

# Entrepreneurial Experience: Grades 10, 11, 12

Adopted 2009

## Entrepreneurial Careers

### 1.1 Define terms related to entrepreneurial careers

1. Use terms in context 1.1.1
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### 1.2 State the effects of an entrepreneur on the economy

1. Compare and contrast the effects of an entrepreneur on the US economy and the global economy 1.2.1
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### 1.3 Name characteristics of entrepreneurs

- self-confident
- independent
- perseverance
- determination
- goal-oriented
- decision makers
- technologically friendly
- set high standards
- act quickly
- obtain industry certifications

1. Research an Arkansas entrepreneur 1.3.1
  2. Develop a profile of an Arkansas entrepreneur using research from 1.3.1 1.3.2
  3. Compare and contrast profiles created in 1.3.2 1.3.3
  4. Interview local entrepreneurs, including but not limited to:
    - Electronic
    - Face-to-face
    - Letter
    - Phone 1.3.4
  5. Research and pursue certifications related to the classroom based on enterprise, including but not limited to:
    - AAFCS Pre-PAC Certifications
    - Career Readiness
    - Customer Service
    - Financial Literacy
    - First Aid/CPR
    - ServSafe 1.3.5
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### 1.4 Match types of entrepreneurial enterprises with their descriptions

1. Identify characteristics of various entrepreneurial enterprises:
    - Corporation
    - Limited Liability Company (LLC)
    - Partnership
    - Sole Proprietor
    - Franchise
    - Home Based Business
    - S-Corporation 1.4.1
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## Entrepreneurial Opportunities

### 2.1 Define terms related to entrepreneurial opportunities

1. Use terms in context 2.1.1

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**2.2 Identify market research tools necessary to determine business opportunities in the local community**

- Case studies
- Focus groups
- Interviews
- Questionnaires
- Surveys
- Observation

1. Investigate available business opportunities for entrepreneurs in your local community 2.2.1
  2. Research business ideas 2.2.2
  3. Explore options to turn ideas into a business concept 2.2.3
  4. Compare and contrast primary and secondary data 2.2.4
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**Entrepreneurial  
Business Plan**

**3.1 Define terms related to entrepreneurial business plan**

1. Use terms in context 3.1.1
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**3.2 List the components of a business plan**

- Business description
- Facility
- Supplies and equipment
- Organizational chart
- Personnel management
- Funding
- Budget
- Laws, regulations, and codes
- Advertising and recruitment

1. Utilize the National FCCLA STAR events guidelines for Entrepreneurship when developing the business plan 3.2.1
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**3.3 Name necessary elements of a business description**

- Philosophy/mission statement
- Services provided
- Hours of operation
- Business location
- Demographics served
- Business feasibility (market research data)

1. Examine business goals 3.3.1
  2. Write a clear and concise business description for the classroom based enterprise 3.3.2
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**3.4 Describe facility needs to include in a business plan**

- Space
- Utilities
- Emergency procedures
- Visual representation (such as blueprint, professional rendering, floor plan, etc.)
- Maintenance

1. Design a facility that meets the needs of the classroom based enterprise 3.4.1
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**3.5 Describe supplies and equipment information to include in a business plan**

- List of suppliers
- Inventory
- Plan for maintenance and
- Expansion needs

1. Develop purchasing procedures 3.5.1
2. Create a clear and concise plan addressing the supply and equipment needs for the classroom based enterprise 3.5.2

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**3.6 Discuss components of an organizational chart for a business plan**

- Job titles
- Job description
- Future needs and job descriptions

1. Create an organizational chart for the classroom based enterprise 3.6.1

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**3.7 Describe elements of a personnel management plan**

- Hiring procedures
- Salaries and benefits
- Policies and procedures
- Evaluations/appraisals
- Future company expansion
- Performance evaluation

1. Create applicable forms and records for the classroom based enterprise 3.7.1
2. Develop a personnel management plan for the classroom based enterprise 3.7.2

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**3.8 Identify the elements of a financial proposal**

- Projected start-up costs
- Methods and sources of funding
- Fee structures (cost analysis)
- Projected income

1. Create a graphic organizer to illustrate cost analysis for the classroom based enterprise 3.8.1
2. Compare and contrast various sources of funding for the classroom based enterprise 3.8.2
3. Create a financial plan for the classroom based enterprise 3.8.3

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**3.9 List components of budget planning**

- Income
- Expenditures
- Financial procedures
- Applicable taxes

1. Chart income and expenditures for each product of the classroom based enterprise for a specific period of time (weekly, monthly, quarterly) 3.9.1
2. Utilize financial software to create and maintain a budget including all applicable forms for the classroom based enterprise 3.9.2

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**3.10 Identify laws, regulations, and codes that pertain to an entrepreneurial business**

- Health
- Environment
- Fire
- Insurance
- Zoning
- Other local, county, and state codes

1. Research all laws, regulations, and codes related to the classroom based enterprise 3.10.1
2. Create a portfolio documenting compliance with all laws, regulations, and codes related to the classroom based enterprise 3.10.2

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**3.11 Describe advertising and recruitment options**

- Advertising plan
- Special events
- Sample advertisements

1. Develop an effective advertising/marketing plan 3.11.1
  2. Use technology to create advertising for the classroom based enterprise 3.11.2
  3. Plan a special event to promote the classroom based enterprise 3.11.3
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## Entrepreneurial Skills & Practices

### 4.1 Define terms related to entrepreneurial skills and practices

1. Use terms in context 4.1.1
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### 4.2 Discuss skills needed to run a small business enterprise

1. Demonstrate the ability to run a classroom based enterprise 4.2.1
2. Acquire sales skills 4.2.2
3. Analyze ethics in the workplace 4.2.3
4. Examine fraud and scams in business 4.2.4
5. Practice workplace etiquette 4.2.5
6. Demonstrate ability to maintain accurate employment records 4.2.6
7. Determine management styles
  - Authoritative Management
  - Democratic Management
  - Permissive Management4.2.7