

Business Functions

The business activities performed by entrepreneurs in managing the business.

Relevant National Content Standards for Entrepreneurship

J	Human Resource Management Understands the concepts, systems, and strategies needed to acquire, motivate, develop, and terminate staff
Staffing	
J.06	Determine hiring needs
J.07	Recruit new employees
J.08	Screen job applications/résumés
J.09	Interview job applicants
J.10	Select new employees

Quotes About the Culture Clash

Impatience with anything that doesn't lead to learning and advancement? "Nothing infuriates us more than busywork," says 24-year-old Katie Day, an assistant editor at Berkley Publishing, a division of Penguin Group USA.



Fearlessness? "I don't have time to be intimidated," says Anna Stassen, a 26-year-old copywriter at the advertising agency Fallon Worldwide who treats her bosses like "the guys." "It's not that I'm disrespectful; it's just a waste of energy to be fearful."

Permanently plugged in and juggling? "I'm constantly playing video games, on a call, doing work, and the thing is, all of it gets done, and it gets done well," says Beth Trippie, 26, a senior scheduling specialist, aptly enough, at Best Buy's corporate offices who's also finishing her MBA. "If the results aren't great, then fine; but if not, who cares how it gets done?"

Ability to handle criticism? Cindy Pruitt, a professional development and recruiting manager with the national law firm Womble Carlyle Sandridge & Rice, shared with disbelief a recent incident in which one of the firm's summer associates broke down in her office after being told his structure on a recent memo was "a little too loose." "They're simply stunned when they get any kind of negative feedback," Pruitt says. "I practically had to walk him off the ledge."

Work hours and "living a full life?" Increasingly, millennials, as well as others, want work-life balance, flexible schedules, and philanthropic work.



Entrepreneurs and large corporations are going to have to figure out how to juggle the needs of the various generations, especially the Millennials. Eighty million boomers will retire over the next 25 years, and there are only 46 million gen-Xers, so millennials will dominate the workforce for the next 70 years.

Discussion Guide:

- Have your students read the articles, The Population Hourglass-Scenes from the Future (page 3 of Nebraska E-News Monthly-March 2006) and the Targeted Teaching Topic (page 7).
- Read the quotes from above one at a time (or have them prepared in advance on an overhead transparency or PowerPoint Slides).
- Open the class to discussion. Do they agree with the quote? Do they disagree? Do they think the millennial generation is being stereotyped?
- Ask them how they, as future entrepreneurs, might create a workplace that will appeal to the millennial generation and beyond.