



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

May Future CEO Stars Project

ON YOUR MARK

COMPETENCIES

A Entrepreneurial Processes

- A 03 Assess global trends and opportunities
- A 08 Determine feasibility of ideas
- A 27 Evaluate risk-taking opportunities
- A 30 Develop and/or provide products/services
- A 31 Use creativity in business activities/services

B Entrepreneurial Traits/Behaviors

- B 03 Demonstrate initiative
- B 23 Demonstrate problem-solving skills
- B 29 Demonstrate creativity
- B 30 Set personal goals

E Computer Applications

- E 11 Demonstrate basic search skills on the Web
- E 18 Describe the impact of the internet on business

L Marketing management

- L 02 Generate product/service ideas
- L 04 Determine product/service to fill customer need
- L 05 Determine initial feasibility of product/service ideas
- L 08 Determine unique selling proposition
- L 15 Select target markets
- L 45 Determine customer's buying motives for use in selling

GET READY

Summer looms ahead...lots of time to discover and do what you love. Read about these young entrepreneurs who followed their dreams to start ventures: a mobile dance academy, rocks to hide keys, a vegetable stand, women's hair accessories ... just a few ideas that translated into businesses. Find out how a teacher inspired her students to sell the unique jewelry made by unemployed Ugandans. Today, the internet puts the world at your fingertips. To quote the commercial, "Let your finger do the walking" to launch your own ventures in the coming months. Read Summer Ventures on page 25. Use these tips and your internet research to come up with a summer business. Then, send your summer business experiences to mashmore@fcsmag.com to be published in the coming months. See yourself on the pages of Future CEO Stars magazine!

GET SET

1. Some of the entrepreneurs spotlighted in this month's issue of Future CEO Stars made ordinary things extraordinary with product differentiation.

- a. Create a chart with the information below to show how these entrepreneurs differentiated their products.
- b. Then, state how YOU would differentiate the product.

Business Idea	What makes it different?
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Abby McQueen's Product (pg 6)

Amiya J. Alexander's Product (pg 12)

Rachael Arkfeld's Product (pg 14)

Briana Rose's Product (pg 16)

2. In Rocks, Rachel and Kelly explain how they used rocks to create their product, RocKeys. With the rocks they collected, a drill bit, and help from their dads, the two created key holders. Using found natural objects as the base of their product saved them the money; using the rocks did have a cost - in time, though: finding, collecting, and cleaning the rocks. Years ago, Pet Rocks were a popular fad item. One popular potpourri company uses natural materials found in the woods.

- a. Think of 5 products you could produce using "found" natural or recycled items. Look through catalogs, search the web, and look around in gift shops for ideas.
- b. Is the time investment worth the savings realized from using the "found" materials? List 3 pros and cons of using such materials.

GO!

1. A storefront or a mall kiosk limits “traffic” passing your business. Briana Rose sells her products on etsy.com. Etsy is a huge online marketplace where entrepreneurs sell their crafts, craft supplies, and vintage items.

- a. Visit etsy.com and explore how to set up a “store” online.
- b. How do sites such as Etsy and Ebay expand your customer base?
- c. List at least 3 advantages of internet marketing for full-students who have products to sell. List at least 3 disadvantages.

2. This issue is filled with young entrepreneurs’ secrets of success, including:

*Don't give up. Stay busy. When things are slow, create something new and fresh.
Give a man a fish and he'll eat for a day. Teach a man to fish and he'll eat for a lifetime.
(proverb)*

Pick one of these quotes and tell how you can apply it to your own business, venture, or interests.

3. In Taking to the Streets, Amiya tells about her dream of a mobile dance studio.

- a. Using SWOT analysis, analyze the concept of AMDA, Amiya’s Mobile Dance Academy.

Strengths:

Weaknesses:

Opportunities:

Threats:

- b. In addition to the bus, what other costs are involved in running a mobile dance academy?
- c. With a partner, list at least 10 other businesses that could go on the road through a mobile concept.
- d. Pick the one business you think would be most profitable and rewarding and complete a SWOT Chart for your choice.

4. Entrepreneurs often credit mentors with helping them succeed. Choose one of this month’s entrepreneurs and act as a mentor. Use a SWOT Chart to analyze the business you choose. Then use your analysis to write a letter to mentor 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				