



By Ronni Cohen

Team Assessment by Dr. Cathy Ashmore



Consortium for
**Entrepreneurship
Education**

The Consortium is a national membership organization that provides leadership to educators nationwide in support of entrepreneurship education as a lifelong learning process. The Consortium was created at the Ohio State University in 1981 to focus on professional development for teachers involved in creating entrepreneurship education programs and activities in the schools, and is now serving educators nationwide as a non-profit 501 (c) (3) corporation. Composed of over 100 member organizations, the Consortium is celebrating its 28th year with the anniversary conference in Columbus, OH and planning for leadership in the 4th annual National Entrepreneurship Week to be celebrated February 20 - 27, 2010. For details go to www.nationaleweek.com .

Welcome to the **TEACHER RESOURCE** section!

Here you will find ideas to discuss and extend the information in this month's Future CEO Stars issue.

Now that the magazine can be enjoyed FREE online for all of your students we want to encourage you to use it as a curriculum tool...not just an interesting resource. Many of you will have your own ideas for activities and questions for stories in each issue. In case you want to extend the learning, I hope you will try some of my suggestions.

Pick and choose the ideas that work best for your students and you. You will find a variety of critical and creative thinking activities and strategies for all ages and skill levels.

Each activity is organized to help your students "RUN the RACE" for their future.

ON YOUR MARK - competencies listed

GET READY - introduction to the article

GET SET - Activities to encourage critical and creative thinking

GO! - opportunities to personalize and extend the learning experience

You will see there is no answer key. I have purposely omitted creating one for two reasons:

1. there are many correct answers and solutions.
2. I can remember the first time a student gave me an answer not in red in the teacher's guide.

it started me on my own journey of lifelong learning...to find the answers. And I am still looking.

However assessment of your students is important for their growth. We have provided a Team Activity and Assessment Rubric at the end of this Guide. As a result you can provide a project based on the magazine once a month and evaluate the work demonstrated by your students. Hope you will join this journey with me and share your ideas.

Ronni Cohen

Please feel free to write me at cat6277@aol.com

Future CEO Stars Activities for March

ON YOUR MARK

COMPETENCIES

A Entrepreneurial Processes

A 04 Determine opportunities for venture creation

A 05 Assess opportunities for venture creation

A 09 Describe entrepreneurial planning considerations

A 24 Use external resources to supplement entrepreneur's expertise.

B Entrepreneurial Traits/Behaviors

B 05 Exhibit passion goal attainment

B 12 Describe desirable entrepreneurial personality traits

B 14 Determine interests

B 20 Develop an orientation to change

B 21 Demonstrate problem-solving skills

B 27 Demonstrate creativity

E Digital Skills

E 17 Explain the nature of e-commerce

E 18 Describe the impact of the Internet on business

L Marketing Management

L 07 Choose product name

L 08 Determine unique selling proposition

O Strategic Management

O 01 Conduct SWOT analysis

GET READY

The Future CEOStars in this issue use many skills such as creativity, problem solving, and resources such as mentors in creating their ventures. They demonstrate the importance of seeing problems as opportunities, rather than as obstacles. This month's readings highlight the language of entrepreneurship – both vocabulary and entrepreneurial bits of wisdom- as well as the traits necessary for success. Look for rich wording such as Gabrielle Green's description of her teas as "liquid luxury." Look for entrepreneurs with whom you can relate.

GET SET

1. Someone once said, "Love what you do and you will never work a day in your life." Which entrepreneurs channeled a passion into a business idea? Consider the words of Hugh Anderson ("We don't consider our (music) career a choice, but rather a calling.") in your response.
2. How does Isaac Goldberg's "Cash Grab" use of the Internet: enable the company to reach a wider audience? maximize the rewards of incentive marketing?
3. List a baker's dozen (13) list of the resources the entrepreneurs used to launch and build their businesses.

4. Hugh Anderson talks about the necessity for an entrepreneur to be like a chameleon. Translate his words into business advice. Could this be both bad and good advice? Explain.
5. This month's writers dispense advice in short but powerful blasts. Pick one of the blasts below and list at least 3 reasons for its importance.
- Know your competitors!
 - Adjust marketing strategies to address your competitors' efforts.
 - Learning is a continuous process.
 - A ground-breaking business model needs to be nurtured to fruition.
 - If you believe in your business, the chances of success are increased exponentially.
 - Find a venue that properly reflects your product's image.
 - Innovation sells!
 - Dare to be innovative.
 - Give customers a reason to spread the word. (Think of the value of word of mouth advertising...)
 - High risk = high return.
 - The economics of one (economy of size) is the backbone of your venture.
6. Entrepreneurial Traits Treasure Hunt - After reading this month's issue, complete this chart:

Entrepreneurial Description	Entrepreneur(s) who fit the description
Versatile	
Resourceful	
Optimistic	
Well-trained	
Flexible	
Savvy about money	
Unique approach	
Good communicator	
Creative	
Innovative	
Risk Taker	
Listener	
Overcomes obstacles	

7. Scan this month's issue and jot down below words or phrases that:
convey strong images

tickle or delight your mind

you have to look up to understand

are business or economic terms

are alliterative (repeated beginning sounds)

make you want to know more

are puns/are play on word phrases

you want to remember

8. NAME GAME Here are some business names from this month's issue. Complete the chart...

NAME of Business	Kind of Business	Think of a more effective name
1. The Cash Grab		
2. Longevit-Teas™		
3. Fernflower Entertainment LLC		
4. Future CEO Stars		

GO!

1. Check out www.thecashgrab.com or www.myspace.com/hughchristian. Contact one of these entrepreneurs with 3 business questions you would like answered.
2. Evaluate the website www.thecashgrab.com with the rubric or the SWOT Analysis Chart.

RUBRIC

5 – Top notch 4 – Good 3 – Fair 2 – Needs improvement 1 – Start Over

	Score	Comments
Eye catching		
Easy to navigate		
Easy to understand/Clarity		
Graphics		
Content		
Appeal		
OVERALL		

SWOT analysis of the site.

S trengths
W eaknesses
O pportunities
T hreats

After evaluating this site, what recommendations would you make to Isaac Goldberg?

3. A mentor is a powerful resource for an entrepreneur at any stage of his/her venture. After reading about the entrepreneurs in this issue, answer the following:

Which one would be an effective mentor for you? Explain your choice.

What can you learn to apply to your own venture – or your life – from the entrepreneur you have chosen?

What are the advantages and disadvantages of a mentor who is older?

What are the advantages and disadvantages of a mentor who is in your own peer group?

Identify an entrepreneur in this issue to whom you could be a mentor. Explain what resources you could provide this entrepreneur. Research to find a way to send this information to this entrepreneur; send your recommendations!

TEAM ASSESSMENT

Each issue of Future CEO Stars provides a large number of student success stories that can stimulate creative thinking and analysis. As part of your curriculum you will need to establish a way to assess the work of your students.

Although you could analyze their work based on any given activity in this teacher guide, we are suggesting you assign teams the opportunity to choose a story of their choice and provide a written or oral report on that young entrepreneur's ideas. You may require them to each select a different story.

Ask them to consider what problems the student might have encountered, how they would solve those problems, why the student is successful and how they think this person will be more successful. Consider if this is an opportunity you might be interested in and why. Suggest that they consider using their own entrepreneurial skills and demonstrate them in their report.

Following is a suggested rubric to be used in evaluating each team's report.

TEAM ASSESSMENT				
Values	3	2	1	0
1. Identify Problems	Clearly explained author's problems	Repeated only the problems the author had identified	Provided little understanding of the author's problems	Problems not addressed
2. Analyze Successes	Identified most important reasons for success	Repeated the reasons for success provided by the author	Provided little analysis of factors of success	Successes not addressed
3. Suggest New Approaches	Provided creative ideas to help this business grow	Suggested at least one good idea for growth	Provided minimal thought for the future of this young entrepreneur	No new approaches suggested
4. Use of Entrepreneurship Skills/ Performance Indicators	Demonstrated significant use of entrepreneurship performance indicators	Showed understanding of entrepreneurship skills	Used minimal entrepreneurial skills appropriate for this activity	No entrepreneurial skills demonstrated
5. Quality of Work	Presentation showed creative thinking applied to the author's story	Presentation met acceptable report requirements	Presentation showed minimal analysis and suggestions for this business idea	Presentation quality was not acceptable
Team Report Total				