

Entrepreneur Education Why:

Entrepreneurship education seeks to prepare people, especially youth, to be responsible, enterprising individuals who become entrepreneurs or entrepreneurial thinkers and contribute to economic development and sustainable communities. It is not based on a textbook course. Instead, students are immersed in real life learning experiences with the opportunity to take risks, manage the results, and learn from the outcomes.

Entrepreneurship education is not just about teaching someone to run a business. It is also about encouraging creative thinking and promoting a strong sense of self-worth and accountability. Through entrepreneurship education, students learn how to create a business, and much more.

Core knowledge created via entrepreneurship education includes the ability to:

- recognize opportunities in one's life
- think in a creative and critical manner
- create and operate a new venture
- pursue such opportunities by generating new ideas and accessing needed resources.

Entrepreneurial thinkers make better employees, government workers, public representatives, leaders, and business owners.

Entrepreneurship Education in Effingham County will be developed through a sequence of activities beginning with a regional class for high school juniors or seniors. The class would be 2 hours per day all school year, meeting in a business setting. The class is open to students from any school in the county.

Basics of entrepreneurship, inventions and product development, marketing, financial strategies and record keeping would be some of the areas covered in the year long curriculum. The textbook Entrepreneurship: How to Start & Operate a Small Business; Mariotti, publisher 2006 is linked to state and national standards and would be used as a base.

A key component of the class would be to include local business partners serving as: advisory board members, expert speakers, job shadowing sites, and work place mentors. Business support may also include classroom space and technical assistance. Many successful Effingham County entrepreneurs have already expressed an interest in supporting a regional class.

Students interested in enrolling in the class would participate in a pre-assessment of their entrepreneurial aptitude and complete an application as part of the selection process.

Initial start up costs estimate for the class is between \$32,000 and \$35,000. This estimate includes teacher training, textbooks, laptop lab and instructional equipment. The annual cost estimate for subsequent years is between \$18,000 and \$20,000.

In addition an entrepreneurship summer camp would be developed. For students wishing to enroll in the regional class the camp would be utilized as a kick off activity. The camp would also be an opportunity for a larger number of students to learn about entrepreneurship as well as help the potential regional class student decide if they wanted to pursue the year long class.

Curriculum:

Introduction to Business

Communicating the Business Concept

Gathering Information for Feasibility

Products & Services

Market Analysis: Market Segments & Strategies

Price and Profitability: Pricing & Product Cost

Price and Profitability: Profits

Price and Profitability: Cash Flow

Plan for Further Action: Resources for Success

Plan for Further Action: Next Steps

Feasibility Plan

Group Business Plan Development Writing

Group Business Plan Presented to Administrative Team

Group Business Plan Revision

Group Business Plan Presented to Board of Directors