

Career Development/Entrepreneurship

Student Learning Objectives

Linked to the
National Standards for Family and Consumer Sciences Education

Program Type 0704

Course Code 096803

CIP Code: 19.0201

Course Rational:

To assist Missouri citizens in acquiring career development/preparation and entrepreneurial skills, performance competencies in the Career Development/Entrepreneurship course taught in Family and Consumer Sciences Education programs enable students to:

- a. construct meaning related to career development/preparation and entrepreneurship;
- b. communicate effectively with employers and others related to work, career development/preparation and entrepreneurial information and skills;
- c. solve problems related to the development of entrepreneurship skills;
- d. and make responsible decisions that impact career development and the establishment of entrepreneurial ventures.

Course Description:

This course introduces individuals to career opportunities and /or career pathways in family consumer sciences and human services-related occupations/careers. It explores the development, marketing, and management functions associated with owning and operating a family consumer sciences and human services-related business. Instruction emphasizes career development and preparation components; balancing family life and entrepreneurial ventures; hands-on activities in entrepreneurial concepts; and use of technology.

Objectives/Categories:

- A. Assuming Leadership Roles as Responsible Family Members and Citizens
- B. Exploring Careers
- C. Exploring Entrepreneurship
- D. Assessing Entrepreneurship Traits
- E. Researching Entrepreneurial Opportunities and Requirements
- F. Initiating the Business
- G. Developing a Business Plan
- H. Implementing Entrepreneurial Skills
- I. Conducting Follow-Up

Student Learning Objectives	NASAFACS (National Standards)
A. Assuming Leadership Roles as Responsible Family Members and Citizens	
Utilize FCCLA program(s) to address career development/entrepreneurship issues	
Utilize leadership qualities and skills for problem solving	1.2.6

B. Exploring Careers	
Identify career clusters and careers related to the career pathways in Human Services	7.1.1, 7.1.2
Assess personal characteristics and professional requirements for occupations in Human Services	1.2.1, 7.1.6
Investigate education/training, working conditions and income of specific careers	7.1.3
Use effective communication techniques for multiple work place situations	1.2.3
Examine ethical and professional issues and responsibilities	7.2.2
Evaluate entrepreneurial options related to Human Services	7.1.2

C. Exploring Entrepreneurship	
Describe typical characteristics of an entrepreneurship	3.1.1
Analyze characteristics of an entrepreneur	3.1, 7.1
Examine ethical issues affecting entrepreneurship	7.2.2
Analyze character traits associated with entrepreneurship	7.3
Examine risks of entrepreneurship	7.4
Demonstrate creativity	1.2.5
Assess the impact of society on entrepreneurship	7.4
Generate innovative ideas	1.2.5
Compare and contrast advantages and disadvantages of being an entrepreneur	7.2

D. Assessing Entrepreneurship Traits	
Utilize self-assessment tools to determine entrepreneurial traits (i.e., Career Compass, Choices, ASVAB, Holland Code)	1.2.1
Relate skills and personality to entrepreneurship interests and roles	1.2.1
Analyze desirable employee/employer traits	1.2.8
Investigate interpersonal work place skills	1.2.4
Distinguish transferable skills	1.2

E. Researching Entrepreneurial Opportunities and Requirements	
Utilize technology and other resources to research entrepreneurial opportunities	1.2.5
Investigate entrepreneurial options	3.1.2
Evaluate entrepreneurial options	7.1
Select an entrepreneurship venture	
Examine aspects and implications of social entrepreneurship	

F. Initiating the Business	
Examine investigate/research procedures necessary to initiate an entrepreneurial business	7.1.3
Identify entrepreneurial resource agencies (i.e., Students in Free Enterprise, Innovations Center, Kauffman Foundation, Chamber of Commerce, World Wide Web sites, economic development offices)	7.1.6
Investigate pathways of regulatory systems (i.e., local, regional, state and federal government agencies and guidelines)	7.2.1, 7.2.3
Classify various forms of business	
Research legal issues	7.2.2

G. Developing a Business Plan	
Develop a business description	
Describe business facility and location	
Develop an organizational chart	
Develop funding/financial resources	
Generate a budget	
Create forms/records	
Design a personnel management plan	
Apply laws, regulations and codes	
Select supply and equipment needs	
Formulate an advertising and customer recruitment plan	
Develop a list of resources	

H. Implementing Entrepreneurial Skills	
Develop a resume	7.1.5
Refine verbal and nonverbal communication skills	13.3.2
Formulate organizational skills	13.5.5
Utilize time management skills	
Prioritize tasks to be accomplished	
Demonstrate problem solving skills	13.4.3
Model appropriate dress	7.3.2
Demonstrate presentation skills	
Apply interpersonal skills	13.1.1
Develop teamwork strategies	13.5.2
Demonstrate salesmanship and marketing skills	3.5.8
Model integrity	1.2.8, 7.3.2
Describe the importance of ongoing training, professional development and continuing education	
Demonstrate business etiquette	
Establish customer/client relations	

I. Conducting Follow-Up	
Evaluate the project	
Analyze results for future decision making	
Conduct follow-up recognition (i.e., thank you's, certificates, phone calls)	