

National Content Standards for Entrepreneurship Education

*Career-centered
Community-first
Entrepreneurship*

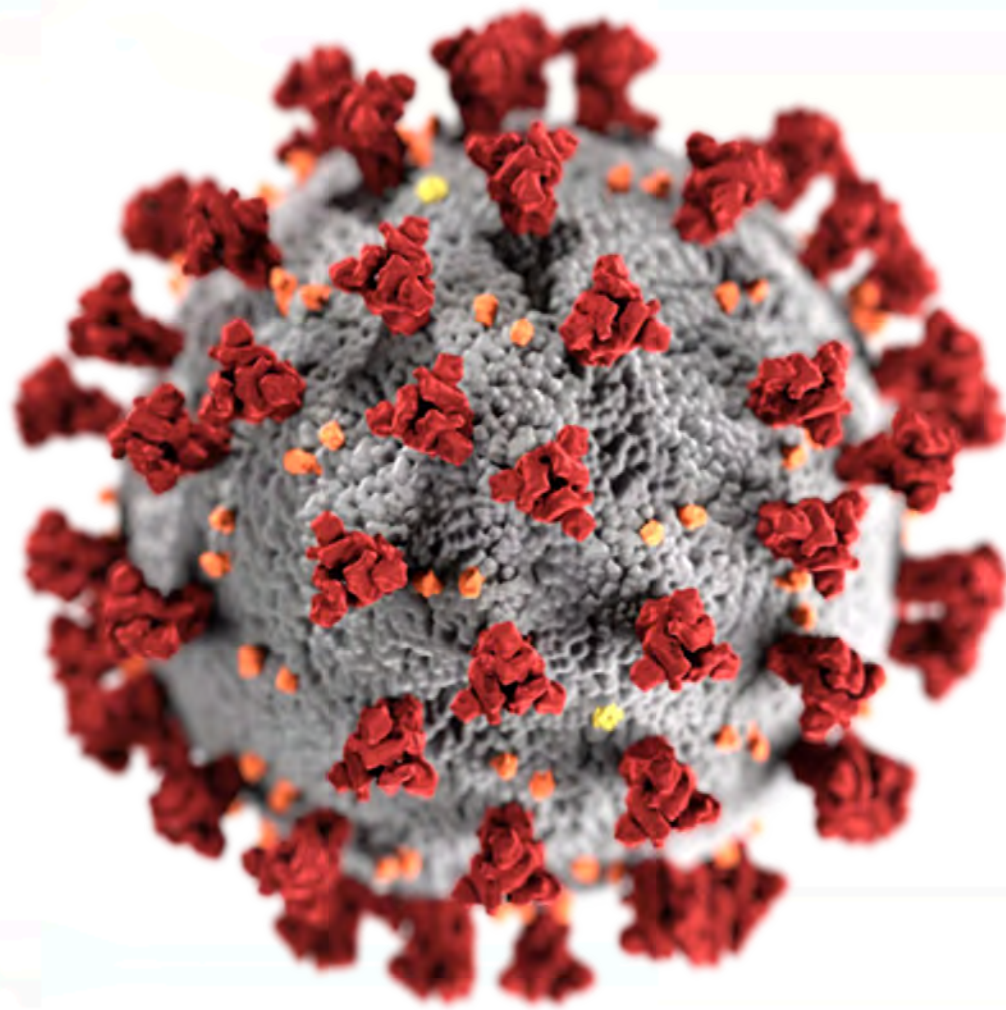


with Consortium for
Entrepreneurship
Education

Citizenpreneurs.com



In the Room... Now What?



Entrepreneurship Education is Important - *Economic*

why?

- Majority of new jobs are created by entrepreneurs and small businesses
- Small high growth companies account for 70% of economic growth over last decade
- Entrepreneurship drives economic competitiveness at the local – state – and global levels
- Over 1/3 of difference in national economic growth may be due to difference in entrepreneurial activity
- Entrepreneurship has a unique position in the “New Economy”
- Entrepreneurship accounts for at least 2/3 of all technological innovation

Entrepreneurship Education is Important - *Career*

why?

Rating Of Qualifications Of New Entrants To The Workforce In Meeting Company's Needs

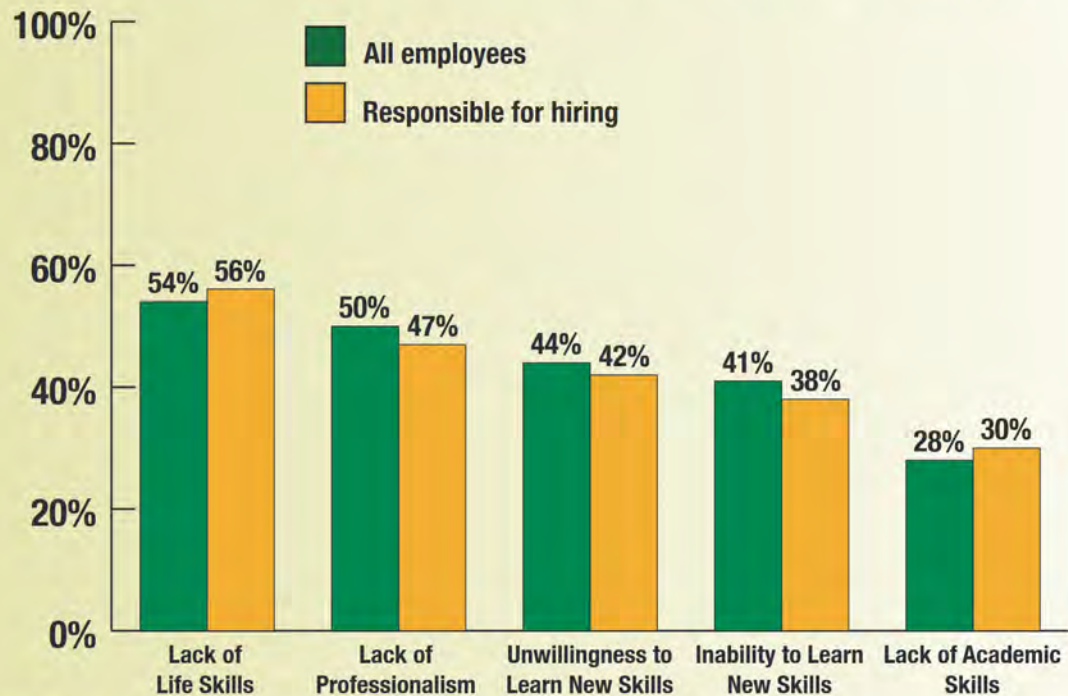


Q1A: When thinking of the skills required to work effectively at your company, how would you rate the qualifications of those entering the workforce today to meet your company's needs?

Entrepreneurship Education is Important - *Career*

why?

Lack of Life Skills And Professionalism Perceived To Be The Two Most Dominant Concerns In The Workplace

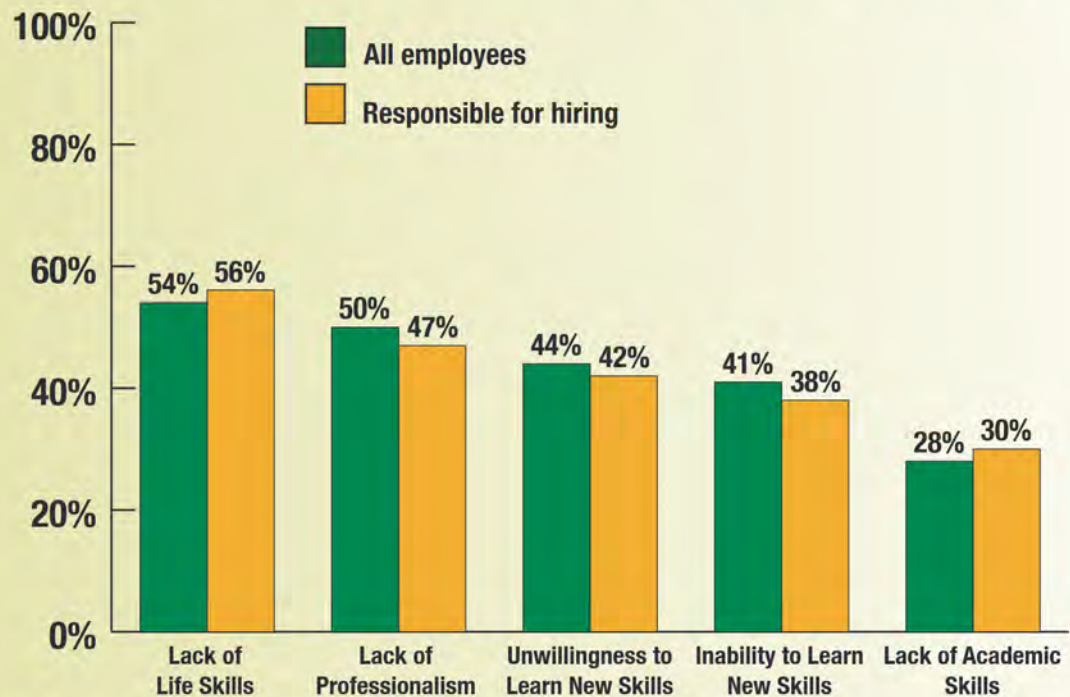


Q3: To what extent, if any, are the following employee issues a concern at your company?

Entrepreneurship Education is Important - *Career*

why?

Lack of Life Skills And Professionalism Perceived To Be The Two Most Dominant Concerns In The Workplace

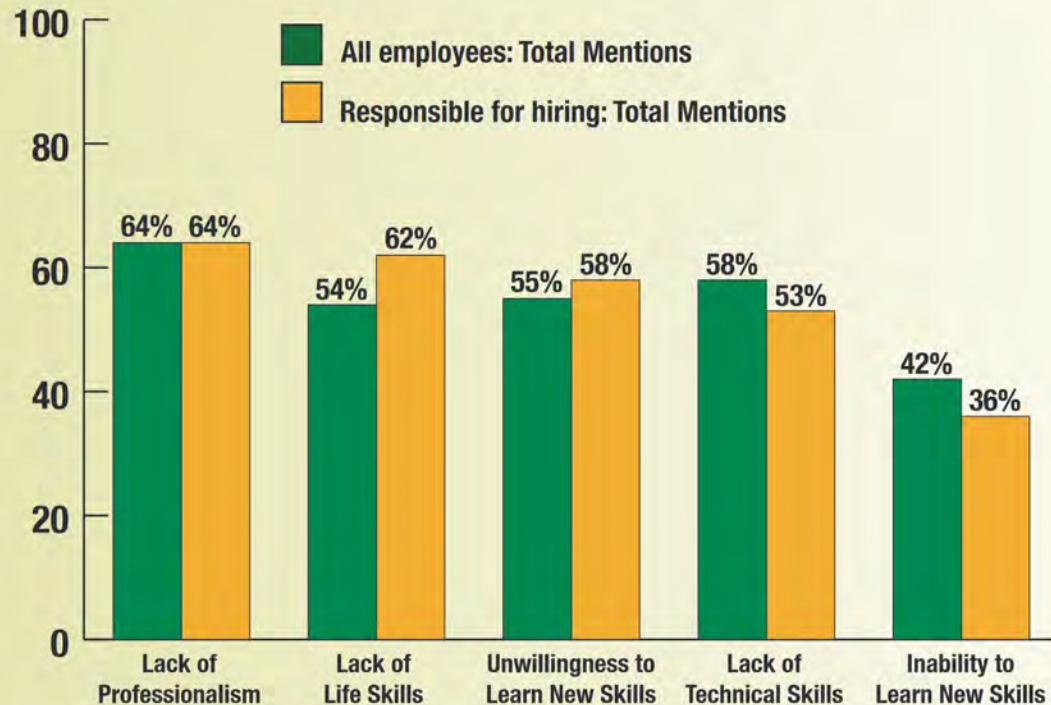


Q3: To what extent, if any, are the following employee issues a concern at your company?

Entrepreneurship Education is Important - *Career*

why?

Lack Of Professionalism And Life Skills Are Perceived As The Two Greatest Limitations Faced By Employees In The Company



Q4: Which ONE of the factors I've just mentioned do you feel has been the greatest limitation faced by employees at your company? Which would be the second greatest limitation? Which third?

Entrepreneurship Education is Important - *Career*

why?

A Significant Majority Believe An Entrepreneurial Workforce Is Very Important In Keeping America Competitive In The Global Market

	All Employees %	Responsible For Hiring %	Consider Self Entrepreneurial	
			Yes	No
Very important	64	64	76	46
Somewhat important	32	31	23	47
Somewhat unimportant	2	3	1	3
Not very important	2	2	0	4

Q9B: How important is it that the American workforce become more entrepreneurial in order for America to stay competitive in the world?

Entrepreneurship Education is Important - *Personal*

why?

- 7 of 10 high school students want to start their own business
- Similar % at community colleges
- More opportunity to exercise creative freedoms
- Higher self-esteem & self-efficacy
- Greater sense of control over your life and future.

Entrepreneurship Education is Important - *Personal*

why?

Self Motivation Seen As The Most Important Factor For Success At Employee's Company



Q2: Which of the following life skills or talents do you feel is most important for an employee's success at your company?

Entrepreneurship Education

what?

- Objective is to become entrepreneurially minded with the potential to act on this by discovering or creating business opportunities.
- Lifelong learning process from elementary to adult
- [UPDATED] Connecting entrepreneurs back strategically to their neighborhoods, b/c there are fewer storefront type businesses

Entrepreneurship Education

what?

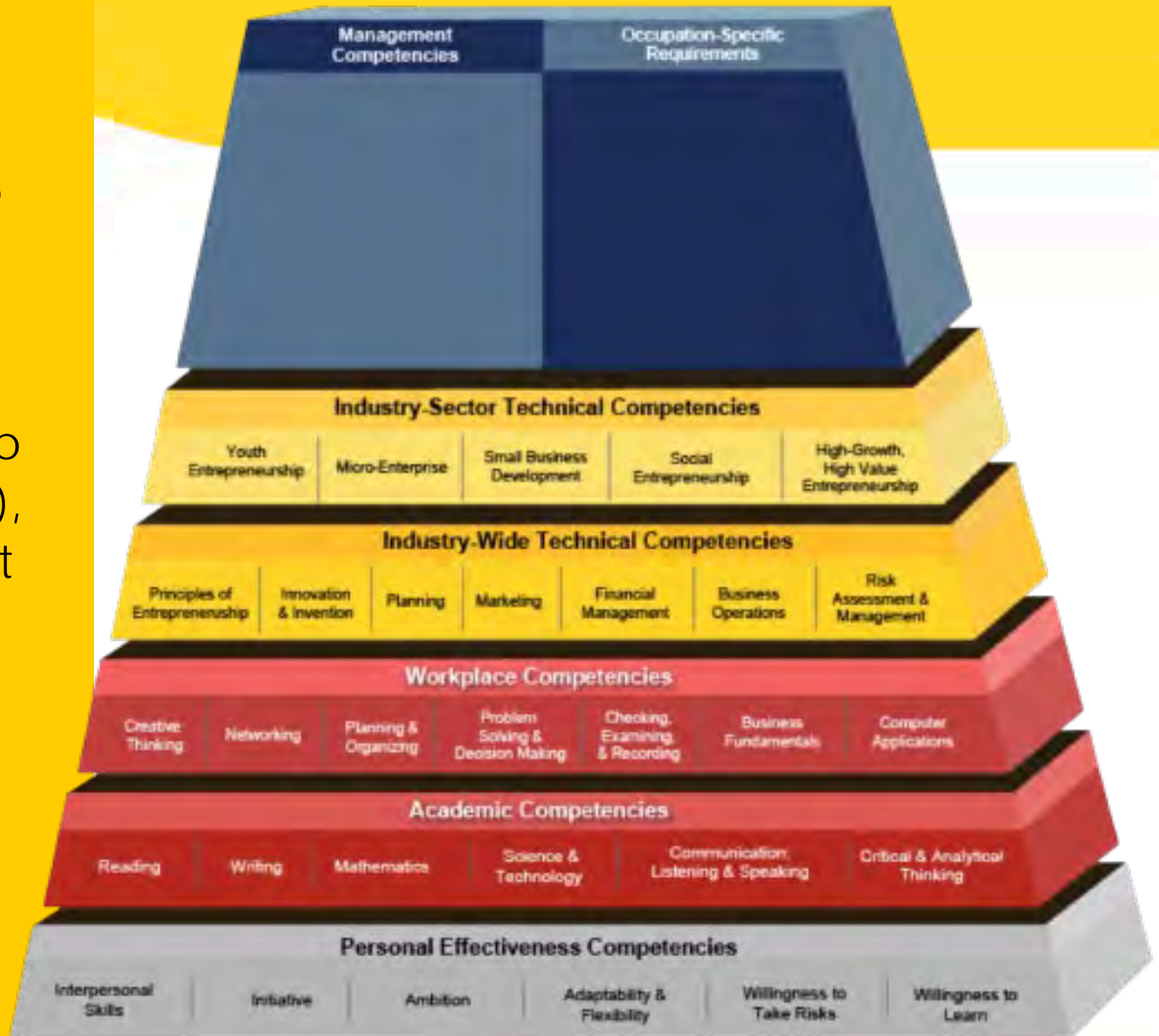
- Entrepreneurs are not “born” ...they “become” through the experiences of their lives
- Anyone can be an entrepreneur at any time of one’s life
- Entrepreneurship is NOT learned by reading a textbook and then taking a test to prove you are one
- Entrepreneurship education activities are a real-life vehicle for developing academic skills
- Entrepreneurs are found in every occupation and career
- Entrepreneurship education opportunities are important at all levels of education

Lifelong Learning Model



Entrepreneurship Competency Model

Consortium for Entrepreneurship Education (CEE), the Employment and Training Administration (ETA)



National Content Standards for Entrepreneurship Education++

why?

Bring the power of entrepreneurship education to your curriculum:

- Learning **research** and adaptability
- Content for developing future entrepreneurs
- Context for applying academic skills
- Career opportunities for students
- Economic development for **neighborhoods**, communities, states, and our nation

National Content Standards for Entrepreneurship Education++

what?

The Standards:

- Are a FRAMEWORK for many levels of curriculum development
- Lead to developing KNOWLEDGE AND SKILLS for entrepreneurial activities
- Provide for acquisition and application of CORE ACADEMIC SKILLS
- Are both a CONTEXT FOR LEARNING and SUBJECT MATTER for CURRICULUM

National Content Standards for Entrepreneurship Education++

how?

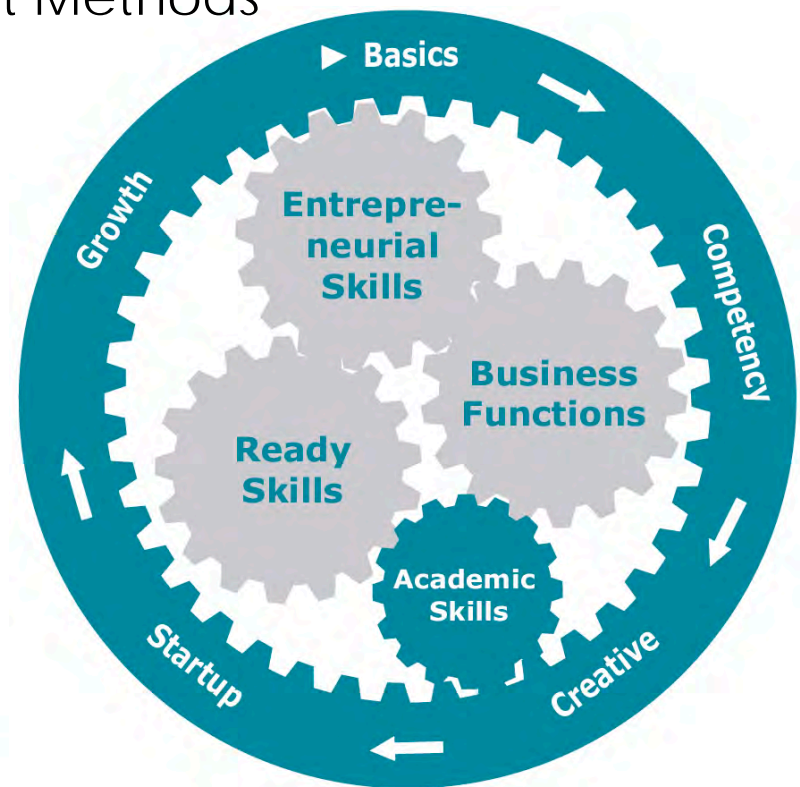
Developed through:

- Extensive direct **research** with students entrepreneurs & literature review
- Kauffman Foundation support
- National Entrepreneur Advisory Council
- Input from **teachers, students, neighborhood organizations, & local business groups**
- Expertise of Marketing Education Resource Center (MarkED)

National Content Standards for Entrepreneurship Education++

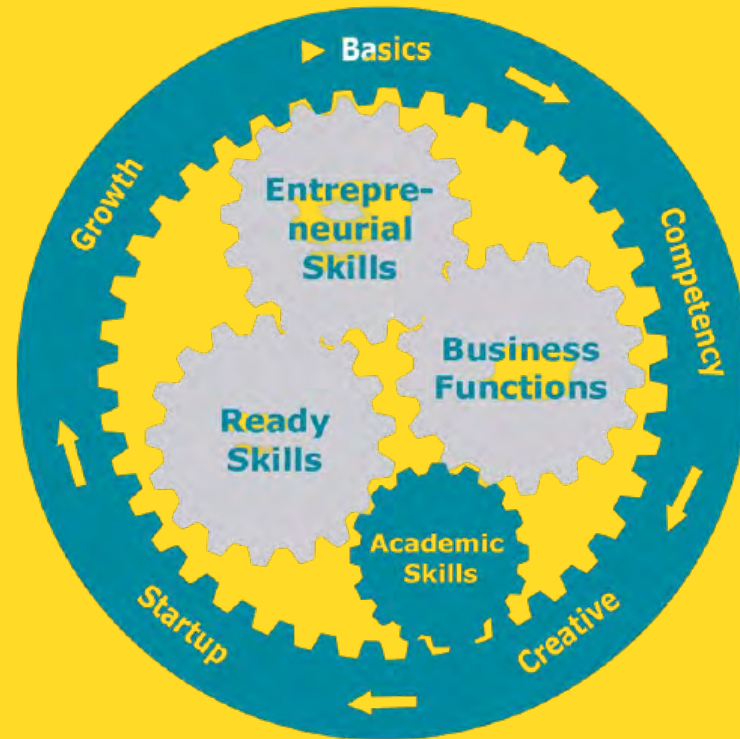
Organized in four sections:

- Citizen / Community-first Methods
- Entrepreneurial Skills
- Ready Skills (practiced locally in community)
- Business Functions



Wraparound Programming

Citizen Entrepreneur Explorers



Research as Teaching

Framework

Teaching-as-research is not new. Using it for the purpose of business creation & discovering one's community is groundbreaking.

STEP
01



STEP
02

TeachSearch

Research as Teaching is spinning education on its head so students can connect to what is around them.



Research as Teaching

Analysis

Once students have their zone, their question, and their research tools, then they collect and analyze.

STEP
03



STEP
04

Report Back

This information is not just for the student, teacher, or even entrepreneur - it's also for the community.

CEEP Matrix for Connecting

PURPOSE/COMMUNITY FIRST

PROJECT STEPS

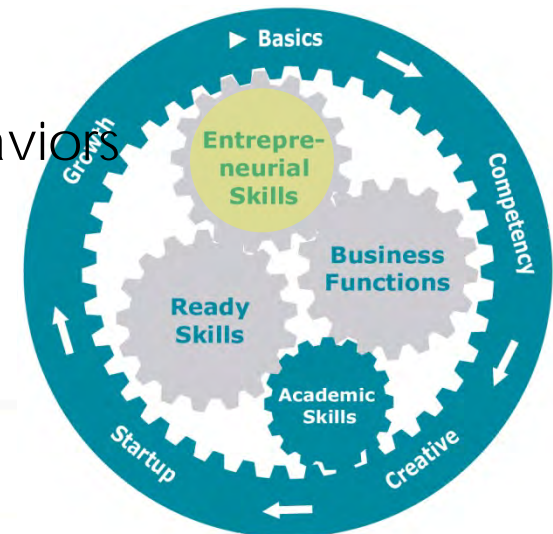
	Purposeful	Relevant	Bold	We
Question	How is this research question addressing a current community need?	Who specifically is this question helpful to? How?	How is this question innovative or leading the way for the community?	In what way does this question help me launch a business or move me idea forward?
Gather	When gathering info, what are the two areas of impact that you are most affecting?	What makes your info collection connect to your block or hyper local neighborhood?	Could you develop an innovative way of gathering this info? (Does not need to be high tech)	As you collect info, how can it help me discover more about my potential clients?
Assess	Upon collection, what lens are you looking at to critically assess the impact of your research?	What ways were the community involved in the assessment process?	How did you use new or creative assessment options in your research?	By using various evaluation tools, how does this help me with future business analysis?
Report	In what ways can this information help the local dialogue about entrepreneurship?	Who is this information going to impact 6-24 months from now?	How are you taking a stand and a perspective with your research?	Where will I place this research so that it is part of my portfolio of work?

ENTREPRENEURIAL SKILLS

Understands concepts and processes associated with successful entrepreneurial performance. Provides the unique expertise that entrepreneurs use during the entire process of creating and managing a business.

(A) Entrepreneurial Processes

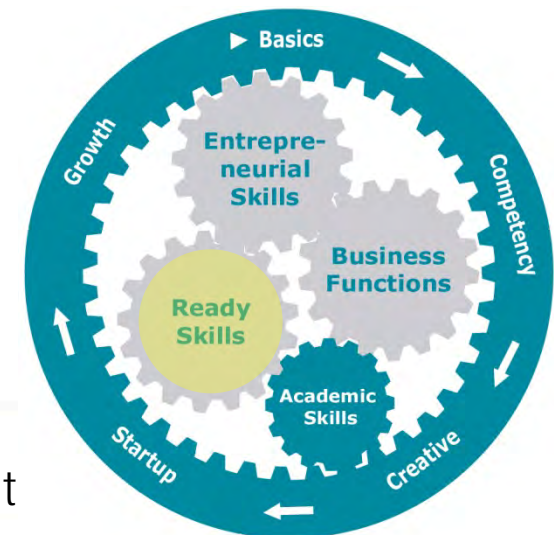
(B) Entrepreneurial Traits/Behaviors



READY SKILLS

The basic business knowledge and skills that are prerequisites or co-requisites for becoming a successful entrepreneur. Provide the developmental curriculum opportunities that enable individuals to operate in competition with the world and a context for experiences related to becoming an entrepreneur.

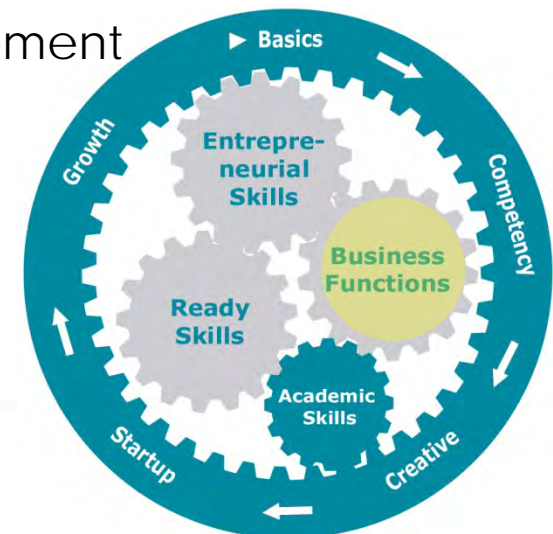
- (C) Business Foundations
- (D) Communications and Interpersonal Skills
- (E) Digital Skills
- (F) Economics
- (G) Financial Literacy
- (H) Professional Development



BUSINESS FUNCTIONS

The business activities performed by entrepreneurs in managing the business. Provide the day-to-day skills that are essential to the success of any business be it a home-based venture or a fast-growing corporation. They also provide the expertise that enables entrepreneurs, and future entrepreneurs, to see and create entrepreneurial opportunities.

- (I) Financial Management
- (J) Human Resource Management
- (K) Information Management
- (L) Marketing Management
- (M) Operation Management
- (N) Risk Management
- (O) Strategic Management



Sample Standard and Performance Indicator

Ready Skills

(C) Business Foundations

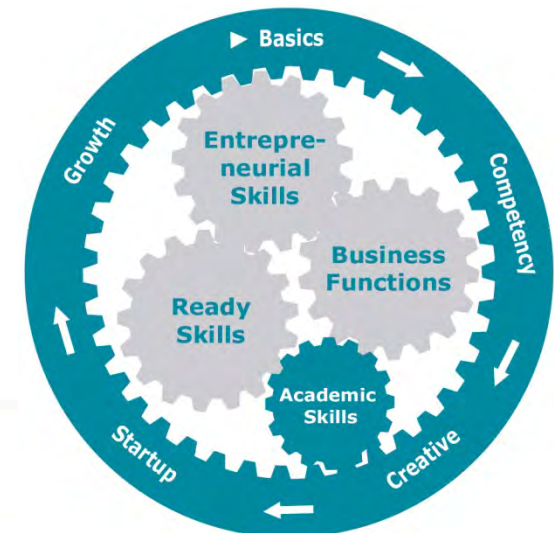
STANDARD

Understands fundamental business concepts that affect business decision making

PERFORMANCE INDICATOR(S)

C.08 Explain the nature of managerial ethics

C.09 Describe the need for and impact of ethical business practices



Sample Matrix – Post Secondary

Small Business Entrepreneurship Degree, Borough of Manhattan Community College, New York, NY
www.bmcc.cuny.edu/sbe

AAS degree program to bridge the gap between academics and real-world business experience that assists students in starting and growing businesses. To be eligible for inclusion in the incubator the individual must be a student. Critical assistance is provided to overcome the odds of business failure.

Core Lessons

- Online Sales and Retail for Small Business Owners
- International Business (important NYC based business)
- QuickBooks Online for Businesses
- HubSpot Online: Creating & Managing Marketing for Small Business
- www.SkysTheLimit.org Mentoring
- Integrating [Citizen Entrepreneur Explorers Program](#) Curricula to expand community impacts of student entrepreneurs



Sample Matrix - Adult Education



BMCC Continuing Education

www.bmcc.cuny.edu/ce

- Began in 1999 to serve low and moderate income adults.
- Conduct workshops in 20 sites statewide, about 50 workshops per year.
- FY 3 they helped create 53 new RI businesses, and from the 53 new businesses 22 more jobs were created.
- Workshops feature Business Planning, Marketing, and Financing
- Integrating Citizen Entrepreneur Explorers Program Curricula to expanding community impacts of students entrepreneurs through the learning process



Sample Matrix – Post Secondary

Entrepreneurship Center at NYU & CUNY Startups

New York, NY

www.cunystartups.com

Adult entrepreneurs or students participate for 15 months in weekly sessions addressing:

- Management, Marketing, Accounting, Finance, Personnel, Strategic Planning, Business Law, and Other Workplace Issues.
- A structured forum in which participants apply entrepreneurial skills to a "Client Company"
- A Roundtable of the business owners serve as an advisory committee for each other's business.



Sample Matrix - Youth and Adults

GoVenture Business and Life Simulations

by MediaSpark.

www.goventure.net

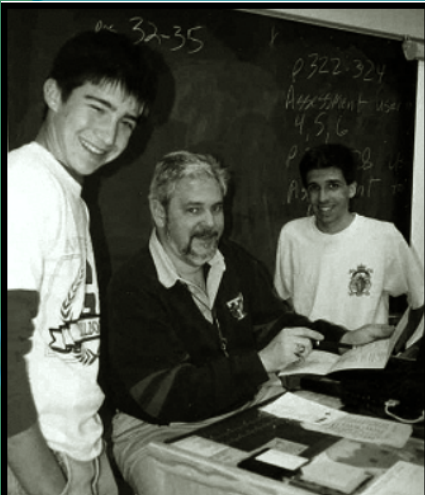
A line of international award-winning software simulations that offer fun, fast, and effective experiential learning in subjects such as business and entrepreneurship, investment and finance, and career and life skills.

With GoVenture software simulations, learners don't just learn about business, they live it by starting and running their own virtual businesses on a computer.

Similar to how pilots train using flight simulators, highly visual and realistic GoVenture simulations enable youth and adults to gain years of experience in minutes.

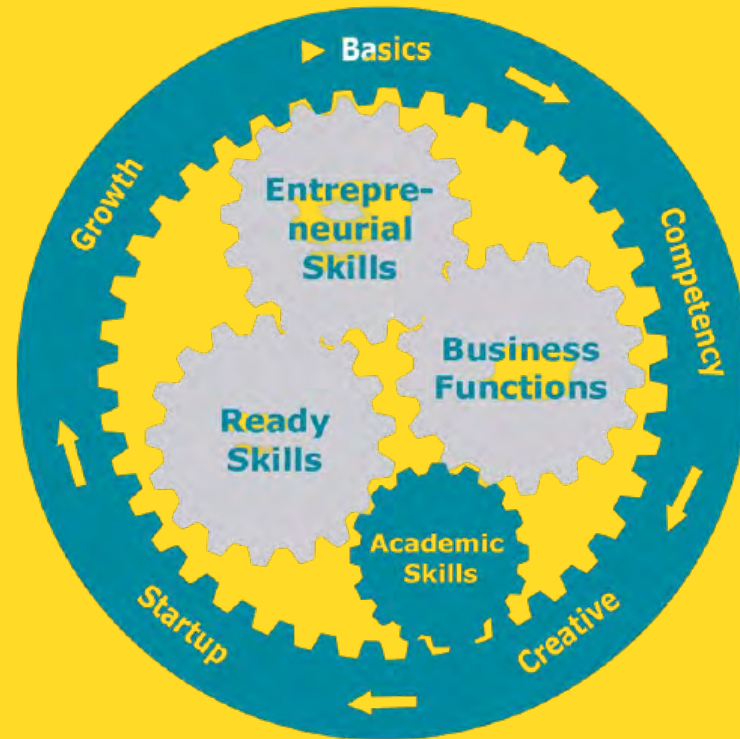


GoVenture



Community First Entrepreneurship Education

Citizen Entrepreneur Explorers



The Toolkits

Visit CEEP & Consortium for Entrepreneurship Education website to access the FREE Toolkits:

www.citizenpreneurs.com

www.entre-ed.org

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