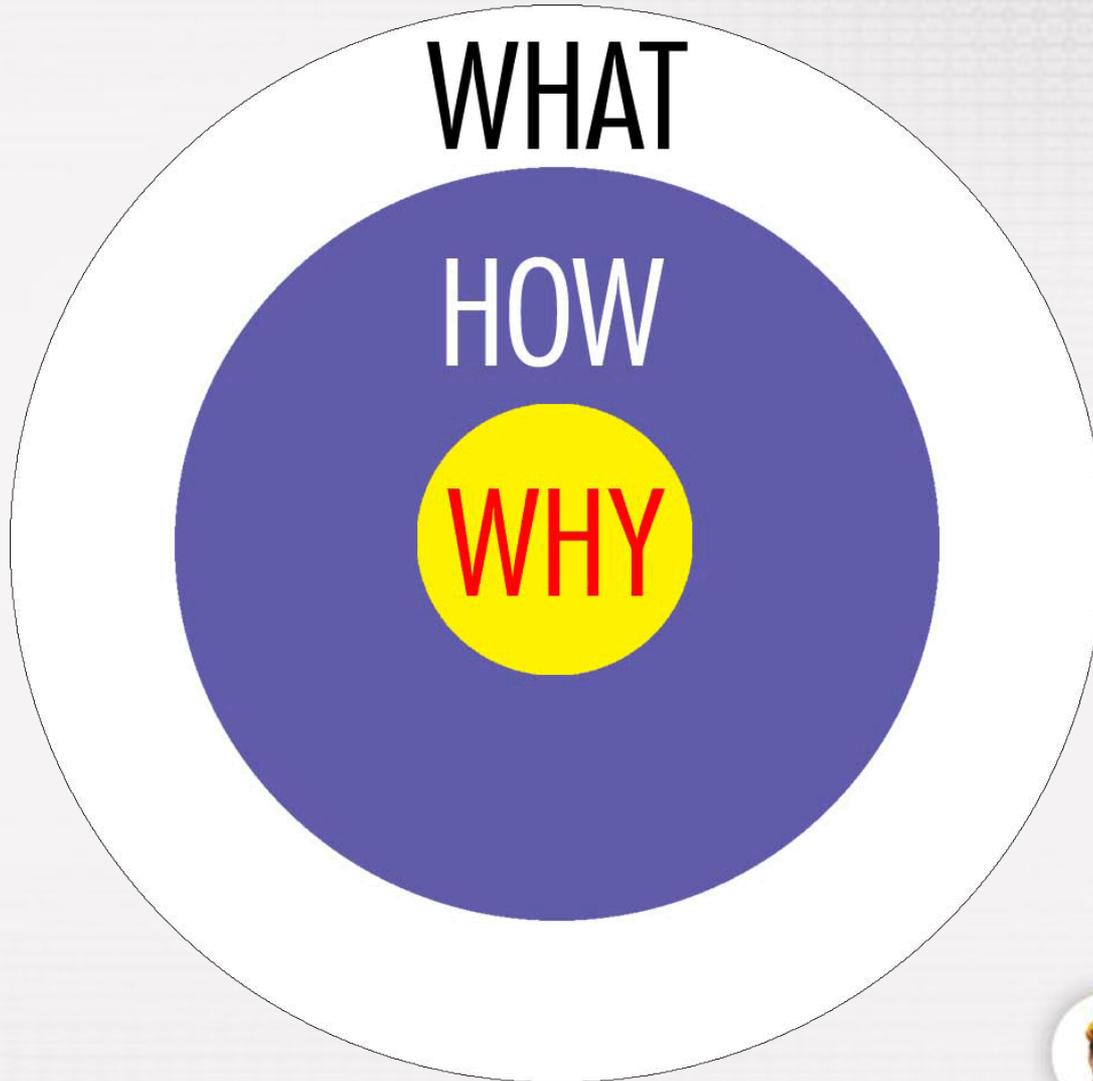


Infusing Entrepreneurship across the Career Clusters





Infusing the E-Factor... *The Golden Circle*





**Entrepreneurship is about
the Entrepreneur not the
Business.**

Business'





Why Entrepreneurship?

ARE YOU
READY
FOR THE FUTURE



<http://www.youtube.com/watch?v=yv0nrHWjLNc&sns=em>





Entrepreneurship: A Life Skill

“Not everyone can be an entrepreneur, but everyone can learn valuable lessons from formal entrepreneurship education that will serve them well in most any field of endeavor.”

- Interview with Mr. Scibelli,
– former President of Springfield Technical Community College





Importance of Entrepreneurship

“Any high school in Nebraska that is not teaching entrepreneurship is missing the boat.”

– Dr. Tom Osborne

June 2, 2011





The Changing Global Economy

All nations with higher levels of entrepreneurial activity had above-average rates of economic growth.

–2008 study by the
Kauffman Foundation





The Changing U. S. Economy

27 million businesses in the U.S.

- **20 million** (74%) have no employees (single person operation)
- **4 million** (15%) have 5 employees or fewer





Open for Business



- Every day, 2,300+ become independent entrepreneurs (U.S.)
- \$951 Billion in receipts in 2005 (latest data available)

Source: US Census – Dept of Commerce release, June 2007





Why Support Entrepreneurs?

They are key economic development assets

- **Over 1/3 of job growth due to new businesses**
- **Jobs come from:**
 - Expanding businesses (55%)
 - New businesses (44%)
 - Relocations (1%)





What is an entrepreneur?

- What adjectives come to mind?
- What are the traits you think of when you visualize an entrepreneur?





What is an entrepreneur?

**ONE INDIVIDUAL
CAN MAKE A DIFFERENCE.**



<http://grasshopper.com/idea>

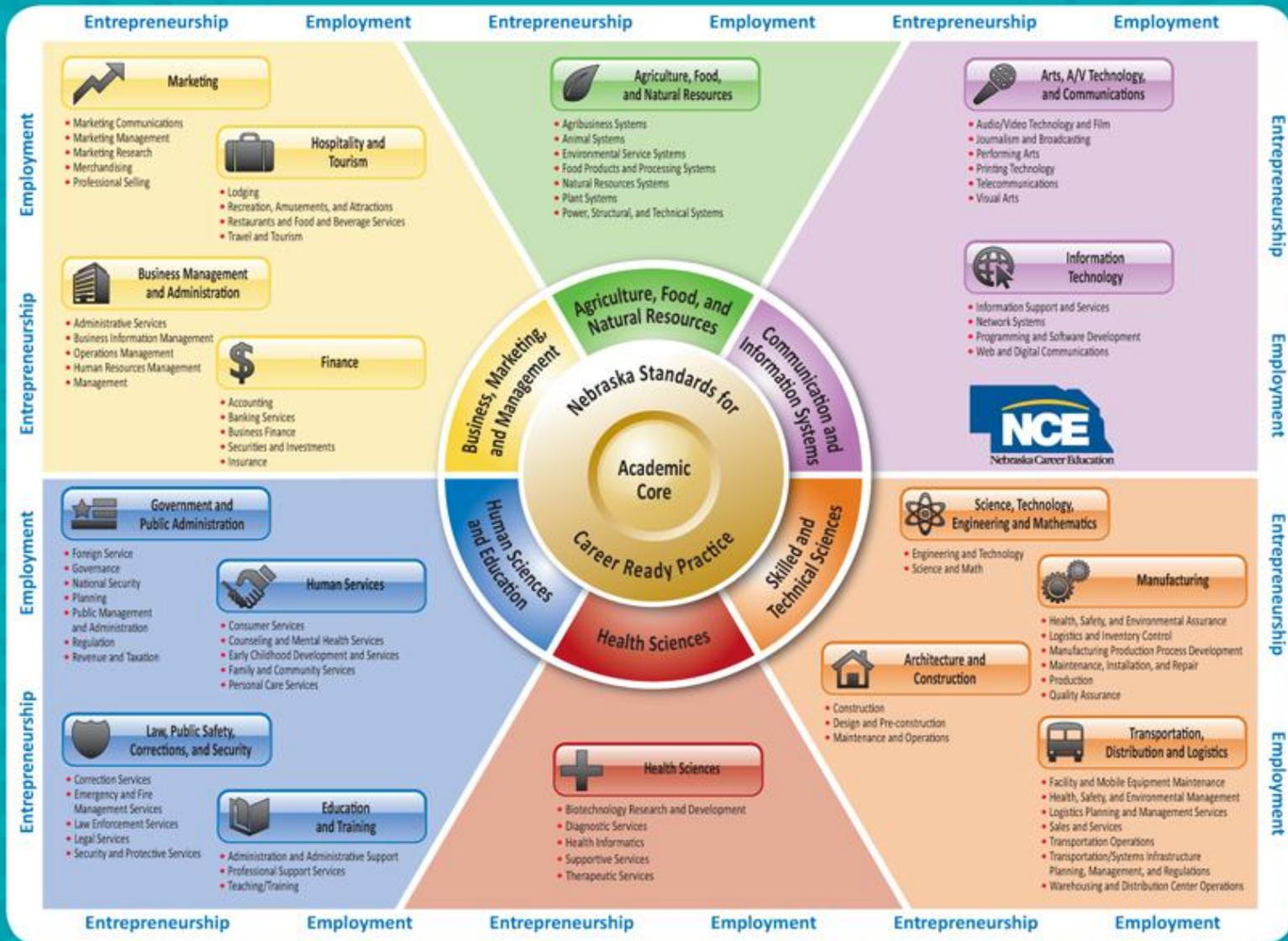


What kinds of entrepreneurs matter?

- High-growth entrepreneurs
 - Motivation: to grow a large highly visible and valuable firm.
- Lifestyle entrepreneurs
 - Motivation: to provide a family income or lifestyle.
- Opportunity-based:
 - Motivation: want to exploit a perceived business opportunity.
- Necessity-based:
 - Motivation: alternative work options are absent or unsatisfactory.

LEARNING THAT WORKS FOR NEBRASKA™

nebraska career education model





Entrepreneur

Risk Taker

Innovative

Creative

Hard Working

Adventurous

Idealist

Self Starter

Optimistic

Adaptive

Drive

Fascinating

Thinker

Different

Persevering

Competitive

Risk Tolerance

Dream

Skillful

Initiative

Plan

Bold

Experimental

Inventor

Charismatic

Leader

Vision

Independent

Passionate

Project Executive

Planner

Communicator

Believe

Innovative Thinker

Builder

Ideas

Independent Mindset

Race to the Goal

Challenging

Encouraging

Idea Generator

Natural Instinct

Perseverance

Super Positive

Thinker



Benefits of Infusing Entrepreneurship Education

For Students

- Engaging, “fun” learning
- Connect academics to the real world
- Motivation to learn; work harder in school
- Self-employment opportunities
- Development of new skills
- Appreciation of innate talents and strengths
- Sense of meaning and belonging
- Opportunities to network with community leaders





Benefits of Infusing Entrepreneurship Education

For Schools

- Engaged, focused students
- Means to address socio-economic challenges
- Reduced delinquency and drop-out rates
- Opportunity to become business incubators





Benefits of Infusing Entrepreneurship Education

For the Community and Economy



- New business creation
- Goods and services for the community, region, country
- Increased market competition
- Economic revitalization
- Enhanced community appreciation and pride
- Innovation, leading to growth





Cody-Kilgore: Cowboy GRIT Inspires a Community



<http://nelovesps.org/watchnow?TN=PROJECT-20120910011012>







Nebraska Entrepreneurship Educator Training (NEET) Program

Embedding Creative Thinking & Innovation in The Classroom

NET FORCE
NEBRASKA ENTREPRENEURSHIP TASK FORCE





Nebraska Entrepreneurship Educator Training (NEET) Program

- Create and implement a professional development model to include online instruction and a 3-day symposium.
- Increase understanding of entrepreneurship and the entrepreneurial process by learning the steps to becoming an entrepreneur while utilizing strategies for incorporating entrepreneurship into all coursework.





Nebraska Entrepreneurship Educator Training (NEET) Program

Online Instruction

- 24 participants throughout the state
- 50/50 split Secondary and Post-Secondary Educators
- **MSM 601 – Entrepreneurship and Business Plan Development**
 - Bellevue University: College of Business
- The course was designed to introduce students to the entrepreneurial mindset, including the concept of innovation.
- 12 weeks online

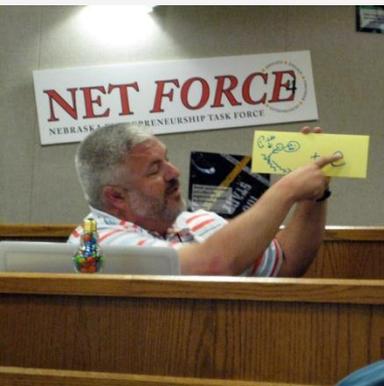




Nebraska Entrepreneurship Educator Training (NEET) Program

The Symposium

- 3-Day Event filled with Energy, Networking and Collaboration
 - Day 1 – Embedding entrepreneurship across the curriculum
 - Day 2 – Success stories and examples
 - Day 3 – Individual application
- 5 months of planning!





NEET Symposium

DAY 1
Creativity in the Classroom
Classroom Activity
BREAK
Plant the Seed
Lunch
Rubric-Free Teaching
Classroom Activity
BREAK
Classroom Activity
Problem Based Case Based Learning
Break
Leave for Turbine Flats
Dinner at Engine House Cafe

Day 2
Review Statewide Entrepreneurship Education
EFP- 4th floor Entrepreneurship Center
BREAK
Classroom Activity
Get your IS on...
Lunch
EntrepreneurShip Investigation
Entrepreneurship in NE
BREAK
Classroom Activity
Panel Post Secondary Integration
Elevator Pitch Assignment
Address Barriers
NET Force Showcase
SCC Incubator Tour
Networking
Evening for Reflection, Networking and Curriculum Development

Day 3
Elevator Pitches
Open Forum
Classroom Activity
BREAK
Showcasing Entrepreneurial Students
Community Entrepreneurs
Lunch - Social Entrepreneurship /Community Impact
Break
National Entrepreneurship Week
Technology and Resource Usage
GOOD-BYE/Final Questions





NEET Symposium

Outcomes

- Best practices from Secondary and Post-Secondary instructors who have the desire to teach entrepreneurship
- Develop assignments for classroom
- Create practical, rigorous, and relevant hands-on projects
- Enhance understanding of the importance of community involvement in the learning process and the role of communities in the success of entrepreneurs
- Increase understanding of what community needs are for entrepreneurship education
- Create a network for communication after the training





Testimonials

“This was one of the most amazing professional development opportunities that I have ever been given! Thank you for the honor of participating! I have learned so much from this experience!”

“Excellent program for new and experienced teachers in all subjects.”





Testimonials

“What a great experience. This opportunity provided valuable networking, awesome resources and the chance to see first-hand what embedding entrepreneurship in the classroom looks like. Thank you to the presenters who were enthusiastic and tireless.”





News



Boutique Window Helps Small Retailers Connect with Shoppers

As avid supporters and shoppers of local boutiques, Courtney Rodgers and Ella Wirtz wanted a way to be more connected with these stores online. The problem is that many independent retailers lack the time...

[Read more of this article](#) June 3, 2013



Pretty in Pink: Elkhorn Mom Blends Her Startup with Raising Family

Beka Doolittle long knew she wanted to start her own business. The actual concept came in 2007 when she was working as a personal banker. Beka Doolittle "Between my husband and sons, I had all of these..."

[Read more of this article](#) May 15, 2013



Free Seminar to Take the Mystery out of U.S. Small Business Administration Loan Programs

The U.S. Small Business Administration's Nebraska District Office will sponsor a free, one-hour seminar designed to take the mystery out of the process of applying for federally guaranteed small business...

[Read more of this article](#) May 13, 2013



Trak Surgical lauches in Omaha, example of collaboration between public and private enterprises

About 15 years ago, Hani Haider had an idea. Haider, a biomedical engineer and professor of orthopedic surgery research at the University of Nebraska Medical Center,

thought hip and knee replacement surgeries...

[Read more of this article](#) April 26, 2013



University of Nebraska names Kiewit, Scott entrepreneurial award winners

University of Nebraska President James B. Milliken today announced the winners of two NU awards honoring extraordinary efforts in entrepreneurship in Nebraska: the Peter Kiewit Student Entrepreneurial...

[Read more of this article](#) April 24, 2013



Ladies Who Launch Brings Together Female Entrepreneurs

Ladies Who Launch is a new group in Lincoln with big goals. According to co-founder Amber Pankonin, the group's mission is "to build a community among female entrepreneurs in Lincoln and be a resource..."

[Read more of this article](#) April 15, 2013

Resources by Category	
Blog-News	5
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Business Plan Creation	19
Competition	4
Economic Development	43
Education - Degree Programs	5
Education - Training and Workshops	48
Funding	37
National Resource	33
Networking	6
State Resource	13
University Resource	26

University of Nebraska Administration - News Releases

2nd UNMC chancellor finalist to visit campus June 19-21; Maurer agrees to stay at helm as search wraps up June 6, 2013

NU Board of Regents to Meet June 7 May 31, 2013

Upcoming Events	
Jun 13	2:00 PM - Entrepreneurs and Their Communities webinar
Jul 11	2:00 PM - Entrepreneurs and Their Communities webinar
Aug 08	2:00 PM - Entrepreneurs and Their Communities webinar
Sep 12	2:00 PM - Entrepreneurs and Their Communities webinar

<http://www.nebraskaentrepreneurship.com/>



You are here: [Home](#) / [NET-Force](#)

NET-Force



About NET-Force

The Nebraska Entrepreneurship Task Force (NET Force) is an actively engaged group of collaborating partners focused on the high income, high skill and high demand entrepreneurial career opportunities available to Nebraska's youth and adults

Mission

NET Force identifies and leverages educational resources to educate, engage and empower current and potential entrepreneurs.

Goals

- Increasing access to and utilizing entrepreneurship curriculum
- Expanding education and training opportunities
- Identifying, coordinating and leveraging resources for ongoing support of Nebraska entrepreneurs
- Locating and securing funding to further the mission
- Increasing the marketing and outreach of entrepreneurial programs and services in the state

Importance

Why choose an entrepreneurship career path?

- 60 percent of Nebraskans ages 18-29 are interested in starting businesses
- Among the 300,000+ Nebraskans ages 18-29, there are about 84,000 with genuine interest in starting a business.
- 91 percent of adult Nebraskans with children believe entrepreneurship is a positive career choice.
- 85 percent of Nebraskans feel it is important or very important for colleges to teach entrepreneurship.
- Most new jobs created in the United States come from the creative efforts of entrepreneurs engaged in endeavors ranging from micro-businesses to large-scale ventures.

Source: *Entrepreneurship in Nebraska-Conditions, Attitudes and Actions*

(Educate) Curriculum/Programs

(Engage) Member Organizations

(Empower) Events and National Entrepreneurship Week



Upcoming Events

Jun 08

7:00 PM - Social Media Club of Lincoln

Jun 09

2:00 PM - Entrepreneurs and Their Communities webinar

Jun 14

5:30 PM - I2E Club Meeting

Jun 21

10:00 AM - UNL eShip Webinar

Nebraska Resources

An error has occurred; the feed is probably down. Try again later.

Click here to boost your career with a respected degree from the University of Nebraska.

UNIVERSITY OF Nebraska

ONLINE WORLDWIDE UNIVERSITY OF NEBRASKA

Educator Resources

NETForce Home Page

www.nebraskaentrepreneur.com/net-force/





Entrepreneurship Education

About Us

- Introduction
- Importance
- Benefits
- Nurturing Entrepreneurship
- Lifelong Learning Model

Standards

- National Standards

Events

- Calendar of Events
- Entrepreneurship Week

Resources

- Student Resources
- Instructor Resources
- Entrepreneurship Newsletter Archive
- Targeted Teaching Topics Archive
- Consortium for Entrepreneurship Education



ESI Camps in McCook, June 3-7

Youth ages 12-16 will have the chance to discover what it takes to start and manage a business during a 5-day Entrepreneurship Investigation Camp, June 3-7, 2013. The camp will take place at the Keystone Business Center and McCook Community College campus in McCook. Read more about the camp at www.mccookgazette.com/story/1971044.html.

...and, please share with any individuals or groups in the McCook area with an interest in youth entrepreneurship.

The ESI camps have been incredibly successful throughout Nebraska and use the ESI camp guide and materials published by University of Nebraska-Lincoln Extension. To learn more about ESI, visit esi.unl.edu/.

Cody to Celebrate the Grand Opening of Circle C Market

Cody's 51st Annual Circle C Celebration will have an extra special event tied to it this year. It's the grand opening of the student-run entrepreneurship venture, Circle C Market. Friday, May 24, 2013 at 9:00 a.m. MDT, Governor Heineman will visit the new Circle C Market and share a few words with those who will be in attendance at the Community Hall. The public is welcome to attend.

The opening of the Circle C is the culmination of several years of work. It is a student-run grocery store providing a necessary service and a business incubator to stimulate economic growth while infusing entrepreneurship education into the Cody-Kilgore curriculum. Federal grants in 2009 and 2010, coupled with local fundraising, have made the dream a reality.

The leadership for the project was provided by Cowboy GRIT, Inc. (Student Steering Committee and Adult Advisory Board) and the Village of Cody Board.

The store/business incubator is a unique, environmentally friendly straw-bale building that makes it more efficient, less expensive. Construction began in Spring 2012.

NElovesPS (Nebraska Loves Public Schools) features a video entitled "Cody-Kilgore: Cowboy GRIT Inspires a Community" capturing the spirit of this project and "The Town to Tough To Die." If you haven't viewed it yet, it is well worth your time.

Governor Heineman to attend Mitchell After School Clubs for Kids Expo (EntrepreneurShip Investigation Clubs!)

From the Gering Citizen, May 9, 2013

SCOTTSBLUFF — In February, Western Nebraska Community College launched two Entrepreneurship Investigation (ESI) after school clubs for kids. Over the past four months, 22 fourth, fifth, and sixth graders have learned valuable lessons about what it takes to be an entrepreneur. One club meets in the John N. Harms Advanced Technology Center in Scottsbluff and the other club is held at the Mitchell Elementary School.

For the full story, [click here](#).

Jim Krieger Receives Nebraska Entrepreneurship Outstanding Service Award



Photo: Monica Braun - Director, Rural Enterprise Assistance Project Women's Business Center (left); Jim Krieger, Gallup CFO (center); Rose Jaspersen, Executive Director of the Nebraska Enterprise Fund Director (right).

Educator Resources

Nebraska Entrepreneurship Education Website

www.education.ne.gov/entred





Educator Resources

Targeted Teaching Topics

Entrepreneurship Discovery Challenge

Teachers Guide

Relevant National Content Standards for Entrepreneurship

Entrepreneurial Skills	
The Processes and Traits/Behaviors associated with entrepreneurial success.	
A	Entrepreneurial Processes Understands concepts and processes associated with successful entrepreneurial performance
Discovery	
A.07	Generate venture ideas
A.08	Determine feasibility of ideas
Concept Development	
A.11	Assess start-up requirements
A.16	Use components of a business plan to define venture idea

The Entrepreneurship Discovery Challenge is a simple but effective way to get your students involved in the initial phases of developing a business plan. It also offers an opportunity for them to explore new ideas, research the ideas, develop a presentation, and actually present their business idea/business plan to a panel of judges.

Involve Your School and Community

All too often, educators are reluctant (or even nervous) about asking community members and leaders to volunteer their time in the classroom. But, rest assured, many have never been asked and would LOVE to have the chance to see young people in action, channeling their creativity and energies in a positive, career-developing activity.

Who Might You Call on to Judge?

The list is long, but just a few to consider would be:

Community Members

- Bankers, credit union staff, financial services professionals
- Lawyers
- Chamber of Commerce staff
- Business professionals (managers, employees)
- Community Foundation Board members
- Economic Development Corporation staff and members
- Government officials
- Other.....?



Preparing the Judges Panel

Be sure to mail or hand-deliver a copy of the Discovery Challenge rules to them well in advance of the event. Make sure to include your contact information (name, address, phone number and e-mail) so that they can contact you if they have questions or need to cancel/offer a sub in the event they can't attend.

It's very important to describe the age range of the young people who will be presenting to them. This allows the judges to put the presentations in context and to frame questions that are appropriate for this age group.

You may want to develop a list of sample questions. This is always appreciated by panel members and allows them to think about other questions that aren't on your list.

Encourage the judges to pose questions that they feel are important based on each student's presentation.

Preparing the Discovery Challenge Young Entrepreneurs Presenters

- Review the guidelines carefully with them.
- Reinforce the guidelines periodically as they are preparing their presentations.
- Offer them the opportunity to "practice" or do a "mock presentation"
- Make this a fun activity, rather than something they should fear. Presenting in front of their peers, never mind ADULTS! can create anxiety.

Videotaping the Presentations

- Videotaping the presentations is a great way to capture the excitement and wonderful presentations that these young people will create.
- By recording the presentations, you will begin to create a library of examples to share with future Discovery Challenge participants.

Invite Others to Your Audience

- Want some positive p.r. for your class, program, or school? Invite parents, your teaching colleagues, administrators, and community members to be audience members.
- Don't forget the local media. Radio stations and newspapers eat this stuff up! TV is a little harder to involve, but don't neglect them. They just may show up.

Reward the Challenge Presenters' Hard Work and Creativity

- Create some fun certificates to present to EVERYONE who presents. It's all about creating opportunities to succeed and to begin to grow their entrepreneurial talents and strengths.
- You may want to have 1st, 2nd, and 3rd place awards to present. Ribbons, small trophies, or extra-special certificates can all serve as inexpensive awards.





Educator Resources - Nebraska Entrepreneurship Education Listserv

<http://lists.k12.ne.us/mailman/listinfo/entre-ed>

Entre-ed -- Listserv for Entrepreneurship Educators & Entrepreneurship Advocates

About
Entre-
ed

English (USA)

This listserv is open to all entrepreneurship educators (K-16 and adult education) as well as entrepreneurship advocates. Topics of interest to these target audiences such as trends, issues, curriculum, conferences are addressed in periodic listserv messages.

To see the collection of prior postings to the list, visit the [Entre-ed Archives](#).

Using Entre-ed

To post a message to all the list members, send email to entre-ed@lists.k12.ne.us.

You can subscribe to the list, or change your existing subscription, in the sections below.

Subscribing to Entre-ed

Subscribe to Entre-ed by filling out the following form. You will be sent email requesting confirmation, to prevent others from gratuitously subscribing you. This is a private list, which means that the list of members is not available to non-members.

Your email address:

Your name (optional):

You may enter a privacy password below. This provides only mild security, but should prevent others from messing with your subscription. **Do not use a valuable password** as it will occasionally be emailed back to you in cleartext.

If you choose not to enter a password, one will be automatically generated for you, and it will be sent to you once you've confirmed your subscription. You can always request a mail-back of your password when you edit your personal options. Once a month, your password will be emailed to you as a reminder.

Pick a password:

Reenter password to confirm:

Which language do you prefer to display your messages? English (USA)

Would you like to receive list mail batched in a daily digest? No Yes

- Timely topics
- Teaching tips
- Trends
- Activities
- Conferences
- Current events





A Few Additional Resources for Entrepreneurship Educators...





4-H Entrepreneurship Curriculum

[About Us](#) | [Contact Us](#) | [Purchase](#) | [Home](#)

ESI: EntrepreneurShip Investigation

ESI: What is it?
Project Partners
 Krieger Family Foundation
 University of Nebraska - Lincoln
 HomeTown Competitiveness
 NetForce
 Former Congressman
 Tom Osborne
 NE Department of Education
 Other Contributors to ESI
There is No Place Like Nebraska
 Cost of Living Calculator
Purchase ESI Curriculum
Entrepreneur Success Stories
Recent Events & News Releases
ESI Pilots
Sights & Sounds from the ESI Experience
Cool Games & Websites
Donate to the ESI Project
Sign Up for Updates
Additional ESI Resources

About ESI
 Entrepreneurship Investigation (ESI) is an exciting, interactive, and comprehensive curriculum project designed for youth, ages 10-19. ESI uses a variety of tools to help participants develop their entrepreneurial skills and find their business niche. Through exciting activities, case studies and current technology, participants are transformed into budding entrepreneurs!
 After completing all levels of the curriculum, youth will have the skills and tools to start their own business, as well as have a completed business and marketing plan - the "road map" to the entrepreneur's success.
 Finally, participants will learn that they can do all of these things without moving to a large city. The ESI curriculum provides an opportunity to reach young people; enabling them to explore opportunities they can create for themselves with the support of their community.

What makes ESI unique?
 ESI is truly a pioneer in the field of youth entrepreneurship education for several reasons:
 Developed with four audiences in mind:
 4-H Clubs
 Middle and high schools
 Youth organizations
 Community organizations

- Written in partnership with organizations representative of each of the target audiences
- Research-based
- Uses current technology through Web-based activities and interactive CD-Rom
- Is accessible and affordable to anyone
- Provides instructions and direction for leaders and teachers through the leader's guide
- Aligned to school standards for easy classroom use

Purchase ESI Units
[Unit 1](#) | [Unit 2](#) | [Unit 3](#) | [Leader's Guide](#)

[Click on the following link to complete your visit and the download or print files for complete PDF format](#)
[Unit 1](#) | [Unit 2](#) | [Unit 3](#)

[ESI Business Plan Template \(Microsoft Word\)](#)

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- LEAP into Careers (Elementary)
- ESI (Middle School)
- Community Connections

<http://esi.unl.edu/>





Entrepreneurship Investigation Middle School Curriculum

Nebraska Extension
4H

UNIT 1 ENTREPRENEURSHIP INVESTIGATION
ESI: Discover the E-Scene

UNIT 2 ENTREPRENEURSHIP INVESTIGATION
ESI: The Case of ME

UNIT 3 ENTREPRENEURSHIP INVESTIGATION
ESI: Your Business Inspection

Leader's Guide
ESI: Leader's Guide

Nebraska Extension
4H2140

Nebraska Extension
NCE
NLANR

ESI: Entrepreneurship Investigation
Nebraska Extension
4H2140





Developing the Youth ↔ Community Leadership Link (Phase 3)

Online Resource



<http://www.extension.unl.edu/communityconnections>





NFIB – Entrepreneur in the Classroom Programs

- Johnny Money Online Game
- EITC Curriculum
- Take Time to Teach Mentoring Program

The screenshot shows the NFIB website interface. At the top, there is a navigation bar with categories: ABOUT NFIB (Who we are), ISSUES (What we lobby for), POLITICS (Candidates & elections), TOOLS & TIPS (Advice & resources), and MEMBER BENEFITS (Savings & solutions). Below this is a search bar for NFIB.com and a 'Go' button. The main header features the text 'About NFIB' and 'NFIB MEMBERSHIP MEANS REAL POWER ... THE POWER TO BE HEARD.' The breadcrumb trail reads: Home > NFIB Foundations > Young Entrepreneur Foundation > Our Programs > Entrepreneur-in-the-Classroom. The page content is divided into two columns. The left column is titled 'Young Entrepreneur' and lists three programs: Entrepreneur-in-the-Classroom, Johnny Money Online Game, Young Entrepreneur Awards, and T3 Mentoring Program. The right column is titled 'Entrepreneur-in-the-Classroom' and contains the following text: 'Entrepreneur-in-the-Classroom (EITC) Programs' and 'Introducing America's youth to the importance of entrepreneurship'. It describes the EITC umbrella of programs and lists three items: 1. Johnny Money Online Game (interactive simulation), 2. EITC Curriculum (three-module supplemental curriculum), and 3. Take Time to Teach (T3) Mentoring (mentoring program). A sidebar on the right includes links for Print, E-mail, Font settings, and RSS. At the bottom right of the page, there is a promotional image for 'Before You Head To The Beach...' with the NFIB yef logo.

<http://www.nfib.com/page/EITC.html>





GoVenture

- Board games
- Virtual simulations
- Curriculum

<http://www.goventure.net/>

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"Gain years of experience ... in minutes!"

This site is customized for Student

"GoVenture Educational Games and Simulations — the fastest, most effective, fun learning experiences ever!"



CLICK HERE TO CHAT WITH US

Do Video Games Really Teach? And other important research.

"The only source of knowledge is experience." Albert Einstein

"I hear and I forget. I see and I remember. I do and I understand." Confucius

Newsletter
Subscribe Now!

Award-winning GoVenture products (Internet, CD-ROM, and Print based) are designed for youth and adults, for self-directed or facilitated learning. They can be used on their own, or as components to enhance other courses, learning, and entertainment experiences. Various licensing options are available, making GoVenture products affordable for all!

Help Choosing a Product
View a product suitability chart by:
Grade Level Subject & Depth

Business and Entrepreneurship



Lemonaade Stand

simulation software
Run a virtual lemonade stand! The perfect first step for children or even adults to learn the basics of running a business.

CD • Network • Online



Lemonaade Stand MOBILE

A free version of GoVenture Lemonaade Stand for your Flash-enabled PDA or cell phone.



Entrepreneur

board game
A unique board game designed specifically for gaining business ownership skills in a fun, educational context.



Micro Business

simulation software
Run a mobile business cart — sell hot dogs, jewelry, electronics, and more!

CD • Network • Online



Accounting

simulation software
Gain practical accounting skills while running a virtual business in a realistic and fun learning simulation.

CD • Network • Online



Entrepreneur

simulation software
Run a restaurant, clothing store, or sporting good store in the most realistic entrepreneurship simulation ever!

CD • Network



Small Business

simulation software
Run a sandwich shop, café, music store, or ice-cream store in a highly realistic small business simulation!

CD • Network • Online



Big Business Marketing

simulation software
Be the CEO or VP Marketing of a large company. Designed for online multi-player competitions customized and managed by an instructor/trainer.

Online



GoVenture World

simulation software
A massively multiplayer online game (MMOG) that enables thousands of people around the world to compete and collaborate. Be an entrepreneur, investor, lawyer, or marketer. **Coming soon!**



National Council on Economic Education

The screenshot shows the EconEdLink website interface. At the top left is the logo "econedlink" in red and blue, with "COUNCIL FOR Economic Education" and "ECONOMICS & PERSONAL FINANCE RESOURCES FOR K-12" below it. To the right are navigation links: "about", "store", "standards", "contact", and "share". Below the logo is a search bar with "Google™ Custom Search" and a magnifying glass icon. A secondary navigation bar contains "educator", "student", and "afterschool" tabs, with "educator" selected. A "LOGIN to myEconEdLink" button is on the right. A large red banner reads "Educator". Below this is a "Mobile Apps" section featuring a tablet with various app icons and a coffee cup. Text below the tablet says "Visit the Mobile Apps page to see a list of the best educational apps for your classroom." with a "LEARN MORE" link and "FEATURED RESOURCE | Grades: K-12, College". To the right is a "CALENDAR OF HISTORICAL EVENTS" section for "June 9, 1943" titled "Pay As You Go", with a "See More" link and "RELATED LESSONS" and "VIEW ALL EVENTS" options. Below are "FEATURED LESSONS" with "FIND A LESSON" link. Three lessons are shown: "POP GOES THE HOUSING BUBBLE" (with a "FOR SALE BY OWNER" sign), "GOODS AND SERVICES: SOME ARE PRIVATE, SOME ARE PUBLIC" (with a "post office" sign), and "NO ROOM FOR A SNEEZE" (with a farm scene). Each lesson has a brief description. At the bottom right of the featured lessons is a "More" link. On the far right, there are sections for "PERSONAL FINANCE" and "COMMON CORE STATE STANDARDS".

<http://www.econedlink.org/>





National Council on Economic Education

Entrepreneurship Online Lessons



about store standards contact share

Google™ Custom Search

educator student afterschool

LOGIN to myEconEdLink

ONLINE ECONOMIC LESSONS

EconEdLink maintains a large library of online economic lessons for K-12 teachers & their students.

Browse EconEdLink online economic and personal finance lessons by Lesson Type, Concept, Standard, Grade, Interactive Resource, Author or word search. Please choose how you would like to view the lessons by clicking on the appropriate indicator.

Your search resulted in 27 lessons.

Lessons 1 - 27 of 27

TITLE	GRADE	DATE
Spotlighting Entrepreneurs: A Technology "iCon" STANDARD: 14, 15	3-5	03/11/2013
Spotlighting Entrepreneurs: The Sweet Success of Milton Hershey STANDARD: 14	3-5	07/23/2012
One Hen: How One Small Loan Made a Big Difference STANDARD: 1, 10, 14	3-5	01/14/2011
The Ice Cream Stand STANDARD: 1, 9, 14	6-8	12/02/2009
Marketplace: MIT Business Plan Competition STANDARD: 14	6-8, 9-12	04/03/2009
Lemonade For Sale! STANDARD: 14	6-8	06/17/2008
Henry Ford and the Model T: A Case Study in Productivity (Part 3) STANDARD: 8, 9, 13, 14, 15	6-8, 9-12	01/15/2008

FIND A LESSON

LESSON TYPE
All Lesson Types

CONCEPT
Entrepreneurship

STANDARD
All Standards

GRADE LEVEL
All Grades

INTERACTIVE RESOURCE
All Interactive Tools

AUTHOR
All Authors

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SPOTLIGHTING ENTREPRENEURS: THE SWEET SUCCESS OF MILTON HERSHEY



Looking for a lesson that ties Common Core Standards in Reading Informational Text with Economics? This lesson spotlights the life of Milton S. Hershey and allows students to learn about the risks and rewards of entrepreneurship through a biographical sketch of one who experienced many bitter disappointments and sweet successes.

KEY CONCEPTS

[Benefit](#), [Business](#), [Capital](#), [Costs](#), [Entrepreneur](#), [Entrepreneurship](#), [Profit](#), [Risk](#)

STUDENTS WILL

- Describe an entrepreneur.
- Identify benefits, costs, risks, and rewards involved with entrepreneurship.
- Reflect on the life of Milton S. Hershey and use this reflection to identify the successes, failures, risks, and rewards of entrepreneurship.





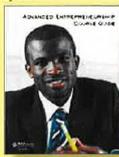
MBA Research & Curriculum Center

Entrepreneurship Curriculum

Save! Purchase Direct Downloads online.

Course Guides (Note: Includes Course Profile information.) No need to buy both.

New! Advanced Entrepreneurship (Available June)
Targeted at 12th grade students, this one-credit/year-long advanced entrepreneurship course focuses on planning and organizational processes integral to the start-up of new ventures. Students complete tasks such as developing personal organizational plans; selecting sources of financing for their new ventures; preparing pro forma financial statements; and developing strategies to position their brands. The culminating activities in the course are the development of a detailed business plan and the completion of a loan application. Includes resources, multiple-choice tests, and much more. ©2012. Recommended: HS
CG-12-001-4...\$129.00 (Member: \$99.00)
CG-12-001CD-4...\$119.00 (Member: \$99.00) (CD)



Revised!

Course Guide: Business and Marketing Essentials (Course 2) (Available June)
Targeted at all introductory business and marketing students. Challenging yearlong course that focuses on the core standards of the Business Administration model at the prerequisite and career-sustaining levels. ©2012. Recommended: HS
CG-10-001-4...\$129.00 (Member: \$99.00)
CG-10-001CD-4...\$119.00 (Member: \$99.00) (CD)

Course Guide: Leadership (Course 1)

A one-semester course targeted at 9th- and 10th-grade students. Designed to meet many of the current high school reform initiatives, including reading and reflection, contextual learning experiences, problem-solving and decision-making orientation. Specific topics include 40+ core leadership skills recommended by the business community (validated nationwide). ©2011. Length: 174. Recommended: HS
CG-11-003-4...\$119.00 (Member: \$89.00)
CG-11-003CD-4...\$109.00 (Member: \$79.00) (CD)

Course Guide: Principles of Entrepreneurship (Course 3)

A one-credit/year-long course targeted at 11th-grade students. Introduces the role of entrepreneurship in a market economy, entrepreneurial discovery processes; ideation; and preliminary start-up venture planning. Familiarizes students with marketing's pivotal role in the development and success of new business. Capstone activity involves the development of a detailed marketing plan to be included in a full business plan. (Remaining components of business plan to be developed in 12th-grade course.) Incorporates activities and situations involving problem-solving, decision-making, reading, reflection, and contextual learning experiences. ©2012
CG-11-001-4...\$129.00 (Member: \$99.00)
CG-11-001CD-4...\$119.00 (Member: \$99.00) (CD)

Course Profiles (Note: Included with Course Guides and Program of Study Kit)

Each course profile provides the recommended performance indicators for the course, the suggested sequencing for these learning outcomes, detailed instructional objectives for each performance indicator, and a crosswalk of resources that support course content.

New! Advanced Entrepreneurship ©2012. Recommended: HS (Available June)
CG-09-003-4...\$39.00 (Member: \$29.00)

Revised! Business and Marketing Essentials

©2012. Length: 48. Recommended: HS
CG-09-001-4...\$39.00 (Member: \$29.00)

Revised! Leadership

©2011. Length: 23. Recommended: HS
CG-09-003-4...\$39.00 (Member: \$29.00)

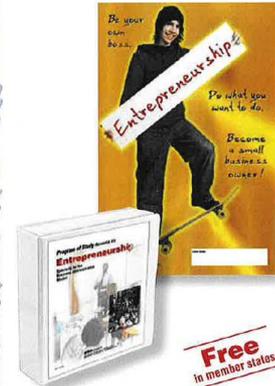
Personal Finance ©2010-12. Length: 24. Recommended: HS

CG-09-002-4...\$39.00 (Member: \$29.00)

Principles of Entrepreneurship

©2012. Recommended: HS
CG-11-004-4...\$39.00 (Member: \$29.00)

Program of Study Resource Kit



Free in member states

Revised! Entrepreneurship

The *Entrepreneurship Program of Study* contains a clearly defined, recommended sequence of non-duplicated technical and academic courses for students (grades 9-14) interested in entrepreneurship. Technical courses include course descriptions and rigorous, relevant learning outcomes drawn from national standards for business management and administration, finance, and marketing. The kit also contains ample promotional materials and supplemental resources. To generate student interest in entrepreneurship, a guidance counseling guide, a student brochure, course promotional flyers, and a program of study poster are provided. Supplemental resources in the kit include listings of professional associations and certifications and articulated course information. ©2012. Recommended: HS/PS

MSC-09-005-4...\$129.00 (Member: \$89.00)
MSC-09-005CD-4...\$109.00 (Member: \$68.00)

Revised!

Set of 4 Business Administration Kits (Available July)

• Marketing • Entrepreneurship

• Finance • Business Management and Administration

Please see individual descriptions for each program of study model in this series. ©2013. Recommended: HS/PS

MSC-09-003-4...\$199.00 (Member: \$129.00)

MSC-09-003CD-4...\$189.00 (Member: \$119.00) (CD)

Entrepreneurship

DVDs (Continued)



New! Finding Your Customers: Marketing & Advertising Your Business

Packed with advice from experienced entrepreneurs, this video highlights smart ways to generate recognition for a start-up business and drive traffic to it. Viewers learn the necessity of researching a competitor's advertising tactics, developing a marketing plan, and testing various promotional strategies. ©2011. Length: 25. Recommended: HS/PS
DVD-11-007-4...\$99.95 (Member: \$94.95)

Revised! Franchising

Discusses the franchising structures of product-trade name and business-format franchises. ©2010. Length: 23. Recommended: HS/PS
DVD-10-199-4...\$140.00 (Member: \$133.00)

How I Made My Millions

In ten concise entrepreneurship case studies, CNBC profiles successful companies and product lines that began with nothing but a great idea. ©2008. Length: 44. Recommended: HS/PS
DVD-08-223-4...\$169.95 (Member: \$161.45)

The Human Element: Entrepreneurship Basics

1 of 5 in The Business of Innovation Series (Season 2) (DVD-08-216). This five-part CNBC series explores the need for constant innovation and the best ways to build creative thinking and bold action into an organization. ©2008. Length: 45. Recommended: PS/AD
DVD-08-217-4...\$169.95 (Member: \$161.45)

Innovate or Die: The High Stakes of 21st-Century Business

2 of 5 in The Business of Innovation Series (Season 2) (DVD-08-216). This five-part CNBC series explores the need for constant innovation and the best ways to build creative thinking and bold action into an organization. ©2008. Length: 45. Recommended: PS/AD
DVD-08-218-4...\$169.95 (Member: \$161.45)

Innovation and Emerging Technologies

Technological breakthroughs have taken place since the dawn of human awareness, but 21st-century innovation occurs at an unprecedented, seemingly rapid-fire, pace. This program showcases examples of innovation that are visible in industry today and their implications for the future. ©2009. Length: 26. Recommended: HS/PS
DVD-09-190-4...\$129.95 (Member: \$123.45)

New! Planning Your Business: Research, Goals, and Business Plans

This video helps aspiring business owners plan to succeed, with advice from veteran entrepreneurs on clarifying goals, identifying the strengths and weaknesses of a potential enterprise, and establishing a realistic pathway to prosperity. Challenging the viewer to take a serious look at his or her own ability to take risks, manage an organization, and go toe-to-toe with competitors, the program offers insight into market exploration, determining a viable market niche, gauging the level of need for a product or service, learning about one's customer base, and deciding on the most appropriate business structure. ©2011. Length: 25. Recommended: HS/PS
DVD-11-008-4...\$99.95 (Member: \$94.95)

Promoting Your Designs

(DVD) With a strong focus on designers and artists, this program explores strategies for achieving commercial success. ©2010. Length: 21. Recommended: HS/PS
DVD-10-046-4...\$129.95 (Member: \$123.45)

DVDs (Continued)

Redefining Innovation: Shaping a Successful Company

3 of 5 in The Business of Innovation Series (Season 2) (DVD-08-216). This five-part CNBC series explores the need for constant innovation and the best ways to build creative thinking and bold action into an organization. ©2008. Length: 45. Recommended: PS/AD
DVD-08-219-4...\$169.95 (Member: \$161.45)

The Responsibility Revolution: Going Green as a Business Strategy

4 of 5 in The Business of Innovation Series (Season 2) (DVD-08-216). This five-part CNBC series explores the need for constant innovation and the best ways to build creative thinking and bold action into an organization. ©2008. Length: 45. Recommended: PS/AD
DVD-08-220-4...\$169.95 (Member: \$161.45)

Revised! Retail Site Selection

Discuss the important considerations for entrepreneurs in selecting retail locations. Covers freestanding sites, business-associated sites, renovated CBOs, and planned shopping centers. ©2009. Length: 23. Recommended: HS/PS
DVD-09-063-4...\$140.00 (Member: \$133.00)

New! Starting Your Business: Financing, Branding, and Regulations

This video encourages people who have carefully studied the market for a product or service, have written a solid business plan, and have decided to proceed to the next level. Topics include typical ways of obtaining financing (emphasizing conventional banking sources like operating loans, term loans, and SBA loans); the crucial steps of fulfilling federal, state, and local paperwork requirements; the acquisition of equipment and other assets; the potential need for a physical store or office space; and guidance on crafting an enduring and evocative company name. ©2011. Length: 25. Recommended: HS/PS
DVD-11-009-4...\$99.95 (Member: \$94.95)

New! You're the Boss: Starting and Running Your Own Business

Designed for anyone currently weighing the decision to launch a business as well as those who want to push full-steam ahead, this five-part series provides inspiration, insight, and nitty-and-bitty guidance on building a thriving company. Eye-opening video, graphics, and narration lay out the basic concepts while business experts and entrepreneurs who have carved their own paths to success shed light on a wide range of issues—from branding and marketing to the hurdles of government paperwork to the people-smarts needed to manage and motivate employees. ©2011. Length: 25. Recommended: HS/PS
DVD-11-010-4...\$499.75 (Member: \$474.75)



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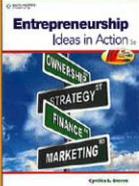
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Entrepreneurship: Ideas in Action, 5e

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Greene

The entrepreneurial world is changing and so are we. Students today realize becoming a business owner is a career option. The 5th edition of *Entrepreneurship: Ideas in Action* encourages students to examine all the major steps involved in starting a business: Ownership, Strategy, Finance, and Marketing.

This text prepares students for employment as entrepreneurs, provides them with the skills needed to realistically evaluate their potential as a business owner, and guides them in building a business plan.

FEATURES

- Based on real-life experiences of teen-age entrepreneurs, this high school one semester text teaches critical thinking skills by using relevant activities.
- **Making Academic Connections** provide the integrated curriculum activities that show students how entrepreneurial concepts relate to other courses of study.
- **Winning Edge** activities and case studies that provide preparation for BPA, DECA, and FBLA competitions are in every chapter.
- **Build Your Business Plan Project**, an activity at the end of each chapter, helps student develop a complete business plan by the end of the textbook.
- **Planning a Career in...** incorporates Career clusters for a variety of careers as an Entrepreneur.

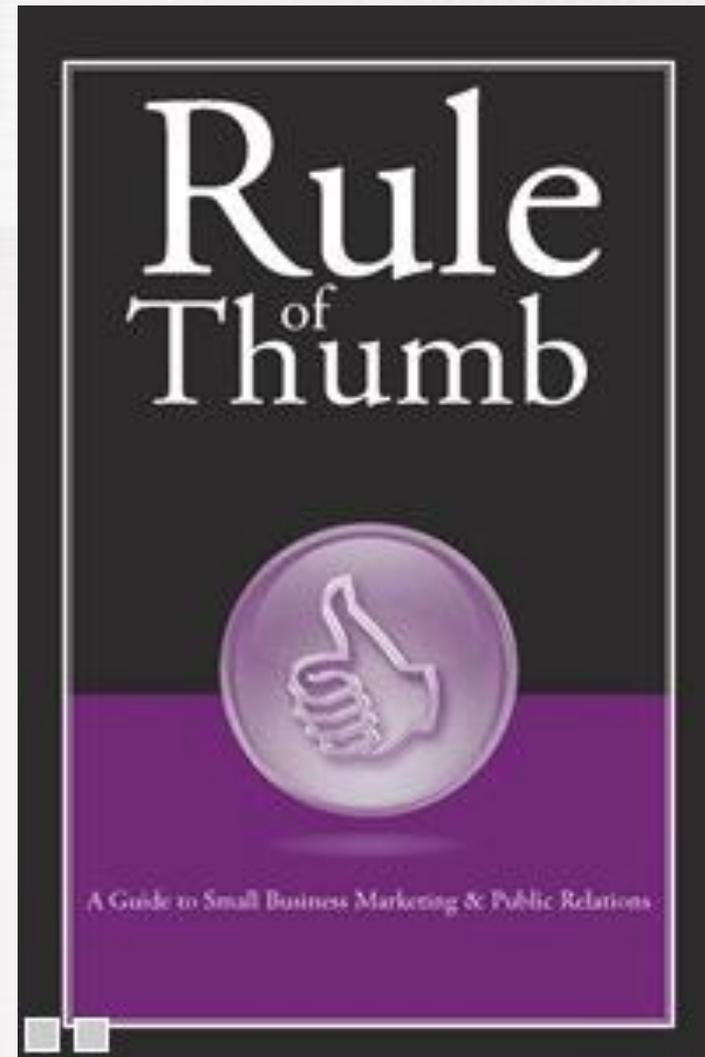
WHAT'S NEW

- More hands-on, project-based activities keep students active in the learning process and help them retain information.
- Abundant real-life examples relay the content in a format students can relate to.
- The framework for **21st Century Learning** is incorporated to equip students with the knowledge and skills they need to compete and succeed in a global economy.
- More project-based activities in chapter assessment provide a wealth of applications for students with various learning styles.
- Additional coverage on franchising, leadership, international business, pricing strategies, and online research, including online business planning help connect students to the current business world.
- New content: Developing a harvest plan; Supply chain & product management; Internal accounting controls; and Return on assets, equity, and debt ratios.

Workbook	9780840064868	ExamView	9780840065292
eBooks		Instructor's Resource CD	9780840065933
www.cengage.com/school/entrepreneurship/ideas		Annotated Instructor's Edition	
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<http://ruleofthumbbiz.com/>





Bring Lemonade Day to My City

Lemonade Day provides an opportunity for families, businesses, community organizations and schools to unite for a common purpose – to train the next generation of entrepreneurs. Learn more about how to bring this program to your city.

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Students for the Advancement of Global Entrepreneurship—SAGE—is an international network that links teams of secondary school students to nearby university students, business leaders and civic leaders. SAGE’s mission is:

The SAGE mission is to help create the next generation of entrepreneurial leaders whose innovations and social enterprises address the major unmet needs of our global community.

- SAGE Entrepreneur Networking Program (SENP), April 24-May 4, 2010

Links to Other SAGE Web Sites

- SAGE Singapore
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- SAGE Philippines
- SAGE Russia
- SAGE Zimbabwe
- SAGE Nigeria
- SAGE Canada
- SAGE China
- SAGE Germany
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<http://www.sageglobal.org/>



TURNING RISK INTO SUCCESS



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SAGEGLOBAL

12 lessons

1. What is an entrepreneur?
2. How to write a business plan
3. How to finance my business idea
4. Starting a Business & Understanding Financial Statements
5. Finishing Financial Section of a Business Plan
6. Running the Business



TURNING RISK INTO SUCCESS



**An Entrepreneurship Program
for Teenagers**



First Edition
SAGEGLOBAL

12 lessons

7. Social Entrepreneurship-More than Financial Bottom Line
8. Social Entrepreneurship-Importance of a Business Plan
9. Your Business & the Local Community
10. Your Business & the Glocal Community
11. Being in Business without Starting One
12. Preparing to Present Your Business Plan





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Please send us program ideas that you can share with fellow entrepreneurship educators from around the country.
The deadline is May 28.

SCHOLARSHIP APPLICATION

Scholarships are available to those who may need assistance with the cost of attending.

HOTEL INFORMATION

The Cleveland Renaissance Hotel has guaranteed a special conference rate of \$124 per night. Book now.

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Encourage your colleagues to put Cleveland on their calendars: Nov 15 - 18, 2013.



Entrepreneurship Empowers Everyone



National Entrepreneurship Week



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National Entrepreneurship Week 2011

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Join the Consortium in honoring the men and women
that create the opportunities for us to all live in this nation
with the best standard of living in the world.

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National Entrepreneurship Week is annually hosted by



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Feb 18-25, 2012

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www.entre-week.org

Find answers to your questions about
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Educators at all levels of the Lifelong Learning Process are invited to submit and to use the resources for entrepreneurship education provided on the main website of the
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