

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
  - 24 Research various state and federal tax and business websites. 0110.1.24
  - 25 Complete a simulated tax return with supporting documents. 0110.1.25
  - 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
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## **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**

- 1 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
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**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