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# Entrepreneurship Education

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## The Research

All MarkED/Career Paths materials are based on industry-validated standards supported by specific performance indicators. Research on entrepreneurship began in 2003 and will continue indefinitely. The benchmark standards published in June, 2004, are based on extensive literature review (industry and education), focus groups of practicing entrepreneurs conducted in 2003 and 2004, and extensive feedback from both education leaders and business owners.

Participating entrepreneurs included such diverse businesses as:

- Writing/Publishing
- Management Consulting
- Real Estate
- Restaurant
- Construction
- Communications
- Lodging
- Independent Sales
- Flight School
- Salon
- E-Commerce
- Cleaning
- Retail Jewelry
- Retail Supermarket
- Retail Seafood
- Natural Gas Distribution
- Healthcare

Focus group participants employed an average of 9 employees (median = 3), with approximately 25% having no employees (range of 0–40+).

A major portion of the initial research initiative conducted by MarkED was funded by the Consortium for Entrepreneurship Education (CEE) and the Kauffman Foundation. Results of this first study are published as national standards by CEE and are available at its web site: [www.entre-ed.org](http://www.entre-ed.org).

## Why Bother?

Teaching entrepreneurial concepts and skills is challenging and exciting. It brings to the classroom a unique perspective as curricula help students recognize the very real potential to *Own Your Own*. However, if entrepreneurship education is to have real impact, instructors must do their homework, embrace the value of managed risk, and focus on identifying specific learning goals.

It's easy enough to talk about one day owning a business. It's far more challenging to create a learning environment where students truly learn to manage risk, develop specific business skills, and address the day-to-day challenges that all entrepreneurs must face. It takes a special kind of teacher who can help students experience entrepreneurial philosophies even as they learn specific technical and academic concepts and skills that can help make the dream a reality.

**So why bother?** Programs that develop entrepreneurial philosophies and specific business skills create value—for students specifically, and for the overall positioning of courses, programs, and schools. For example, effective, applied entrepreneurship education can:

- Provide key **lifelong values** and skills for most students, regardless of career aspirations—from aspiring auto mechanics to would-be lawyers, from students excited about nature to those who are interested in medicine.
- Encourage innovative, **creative thought**.
- Teach **problem-solving and decision-making** behavior with immediate and lifelong value.
- Encourage **strategic planning values**.
- Position **risk-taking** as a planned, benefit-oriented, analytical approach **to all aspects of life and career**.
- Contribute to the community's **economic vitality**.
- **Increase interest** of individual students in many different classes as they see the relationship of their learning to future ventures.
- Provide a context for teaching many **academic skills**—particularly math, language, social studies, and social sciences.
- Contribute to the significance and potential **impact** of many career-tech programs.
- **Increase learning expectations** in all career-tech programs.
- Provide a vehicle for **embedding core academic skills** in all programs.
- **Lend credibility** to both specific courses and programs, and to the entire education institution as communities recognize education's increased relevance to individual students and to needs of the community in general.
- Provide a **focal point for a broad range of projects** and activities—from term papers to math assignments, from senior projects to college thesis.
- Develop a philosophy that can **contribute to each individual's success**—as owner, employer, or student—as each learns the economic and social value of entrepreneurial positioning and behavior in virtually all settings.

### Entrepreneurship Activities

Looking for a way to integrate entrepreneurship into your general marketing curriculum? This product provides ideas for 50+ activities that can be infused into economics, business administration, communication, professional development, and interpersonal skills. ©2005. Length: 30. Recommended: HS.

MSC-04-002-S...\$29.00 (Member: \$19.00)



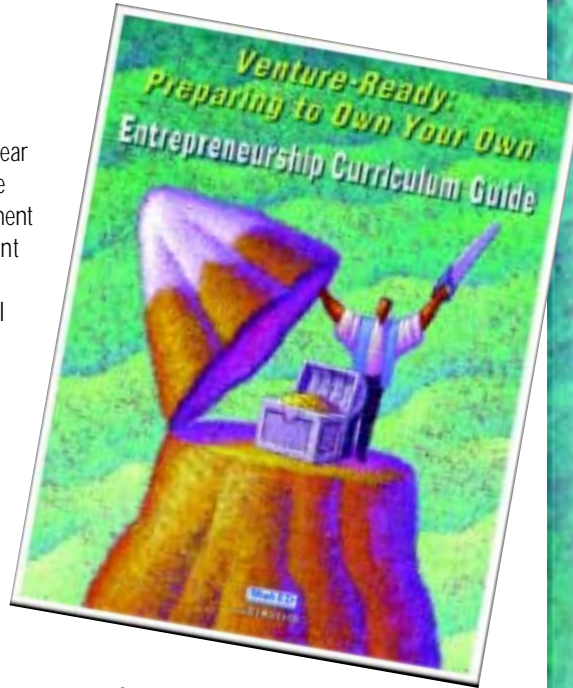
# Entrepreneurship Curriculum Guides

## Venture-Ready: Preparing to Own Your Own

A curriculum guide for the first year of a two-year entrepreneurship series. This year-long course focuses on the discovery and concept development stages of entrepreneurship, taking the student from opportunity recognition through business planning. The guide provides an instructional sequence, instructional objectives, sample activities, and resources. Students in this course should have completed an introductory business or marketing course. ©2004. Length: 166. Recommended for high school or introductory postsecondary program.

Hard copy: MSC-04-001-S...\$59.00  
(Member: \$49.00)

CD version: MSC-04-007-S...\$49.00  
(Member: \$39.00)



## Venture-Open: Customer Ready

The business plan is complete. Financing is in hand. Now what? This is the second in a two-year sequence of entrepreneurship/small-business management courses. It presents questions and issues that entrepreneurs must face before opening for business and once the business is open. Its content focuses on the actualization stage of entrepreneurship. The guide provides an instructional sequence, instructional objectives, sample activities, and resources. ©2005. Recommended for advanced high school or introductory postsecondary program.

Hard copy: MSC-04-004-S...\$59.00  
(Member: \$49.00)

CD version: MSC-04-008-S...\$49.00  
(Member: \$39.00)



## The Standards

Based on its continuing research program, MarkED/Career Paths developed standards that provide an overall framework for creating entrepreneurship curricula and instructional materials. This very broad framework includes such diverse topics as personal financial literacy, economics, digital skills, business functions, and entrepreneurial traits. The framework recognizes the entrepreneurial process:

- Discovery
- Concept development
- Resourcing
- Actualization
- Harvesting

This very broad framework has been adopted by the Consortium for Entrepreneurship Education and is positioned as the national standards for its lifelong learning model in entrepreneurship education.

Based on specific input from practicing entrepreneurs, these broad standards were narrowed to address specific concepts and skills critical to business ownership and management. This applied subset is addressed specifically in MarkED's *Venture* series of course guides and instructional materials.

A detailed crosswalk of these curriculum frameworks may be accessed from:

[www.Entrepreneurship-ED.org](http://www.Entrepreneurship-ED.org)

## About MarkED/CP

MarkED (dba Career Paths) is a not-for-profit consortium of 40 state education departments. The organization focuses on curriculum research, professional development, and advocacy of business, management, marketing, and entrepreneurship education. For additional information: [www.Mark-ED.org](http://www.Mark-ED.org)

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## Seattle Entrepreneurship Conference:

Get ideas and strategies for teaching entrepreneurship *and* hear from the area's most successful companies! Join your high school and college colleagues from throughout the nation for the *Venture Ready teaching* conference at the 2005 Conclave and Professional Conference, Seattle, June 2005. Visit the MarkED web site for details. (HINT: Request financial support early. This conference is eligible for Perkins funding in most states.)

## 10 NEW Entrepreneurship Modules

### Special Package E2 (Subscription)

Instant lessons with comprehensive teaching guide and 20 copies of each student booklet as described at right. This is the second in our series of LAP modules focused specifically on entrepreneurial skills and concepts.

**Save 50%** on student booklets when you order this special package. (You get 20 copies of each for the price of 10.)

This special entrepreneurship package includes **10 different modules** addressing topics such as:

- Ideation
- Strategic planning
- Market analysis
- Positioning
- Financial forecasting

Our special entrepreneurship package is a subscription service. Each LAP module will be shipped after extensive research and field testing in actual classrooms. Expect one complete LAP module approximately each 6 weeks beginning in January, 2005. Payment is due on confirmation of your subscription.

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(ALL public schools in 40 states are eligible for member pricing.)

Details: [www.Mark-ED.org](http://www.Mark-ED.org)  
or call 800.448.0398)

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Ten professionally produced, highly graphic presentations for use in place of traditional transparencies. Presentations for each of the above modules ship approximately two weeks following release of the print module.

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Offer expires June 30, 2005.

**HINT:** These modules will not be included in the marketing core Update! subscription.



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Six specialized teaching modules address specific entrepreneurship skills. Each module includes everything you need to deliver a high-impact, performance-oriented lesson: discussion notes, transparency masters (or add optional PowerPoint presentations), projects and activities, practice test, post test, and descriptive keys. Each module includes a package of 20, 8-page, full-color student booklets. (Each title is available individually. Visit our web site for more details on LAP modules.)



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