



# ENTREPRENEURSHIP

## Career Development Events Information

**Entrepreneurship**, an individual or team event, recognizes participants who develop a plan for a small business using sound business practices. The business must relate to an area of Family and Consumer Sciences Education or career field. **Levels 1, 2, 3**

### Career Clusters



### Ohio Education and Training Technical Content Standards

- 1.1 Employability Skills
- 1.2 Leadership and Communications
- 1.4 Knowledge Management and Information Technology
- 1.7 Entrepreneurship/Entrepreneurs
- 1.8 Operations Management
- 1.9 Financial Management
- 1.10 Sales and Marketing
- 1.11 Principles of Business Economics
- 2.3 Professionalism
- 2.4 Operational Responsibilities
- 2.5 Human Resources Considerations

### Ohio Family and Consumer Sciences Technical Content Standards

- 1.1 Personal and Professional Skills
- 1.2 Career Exploration
- 1.3 Leadership and Communications
- 1.4. Resources Management and Information Technology
- 1.5 Global Environment
- 1.6. Entrepreneurship
- 4.1 Financial Goals
- 4.6 Ethics, Laws and Consumer Issues

### Ohio Hospitality and Tourism Technical Content Standards

- 1.1 Employability Skills
- 1.2 Leadership and Communications
- 1.3 Business Ethics and Law
- 1.4 Knowledge Management and Information Technology
- 1.5 Global Environment
- 1.6 Business Literacy
- 1.7 Entrepreneurship/Entrepreneurs
- 1.8 Operations
- 1.9 Financial Management
- 1.10 Sales and Marketing
- 1.11 Principles of Business Economics



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- 2.3 Brand Positioning
- 2.4 Marketing Research
- 2.5 Brand Communications
- 2.6 Customer Services

### FCCLA National Programs Alignment



### National Family and Consumer Sciences Standards

Reasoning for Action Comprehensive Standards

- 1.0 Career, Community, and Family Connections
- 2.0 Consumer and Family Resources
- 3.0 Consumer Services
- 4.0 Education and Early Childhood
- 5.0 Facilities and Property Management
- 7.0 Family and Human Services
- 8.0 Food Production and Services
- 9.0 Food Science, Dietetics and Nutrition
- 10.0 Hospitality, Tourism and Recreation
- 11.0 Housing and Interior Design
- 16.0 Textiles, Fashion and Apparel

**The top two in each level may advance to Nationals.**

