer survey for products and services. 0110.3.16

17 Develop advertising and promotion strategies for products and services utilizing webpage, business cards, social media, and traditional methods. 0110.3.17

18 Develop a support network to assist with promotion and delivery of products and services to the customer. 0110.3.18

19 Conduct a phone conversation with a customer. 0110.3.19

20 Send an e-mail to a business inquiring about products and services. 0110.3.20

21 Participate in a face-to-face business meeting using role play. 0110.3.21

22 Create market analysis, sales strategies, and service or product line components of business plan. 0110.3.22

Foundations of Agriculture, Food, and Natural Resources

4 Demonstrate knowledge of leadership development through FFA. 0110.4

1 Participate in FFA leadership opportunities offered at the local, state, and national level. 0110.4.1

2 Participate in FFA intracurricular competitive opportunities at the local, state, and national level. 0110.4.2

3 Participate in community service and career awareness activities at the local, state, and national level. 0110.4.3