



*Future CEO Stars  
Teacher's Guide  
Nov/Dec09*

**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 27th year with the anniversary conference in Norfolk, VA 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](http://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](mailto:cat6277@aol.com)

# FUTURE CEO STARS VENTURE ADVENTURE

## ON YOUR MARK

### COMPETENCIES

#### Actualization

A24 Use external resources to supplement entrepreneur's expertise

A31 Use creativity in business activities/decisions.

#### B Entrepreneurial Traits and Behaviors

B05 Exhibit passion for goal attainment

B 12 Describe desirable entrepreneurial personality types

B 21 Demonstrate problem solving skills

B 27 Demonstrate creativity

#### E Digital Skills

E 11 Demonstrate basic search skills on the computer

E 18 Describe the impact of the Internet on business

#### L Marketing Management

L 10 Build brand/image

L 15 Select target market

L 43 Determine customer/client needs

## GET READY

•Skim through this issue. The young entrepreneurs find inspiration and ideas in many different ways. Each grows the venture in a unique way.

•Some of the business ideas may be more marketable than others. Some are just classroom assignments. Some businesses require more startup capital. Some of the articles profile ideas developed for a business plan competition and do not actually come to fruition. Some may be more profitable, and some seem more likely to grow into lasting businesses.

## GET SET

Pick your favorite story and use the information to complete as much of the Venture Adventure Chart as you can.

## GO

Now, use the Venture Adventure Chart to analyze your own venture or your dream venture!

# WORKSHEET

<b>1. ARTICLE</b>	
Issue and Page # .	
Name of Business	
Origin of Idea	
Product and/or service	
Source of funding	
<b>2. NEED</b>	
a. Did this idea solve a problem, fill a niche, or is just whimsical?	
b. Is this a re-engineered idea or something new under the sun?	
<b>3. OPERATIONS</b>	
a. What materials are involved?	
b. Who provides the labor?	
c. Any evidence of giving to others?	
d. Identify the target market	
e. List the resources used	

<b>4 USE OF THE WEB</b>	
a. Any internet influence?	
b. Find 3 websites that would be useful to this venture	
c. Find competitive businesses on the Internet	
<b>5. PERSONAL CHARACTERISTICS</b>	
a. What entrepreneurial characteristics does the author exhibit?	
b. What is this Future CEO Star's passion?	
c. What training or experiences would be helpful to the author?	
<b>6. IDEAS FOR THIS ENTREPRENEUR</b>	(Use a separate page for these ideas)
a. Create a logo for this business.	
b. Create a tagline - a short, catchy, memorable phrase.	

c. Design an ad for this product or service.	
7. PROBLEMS	
a. List the problems/obstacles encountered by the author.	
b. How would you suggest these problems could be handled?	
c. What advice would you give this Future CEO Star?	
d. What 3 tips can you apply to your own venture idea?	
8. THE BOTTOM LINE	
Rate how you think this business will fare in today's economy and explain your rating.	

Name \_\_\_\_\_  
Class \_\_\_\_\_

# 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
<b>1. Identify Problems</b>	Clearly explained author's problems	Repeated only the problems the author had identified	Provided little understanding of the author's problems	Problems not addressed
<b>2. Analyze Successes</b>	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
<b>3. Suggest New Approaches</b>	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
<b>4. Use of Entrepreneurship Skills/ Performance Indicators</b>	Demonstrated significant use of entrepreneurship performance indicators	Showed understanding of entrepreneurship skills	Used minimal entrepreneurial skills appropriate for this activity	No entrepreneurial skills demonstrated
<b>5. Quality of Work</b>	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
<b>Team Report Total</b>				