

CFED/REAL Entrepreneurship for High School Students, Youth, and Adults

Curricula

"REAL Entrepreneurship"

The curriculum is a four-volume set (CD version available soon) designed for those setting up youth entrepreneurship education programs in their school or community organization. It contains over 170 group and individual activities, business planning journals, an integrated technology components, a teaching guide and an implementation guide. Note: the curriculum is licensed only to schools/institutions that have teachers/educators attend a REAL Institute. Cost: \$450 (includes 1st year license fee - \$50 license fee beginning the second year)

REAL Institutes

33-38 contact hour course that prepares high school, post-secondary, and community-based organization educators to teach REAL Entrepreneurship, the hands-on course which helps student learn to think, plan, and act as entrepreneurs. Institute participants experience the highlights of the REAL course as their students will, interact with experienced REAL instructors, and prepare lesson and course plans. Held during the summer. Graduate credit available. Cost: ranges from \$1,000 - \$1,500 (includes tuition, lodging and most meals depending on location).

Resources

The REAL Entrepreneurship Library is a set of 11 commercially available publications that accompanies the Curriculum Guide, providing additional resources for instructors and students. Cost: \$350

Student Workbooks Note: available only to trained REAL instructors. (Now available in Spanish) Cost: soft cover, spiral bound \$12 each; 3 ring binder \$17 each

Member Organizations - partnering organizations that provide support and professional development to REAL certified instructors

For the full list of CFED-REAL products and services, visit <http://www.realenterprises.org/product-service%20fees.htm>

**REAL ENTREPRENEURSHIP EDUCATION YOUTH AND ADULT ACTIVITIES
AND
CONSORTIUM FOR ENTREPRENEURSHIP (CEE) NATIONAL ENTREPRENEURSHIP EDUCATION STANDARDS**

PRACTICING POSITIVE WORK HABITS AND ATTITUDES

REAL Entrepreneurship Activity:	Time required, in minutes:	Core Competency:	CEE National Standards:
		1. Goal: To develop communication skills used in small business	ENTREPRENEURIAL SKILLS Standards and Performance Indicators B. Entrepreneurial Traits/Behaviors Standard: Understands the personal traits/behaviors associated with successful entrepreneurial performance
Aardvark Answering Machine Broken Squares Cooperation Countdown Drawing Back to Back Egg Drop Entrepreneurship Bingo Getting to Know You Involve Me Mythical Creatures Stage Fright Toxic Spill Trust Games	10-20 10-20 45 45-60 10-20 60-90 15-30 5-20 30 20 15-30 30-45 5-15	a. Participates in formal and informal group discussions, brainstorming and decision making	Personal management B.17 Maintain positive attitude B.18 Demonstrate interest and enthusiasm B.20 Develop an orientation to change B.24 Use time-management principles B.25 Develop tolerance for ambiguity B.26 Use feedback for personal growth B.27 Demonstrate creativity
Business Planning Journals Business Operating Journals		b. Maintains journal documenting the business planning process	
		2. Goal: To develop personal and career awareness	READY SKILLS Standards and Performance Indicators G. Financial Literacy Standard: Understands personal money management concepts, procedures and strategies
Personal Budget Welda Rodd	60-120 over 5 weeks 120-180	a. Produces personal budget	Personal money management G.25 Develop personal budget

INTRODUCING ENTREPRENEURSHIP

REAL Entrepreneurship Activity:	Time required, in minutes:	Core Competency:	CEE National Standards
		3. Goal: To understand the experiential approach of this class and begin to develop the thinking skills and group process skills to succeed	READY SKILLS Standards and Performance Indicators D. Communications and Interpersonal Skills Standard: Understands the concepts, strategies, and systems needed to interact effectively with others
Exposure to REAL experiential learning approach and materials		a. Describes REAL Enterprises, explains learning styles and experiential learning cycle	Group Working Relationships D.23 Treat others fairly at work D.24 Develop cultural sensitivity D.25 Foster positive working relationships D.26 Participate as a team member
		4. Goal: To develop awareness of personal skills and qualities important in being an entrepreneur	ENTREPRENEURIAL SKILLS Standards and Performance Indicators B. Entrepreneurial Traits/Behaviors Standard: Understands the personal traits/behaviors associated with successful entrepreneurial performance
Am I Entrepreneurial Material? Life Goals Survey Personality Types Wanted: Entrepreneur	60 30-45 10 120	a. Assesses leadership potential and personal talents, skills, attitudes, and preferences	Leadership B.05 Exhibit passion for goal attainment B.06 Recognize others' efforts B.08 Develop team spirit B.07 Lead others using positive statements B.09 Enlist others in working toward a shared vision B.10 Share authority, when appropriate B.11 Value diversity Personal Assessment B.12 Describe desirable entrepreneurial personality traits B.13 Determine personal biases and stereotypes B.14 Determine interests B.15 Evaluate personal capabilities B.16 Conduct self-assessment to determine entrepreneurial potential

REAL Goal Setting Risky Business Personal Budget Who Cares?	30-45 5-10 60-120 over 5 weeks 10-20	b. Uses goal setting techniques to set personal goals for now and the future	Personal Management B.19 Make decisions B.21 Demonstrate problem-solving skills B.22 Assess risks B.23 Assume personal responsibility for decisions B.28 Set personal goals
		5. Goal: To identify and describe the basic characteristics of small business ownership	ENTREPRENEURIAL SKILLS Standards and Performance Indicators A. Entrepreneurial Processes Standard: Understands concepts and processes associated with successful entrepreneurial performance
Get Up and Go	4-6 hours	a. Defines entrepreneurship	Discovery A.01 Explain the need for entrepreneurial discovery A.02 Discuss entrepreneurial discovery process
Get Up and Go Am I Entrepreneurial Material? Who Cares? I Dream of a Business	4-6 hours 60 10-20 60-90	b. Describes the positives and negatives of owning a business	Concept Development A.12 Assess risks associated with venture A.13 Describe external resources useful to entrepreneurs during concept development A.14 Assess the need to use external resources useful to entrepreneurs during concept development
Banker/Entrepreneur Mythical Creatures	90 20	c. Identifies and understands the importance and uses of a business plan	A.09 Describe entrepreneurial planning considerations A.16 Use components of a business plan to define venture idea
Banker/Entrepreneur	90	d. Examines the typical sections of a business plan	A.10 Explain tools used by entrepreneurs for venture planning A.11 Assess start-up requirements
Individual Activities - Law & Governance		e. Compares the various legal forms of business ownership	A.15 Describe strategies to protect intellectual property
Marc Jones What Makes the World Go Round? Individual Activities - Ethics	30-45	f. Examines ethical issues facing small business	ENTREPRENEURIAL SKILLS Standards and Performance Indicators B. Entrepreneurial Traits/Behaviors Standard: Understands the personal traits/behaviors associated with successful entrepreneurial performance Leadership B.01 Demonstrate honesty and integrity B.02 Demonstrate responsible behavior B.03 Demonstrate initiative B.04 Demonstrate ethical work habits

Banker/Entrepreneur RV Park	90 60-90	g. Examines methods of critiquing a business idea	ENTREPRENEURIAL SKILLS Standards and Performance Indicators A. Entrepreneurial Processes Standard: Understands concepts and processes associated with successful entrepreneurial performance Discovery A.03 Assess global trends and opportunities A.04 Determine opportunities for venture creation A.05 Assess opportunities for venture creation A.06 describe idea-generation methods A.07 Generate venture ideas A.08 Determine feasibility of ideas
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COMMUNITY AND ENVIRONMENT

REAL Entrepreneurship Activity:	Time required, in minutes:	Core Competency:	CEE National Standards:
		6. Goal: To identify economic gaps and determine the types of businesses needed to fill those gaps	READY SKILLS Standards and Performance Indicators C. Business Foundations Standard: Understands the fundamental business concepts that affect business decision-making
The Company We Keep Individual Activities - Community/Environment	60-120	a. Employs research techniques to analyze a community	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
People Like Us The Company We Keep The Lay of the Land Mapping the Community Individual Activities Community/Environment	60-120 60-120 45-60 60-120	b. Produces a written demographic description of the human, natural & business aspects of a community	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

DEVELOPING A BUSINESS IDEA

REAL Entrepreneurship Activity:	Time required, in minutes:	Core Competency:	CEE National Standards:
		7. Goal: To determine the effect on a business of borrowing money	ENTREPRENEURIAL SKILLS Standards and Performance Indicators A. Entrepreneurial Processes Standard: Understands concepts and processes associated with successful entrepreneurial performance
Go with the Flow Setting up Shop Pricing for Profit Individual Activities - How Much Money Is In the Window?, You Can Bank on It	60-90 120-180 90-120	a. Estimates borrowing needs of proposed business	Resourcing A.18 Describe processes used to acquire adequate financial resources for venture creation/start-up A.19 Select sources to finance venture creation/start-up A.20 Explain factors to consider in determining a venture's human-resource needs A.21 Describe considerations in selecting capital resources A.23 Assess the costs/benefits associated with resources

ASSEMBLING THE BUSINESS PLAN

REAL Entrepreneurship Activity:	Time required, in minutes:	Core Competency:	CEE National Standards:
		8. Goal: To identify customers and research industry for proposed business	BUSINESS FUNCTIONS Standards and Performance Indicators L. Marketing Management Standard: Understands the concepts, processes, and systems needed to determine and satisfy customer needs/wants/expectations, meet business goals/objectives, and create new product/service ideas
SWOT Your Business Ideas Zero In On Your Market Paper Dolls	60 60-90 60-180	a. Determines target market for a proposed business.	Marketing-information Management L.12 Explain the concept of market and market identification L.13 Describe the role of situation analysis in the marketing-planning process L.14 Determine market segments L.15 Select target markets

Keeping Up with the Competition The Company We Keep Opportunity or Disaster? Toys R Us or Them Walking a Mile in Their Shoes	45-60 60-120 45-60 45-80	b. Analyzes competition and similar businesses within a target market.	L.16 Conduct market analysis L.17 Explain the concept of marketing strategies
Dollar Scholar People Like Us The Lay of the Land The Company We Keep Mapping the Community Niches Mix and Match SWOT Your Business Zero in On Your Market Individual Activities- Community/Environment Individual Activities -Marketing Individual Activities - Customers	20-30 60-120 45-60 60-120 60-120 90-120 90-120 60 60-90	c. Estimates potential market share of business	L.18 Describe the nature of marketing planning L.19 Set a marketing budget L.20 Develop marketing plan
		9. Goal: To determine the selling and distribution strategies for proposed business	
DCV Moving	60-90	a. Selects appropriate distribution methods	Selling L.39 Acquire product information for use in selling L.42 Establish relationship with client/customer L.43 Determine customer/client needs L.44 Determine customer's buying motives for use in selling
		10. Goal: To determine promotional strategies for proposed business	
DCV Promoting Gail's Great Outdoors Hear Ye? Hear Ye? Spread the Word Wanna Hear About My Business? Who Said That? Individual Activities-Marketing & Sales	60-90 120-300 90-120 50-75 45-60 45-60	a. Identifies promotional media choices analyzing advantages and disadvantages	Promotion L.22 Describe the elements of the promotional mix L.23 Calculate advertising media costs L.25 Prepare a promotional budget L.26 Develop promotional plan for a business L.29 Select sales-promotion options L.32 Evaluate effectiveness of advertising

Marketing

REAL Entrepreneurship Activity:	Time required, in minutes:	Core Competency:	CEE National Standards:
		11. Goal: To determine pricing policies and financial feasibility for proposed business	BUSINESS FUNCTIONS Standards and Performance Indicators L. Marketing Management Standard: Understands the concepts, processes, and systems needed to determine and satisfy customer needs/wants/expectations, meet business goals/objectives, and create new product/service ideas
Wanna Hear About My Business? DCV Promoting Gail's Great Outdoors Who Said That? Individual Activities-Marketing & Sales	45-60 60-90 120-300 45-60	a. Develops sales/promotional materials for proposed business	Promotion L.22 Describe the elements of the promotional mix L.23 Calculate advertising media costs L.24 Select advertising media L.25 Prepare a promotional budget L.26 Develop promotional plan for a business L.29 Select sales-promotion options L.32 Evaluate effectiveness of advertising
Setting Up Shop I Beg Your Pardon	120-180 20-30	b. Analyzes factors that affect price	Pricing L.34 Explain factors affecting pricing decisions
DCV Pricing Pricing for Profit The Price is Right	60-90 90-120	c. Selects method to calculate selling prices	L.35 Establish pricing objectives L.36 Select pricing strategies L.37 Set prices L.38 Adjust prices to maximize profitability
Are We Having Funds Yet? Markolini	60-180 60-180	d. Calculates costs to produce products	L.33 Calculate break-even point
Are We Having Funds, Yet? Markolini Toni's T-Shirts Claire Bufont Welda Rodd	60-180 60-180 60-180 120 120-180	e. Performs break-even analysis	L.33 Calculate break-even point BUSINESS FUNCTIONS Standards and Performance Indicators O. Strategic Management Standard: Understands the processes, strategies, and systems needed to guide the overall business organization Planning O.07 Conduct break-even analysis
How Do I Forecast Sales? Stepping Stones to Cash Flow	60-180 150-180	f. Prepares annual sales forecast by month for one year	Controlling O.06 Forecast income/sales O.12 Analyze cash-flow patterns

		12 Goal: To describe the internal operations and management for proposed business.	
Boffo's Balloons Operations: Wash, Sand, and Rewind Individual Activities - Customers Individual Activities - Ethics	20-30 90	a. Establishes customer service policies	BUSINESS FUNCTIONS Standards and Performance Indicators L. Marketing Management Standard: Understands the concepts, processes, and systems needed to determine and satisfy customer needs/wants/expectations, meet business goals/objectives, and create new product/service ideas Selling L.42 Establish relationship with client/customer L.43 Determine customer/client needs L.44 Determine customer's buying motives for use in selling
Individual Activities - Law & Governance		b. Determines applicable taxes, licenses and permits	BUSINESS FUNCTIONS Standards and Performance Indicators N. Risk Management Standard: Understands the concepts, strategies, and systems that businesses implement and enforce to minimize loss Legal Considerations N.14 Explain legal issues affecting businesses N.16 Select form of business ownership N.17 Obtain legal documents for business operations N.18 Describe the nature of businesses' reporting requirements N.19 Adhere to personnel regulations N.20 Implement workplace regulations (including OSHA, ADA) N.21 Develop strategies for legal/government compliance

		13. Goal: to describe the management, staffing and facilities plans for proposed business	READY SKILLS Standards and Performance Indicators F. Economics Standard: Understands the economic principles and concepts fundamental to entrepreneurship/small-business ownership
Individual Activities - Key People		a. Determines needs for key support professionals and describes their role.	F.11 Analyze the impact of specialization/division of labor on productivity
Individual Activities - Ethics		b. Identifies ethical issues pertaining to his/her business	ENTREPRENEURIAL SKILLS Standards and Performance Indicators B. Entrepreneurial Traits/Behaviors Standard: Understands the personal traits/behaviors associated with successful entrepreneurial performance Leadership B.01 Demonstrate honesty and integrity B.02 Demonstrate responsible behavior B.03 Demonstrate initiative B.04 Demonstrate ethical work habits

FINANCIALS

REAL Entrepreneurship Activity:	Time required, in minutes:	Core Competency:	CEE National Standards:
		14. Goal: To predict and describe the start-up costs, on-going operational costs, and revenues of proposed business	BUSINESS FUNCTIONS Standards and Performance Indicators I. Financial Management
Clay Potts Go With the Flow How Sweet Is it? RV Making Money? Stepping Stones to Cash Flow William Brush Waldo Welda Rodd	120-180 60-90 60-180 120-180 150-180 3-5 hours 50-60 120-180	a. Ascertains the capital needed to implement business	Money Management I.22 Establish financial goals and objectives I.23 Develop and monitor budget I.24 Manage cash flow I.25 Explain the nature of capital investment I.26 Foster a positive financial reputation I.27 Implement procedures for managing debt I.28 Supervise/implement regular accounting procedures and financial reports

Clay Potts Go With the Flow How Sweet Is it? RV Making Money? Stepping Stones to Cash Flow William Brush Waldo Welda Rodd	120-180 60-90 60-180 120-180 150-180 3-5 hours 50-60 120-180	b. Develops a cash flow statement	I.01 Explain accounting standards (GAAP) I.02 Prepare estimated/projected income statement I.03 Estimate cash flow needs I.04 Prepare estimated/projected balance sheet I.05 Calculate financial ratios I.06 Determine and deposit payroll taxes I.07 File tax returns
Getting a Loan RV Park How Much is That Money in the Window? You Can Bank On It	90 60-90	c. Develops strategies for ways of obtaining financing	Finance I.08 Explain the purposes and importance of obtaining business credit I.09 Make critical decisions regarding acceptance of bank cards I.12 Describe use of credit bureaus I.14 Determine financing needed to start a Business I.15 Determine risks associated with obtaining business credit I.16 Explain sources of financial assistance I.17 Explain loan evaluation criteria used by lending institutions I.18 Select sources of business loans I.19 Establish relationship with financial Institutions I.21 Determine business's value

PRODUCING THE BUSINESS PLAN

REAL Entrepreneurship Activity:	Time required, in minutes:	Core Competency:	CEE National Standards:
		15. Goal: To use gathered data to create comprehensive sections of business plan for proposed business, receive feedback, revise and refine work and communicate in an effective and professional manner when making presentations.	
Diapers, Cabinets and Videotapes Toni's T-Shirts Operations: Wash, Sand and Rewind Stepping Stones to Cash Flow William Brush RV Park	60-90 60-180 90 150-180 3-5 hours 60-90	a. Obtains constructive feedback from a variety of sources	
Drumroll, Please... Peer Editing	varies, see activity 60-90	b. Makes corrections/changes to business plan as needed	
Drumroll, Please... Stage Fright	varies, see activity 15-30	c. Prepares and delivers an oral presentation to an audience and responds to questions	