

Nebraska Department of Education

Entrepreneurship Education Activities/Resources/Courses

Activities/Resources

- ☑ **Nebraska Entrepreneurship Education Listserv** – maintenance and message dissemination (entre-ed@lists.k12.ne.us).
- ☑ **Nebraska Entrepreneurship Education Twitter account**, NDE_EntreED – posting relevant news and content
- ☑ **Nebraska Entrepreneurship Education website** – maintaining the Nebraska Department of Education website with content devoted to entrepreneurship education at all levels at K-16 and adult, <http://www.nde.state.ne.us/entreped>.
- ☑ **Entrepreneurial StrengthsFinder** – assisted the Gallup Organization in identifying ten Nebraska high schools to pilot the Your Entrepreneurial Strengths (YES) entrepreneurial talent assessment (spring 2013).
- ☑ **Entrepreneurial Profile 10** – ongoing feedback to the Gallup Organization as YES has evolved first into the Entrepreneurial StrengthsFinder talent assessment and accompanying Entrepreneurial StrengthsFinder book published in 2014 and the most current iteration, Entrepreneurial Profile 10.
- ☑ **4H Entrepreneurship Curricula** – participation in the UNL 4-H Entrepreneurship Curriculum Design Team which has focused on the development of a continuum of entrepreneurship curricula (Upper Elementary through Advanced High School and Adult) that can be delivered in multiple settings including local 4-H chapters, after school programs, summer camps, and traditional classrooms. All the curricula use the Nebraska Career Education Model and are aligned to the National Content Standards for Entrepreneurship.
 - Entrepreneurship Investigation – An experiential curriculum designed for middle school aged youth but which has been used extensively at the high school level and in non-traditional adult programs. It has been purchased for use in over 30 states and several other countries. The curriculum includes three units, a Leader’s Guide, an ESI Camp Guide and versions of Unit 1 and the ESI Camp Guide that incorporate the StrengthsExplorer assessment were added since original publication. Unit 2 has also been translated into Spanish.
 - LEAP into Careers – An activity book to help 3rd through 6th grade youth explore careers, including entrepreneurship.
 - Community Connections – a free resource to help community leaders engage youth in developing an entrepreneurial ecosystem and leadership opportunities through engagement in structured action planning and mentoring experiences.
 - Dream Design Deliver: A 3-D Blueprint for Innovation and Entrepreneurship – a new, digital, experiential high school curriculum in which youth learn what it takes to be an entrepreneur and develop a dynamic business plan.
- ☑ **Professional Development/Educator Outreach** – ongoing teacher training and presentations on how to embed/infuse entrepreneurship into existing courses.
 - **Educational Service Unit/individual school presentations** – presentations to Career and Technical Education Teachers focusing on best practices and resources/curricula
 - **Nebraska Career Education (NCE) Conference** - entrepreneurship-themed workshops and pre-sessions are planned and conducted during the NCE Conference that takes place annually in June each year. Workshops and half-day/full-day pre-sessions are focused on sharing new curricula, innovative teaching ideas and resources and presentations by successful youth and adult entrepreneurs.
- ☑ **Entrepreneurship Best Practices Summit** – planning team member organization and sponsor of the inaugural Entrepreneurship Best Practices Summit (October 2015)

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- ☑ **Youth Entrepreneurship Competitions/Conferences Promotion** – promotion and participation in Quick Pitch Competitions and student-focused entrepreneurship conferences including:
 - New Venture Adventure (hosted by UNK Center for Rural Research and Development and Enactus Chapter)
 - 3-2-1 Quick Pitch Competition (hosted by the University of Nebraska Center for Entrepreneurship)
 - Central Nebraska Business Idea Contest (hosted by UNK Center for Rural Research and Development and Enactus Chapter)
 - entrepreneuringdays@unl (hosted by the University of Nebraska Center for Entrepreneurship)
 - Midwest Entrepreneur Conference (hosted by the UNO Center for Innovation, Entrepreneurship and Franchising and CEO chapter)
 - Heartland Student Entrepreneur Conference (hosted by Metro Community College)
- ☑ **NE Loves PS Videos** – collaboration with NE Loves PS in the filming of two videos highlighting youth entrepreneurship education efforts in rural Nebraska :
 - Cody-Kilgore: Cowboy Grit Inspires a Community <http://tinyurl.com/Cody-Kilgore>
 - It Takes a Community-Valley County <http://nelovesps.org/story/ord/>
- ☑ **Nebraska Career Tours Videos** - leadership/project management for the production of “virtual industry tours” that provide a unique opportunity for students, parents and job-seekers to experience Nebraska-based industries without leaving the home or classroom. In addition to the tour of the business/industry, the videos also contain interviews with employees and managers discussing work requirements, education levels, salary and job prospects. www.necareertours.com
- ☑ **reVISION CTE School Improvement Process Facilitation** – Schools apply to participate in a facilitated process of 3 meetings conducted during a single academic year during which they assess their current Career Education programs in the context of local, regional and state economic and labor data as well as entrepreneurship opportunities. Community feedback is collected through a facilitated Community Engagement meeting. The school’s reVISION team then develops strategic action plans to enhance their career education programs over a 3-5 year timeline. Schools completing this process are eligible to apply for reVISION Action Grants of up to \$50,000 per school for each of the three years following their completion of the reVISION process.

Entrepreneurship Middle School/High School Course Titles and Descriptions

In 2014-15, approximately 15 middle schools and 108 high schools reported offering entrepreneurship courses. Approved Nebraska course titles and descriptions include:

- **Agricultural Sales & Entrepreneurship (9-12)** – Content includes entrepreneurship, business plan development, risk analysis, product/service promotion, and sales/marketing skill development; Approved Teaching Endorsement: Agriculture
- **Exploration of Business and Entrepreneurship (Middle/Junior High)** – A middle level course designed to give students an overview of Business, Marketing and Management Career Field and Clusters with an emphasis on entrepreneurship. Students begin the study of personal money management, basic business concepts, entrepreneurship concepts, the role of business in our society and are introduced to entrepreneurship as a career option. Approved Teaching Endorsements: Basic Business; Business, Marketing, Info Tech

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Entrepreneurship Middle School/High School Course Titles and Descriptions (continued)

- **Fundamentals of Entrepreneurship (9-12)** – A course designed for students to explore the characteristics of an entrepreneur within any of the six career fields. Emphasis is on understanding the forms of business ownership and reviewing the challenges and rewards of entrepreneurship. Students identify and understand the rationale of a start-up business plan. Approved Teaching Endorsements: Agriculture; Basic Business; Business, Marketing, Info Tech; Family/Consumer Science
- **Entrepreneurship (9-12)** – A course designed for students with a career interest in entrepreneurship with emphasis on the evaluation of the business skills and commitment necessary to successfully operate an entrepreneurial venture and review of the challenges and rewards of entrepreneurship. Approved Teaching Endorsements: Basic Business; Business, Marketing, Info Tech
- **College Introduction to Entrepreneurship (11-12)** – A course designed for students with a career interest in entrepreneurship. Emphasis is placed on the evaluation of the business skills and commitment necessary to successfully operate an entrepreneurial venture. Instructional strategies include the development of a business plan, operation of school based business, or actual creation of a student-run business. May be available for dual credit at a postsecondary institution. Approved Teaching Endorsements: Basic Business; Business, Marketing, Info Tech
- **College Entrepreneurship Feasibility Study (11-12)** – Students assess the viability of a new venture business idea to determine if the concept is feasible. The student identify and analyze the present climate for their business idea by completing an industry, target market, and competitive analysis. The student assess the financial needs for startup as well as their own skills, strengths, and talents to launch a successful business idea. This course may be available for dual credit at a postsecondary institution. Approved Teaching Endorsements: Basic Business; Business, Marketing, Info Tech
- **College Entrepreneurship Legal Issues (11-12)** – Students explore legal issues related to business entities including sole proprietorship, general partnerships, limited partnerships, and corporation. Student will review contract law, articles of incorporations and the filing process, intellectual property, employment law (including FEPA, ADA, and FMLA), personnel policies and procedures, the hiring process, job descriptions, disciplinary actions, and business insurance. This course may be available for dual credit at a postsecondary institution. Approved Teaching Endorsements: Basic Business; Business, Marketing, Info Tech
- **College Marketing for the Entrepreneur (11-12)** This course provides insights essential for marketing an entrepreneurial venture utilizing innovative and financially responsible marketing strategies. Students will develop an understanding of traditional and non-traditional entrepreneurial marketing strategies and prepare marketing strategies with associated tactics to launch and sustain an entrepreneurial venture. This course may be available for dual credit at a postsecondary institution. Approved Teaching Endorsements: Basic Business; Business, Marketing, Info Tech
- **College Entrepreneurship Financial Topics (11-12)** The course covers financial topics for small business. Financial topics include budgeting, creation of financial statements and learning how to work within an accounting profession. Other topics covered are income tax, sales and use tax, unemployment tax, employee benefits and retirement planning. This course may be available for dual credit at a postsecondary institution. Approved Teaching Endorsements: Basic Business; Business, Marketing, Info Tech
- **College Entrepreneurship Business Plan (11-12)** Students evaluate a business concept and create a business plan. Students assess the strengths and weaknesses of a business concept, apply research data into the plans, and prepare the financial projections for the business concept. Students also identify and evaluate various resources available for funding small businesses. This course may be available for dual credit at a postsecondary institution. Approved Teaching Endorsements: Basic Business; Business, Marketing, Info Tech