



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

March Magazine Project

ON YOUR MARK

COMPETENCIES

A Entrepreneurial Processes

A 04 Determine opportunities for venture creation

A 05 Determine feasibility of ideas

A 13 Describe external resources useful to entrepreneurs during concept development

A 24 Use external resources to supplement entrepreneur's expertise

A 32 Use creative problem solving in business activities and decisions

B Entrepreneurial Traits and Behaviors

B 05 Exhibit passion for goal attainment

B 12 Describe desirable entrepreneurial personality types

E Digital Skills

E 11 Demonstrate basic search skills on the Web

E 18 Describe the impact of the Internet on business

J Human Resource Management

J 05 Delegate responsibility for job tasks

L Marketing Management

L15 Select target markets

L 43 Determine customer/client needs

GET READY

Skim through this issue. The young entrepreneurs find inspiration and ideas in many different ways – one even found inspiration when nodding off during a class. Some ventures are in the planning stage, needing further development or financing. Some of the business ideas may be more marketable than others. Some may be more profitable and more likely to grow into profitable, lasting businesses. Some may seem destined to fail quickly.

GET SET

1. Create your own Top Ten by completing this list with ventures and entrepreneurs from this issue. Be ready to defend your choices!

Name the:

Most unique idea

Most “green” idea

Best example of a service

Most likely the lowest start up costs

Most likely to succeed on the Internet

Most highly developed business idea

Best words of wisdom or advice

Best business idea based on a passion

Most effective business name

Most deserving of the award “What were they thinking?!”

2. Research the terms copyright and trademark. How are they alike? How are they different? Is it always worth the time and money to apply for copyright or trademark protection? Why or why not?

Check out Legalzoom.com to see the cost of applying for either one.

3. Talk the talk! What do the following words and terms mean?

- flagship product online campaign logistics “hatchery” in terms of venture creation (Think “incubator”)
- pilot program
- seasoned entrepreneur
- “Simple is good.”
- venture capitalists
- a passion for business
- day to day operations

4. In this month’s issue, read about the Swillow, the sweatshirt pillow. The name of the product is a manufactured word, a combination of letters from sweatshirt and pillow. The utensil spork is a combination of spoon and fork; brunch a combination of breakfast and lunch. Here is your challenge: Think of five more manufactured words for products already on the market OR make up five of your own manufactured products.

GO!

1. The Rubber Band Competition is just one of many programs of the National Museum of Education. Check out the competitions and programs on the website:
<http://www.nmoe.org/programs.htm>

If you are eligible, start an entry for one of next year's competitions.
Sign up for one of the invention/education newsletters.

2. The National Museum of Education is looking for K-12 students to contribute creative ideas, improvements of existing products or procedures, or a new way to teach a concept. This on-going contest awards cash prizes monthly! Here's your challenge ... go to the website below, download the application, and enter the contest!
<http://www.nmoe.org/students/images/SIBAbroch.pdf>

3. Andrea Dashiell of Honeecakes Bakery shares 3 secrets of her success:

You can always add in ingredients, but you can't take them away

Presentation is half the battle.

Never bake when you are tired.

Her secrets can be applied to ANY business or project or task. How could YOU use her tips? How can you apply them to school? To a non-food venture? To your everyday life?

4. Using your favorite entrepreneur's story in this month's issue, list 3 concepts you can apply to your own venture ideas. Then, list 3 your own tips that you think could help the entrepreneur.

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				