

Targeted Teaching Topic



ENTREPRENEURIAL LITERACY EMPOWERS EVERYONE

If you haven't started planning activities to celebrate the fourth annual National Entrepreneurship Week, February 20-27, 2010, now is the time to set the wheels in motion.



The Consortium for Entrepreneurship Education is once again the leader of this annual event in cooperation with a host of partnering organizations. The Nebraska Department of Education and the Nebraska Entrepreneurship Task Force (NET-Force) are leading Nebraska's E-Week activities. This year's theme is "Entrepreneurial Literacy Empowers Everyone" and is linked to the 21st Century Skills initiative.

What is Entrepreneurial Literacy?



Entrepreneurial Literacy means having some basic knowledge of how a business is created and managed. It is the starting point for real experiences that test your knowledge and skills and motivate the entrepreneurial spirit in each of us. Real entrepreneurial skills come from experience. Literacy is the starting point to enable you to learn from your experiences.

Recognizing Entrepreneurial Literacy

This year, the Consortium and its member organizations want to recognize ENTREPRENEURIAL LITERACY as a real American necessity, whether you work for someone else or start your own business. These are the skills that empower everyone to succeed in any type of job in any industry and fuel the American economy.

Twenty Questions and Your Genius Certificate

In order to prompt discussion about the importance of entrepreneurship and to enhance understanding of entrepreneurship skills and knowledge, a "Genius Certificate" has been created. Teachers, students, parents, entrepreneurs are invited to test their knowledge by reflecting on the answers to 20 questions about entrepreneurship.



Entrepreneurship educators are encouraged to use these 20 questions in many different ways to spark meaningful conversations. There is no single answer for any of them; rather an opportunity to really give some thought to the question. Answers will be different depending on the situation and in fact will change over time.

The 20 Questions for All Americans, GENIUS Certificate, and suggested activities are available on the Consortium website and included with this issue's Targeted Teaching Activity.

Engage your school and community in celebrating National Entrepreneurship Week and its sure to pay benefits. To help publicize your activities, send them to Gregg Christensen, Nebraska's contact person for National Entrepreneurship Week, at gregg.christensen@nebraska.gov. They'll be posted on the National Entrepreneurship Week state calendar page and the Nebraska Entrepreneurship Education website Calendar of Events.

Test Your Entrepreneurial Literacy

Teachers Guide

Relevant National Content Standards for Entrepreneurship

Ready Skills	
The basic business knowledge and skills that are prerequisites or co-requisites for becoming a successful entrepreneur.	
C	Business Foundations Understands fundamental business concepts that affect business decision making
Business Concepts	
C.01	Explain the role of business in society
C.02	Describe types of business activities
C.03	Explain types of businesses
C.04	Explain opportunities for creating added value
C.05	Determine issues and trends in business

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You can use the **20 Questions for All Americans** in many different ways to start some intriguing conversation. There is no single answer for any of them. Rather, they offer an opportunity to really give some thought to the question. Answers will be different depending on the situation and the perspectives of the individual, and in fact will change over time.

The Genius Certificate



The **GENIUS Certificate** is available on the Consortium for Entrepreneurship Education website (www.entre-ed.org) to download and present to anyone you choose, based on how you use the "20 Questions for All Americans."

Creative Activities

Think of ways to involve members of the community and encourage press coverage related to the winners.

SUGGESTED ACTIVITIES: - Use the "GENIUS" Certificate Everywhere!

- Have each student select a different question to discuss with an entrepreneur, then report the answer to the class.
- Ask students to choose a question to research and then teach the whole class. Assign all 20 questions to be taught during National Entrepreneurship Week. Arrange to teach students in other classes and other grade levels. Maybe even teach the principal.
- Invite a panel of entrepreneurs to address your group and pose the 20 questions for their responses.
- Have students ask their parents to respond to the questions
- Start a blog for the purpose of discussing each of the questions with other students in your region.
- Require groups of students to discuss and answer the questions as they relate to a specific type of business. Compare the differences between the groups.
- Encourage students to make a video demonstrating their answers to one or more of the questions.

20 Questions for All Americans



1. How can a person's career skills and experiences lead to becoming a successful entrepreneur?
2. What personality traits are more likely to lead to success as an entrepreneur?
3. Are there differences between a market economy, entrepreneurship, free enterprise, and capitalism? Explain.
4. What taxes do entrepreneurs pay?
5. What items are considered part of a firm's operating costs?
6. How can an entrepreneur learn about what the customers want?
7. How can computer skills help with business operations?
8. How do entrepreneurs deal with risks?
9. How is personal financial literacy related to business financial literacy?
10. What factors determine where to locate a business?
11. Why is branding important?
12. How does competition affect entrepreneurship?
13. What percent of American firms have no employees working for them? Why is this important?
14. What are some sources of funding to start a business?
15. What can an entrepreneur do if business sales drop off?
16. What should an entrepreneur consider when hiring employees for the business?
17. How does an entrepreneur work in a country that is not a democracy?
18. What is "tolerance of ambiguity" and why is it important to an entrepreneur?
19. How might an entrepreneur use company profits?
20. Why do entrepreneurs say they are in charge of their own fate?



TWENTY QUESTIONS FOR ALL AMERICANS



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