

## How to Start and Operate a Small Business, 9<sup>th</sup> & 10<sup>th</sup> edition,

**Targeted Grade Level:** 9 - 12

**Lifelong Learning Model:** Stage 1 – Basics

**Source:** National Foundation for Teaching Entrepreneurship (NFTE)

**Availability:** In Dec. 2004, NFTE will have the 10th edition out. It will consist of: Student text, Student workbook or black line masters of the workbook, Teacher Edition, CD ROM consisting of 3 variations of the Basic, Intermediate and Advanced Business Plans, Teacher Transparencies, Exam builder software, BizTech™ NFTE's Online curriculum

**9<sup>th</sup> Edition:** Student text and workbook (2 books, one hard cover and one soft cover) - \$65.00

Teacher Resource Guide and Workbook Answer Key - \$45.00

Teacher Transparencies - paper templates of CD ROM - \$15.00

BizTech™ NFTE's Online curriculum – teacher license \$50, student license \$20

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**Description:** This curriculum does not assume any prior knowledge of entrepreneurship, but it has also proven to be very appropriate when used as a second-tier course after some introduction to the topic in elementary or middle school. For ease of use, the NFTE curriculum is divided into "Basic", "Intermediate" and "Advanced" modules, each module containing 15-20 chapters worth of material. These three groups parallel the first three stages of the Consortium's lifelong learning model. These three groups parallel the first three stages of the Consortium's lifelong learning model.

The three sections of the curriculum are:

- *Basic: Starting Your Business*
- *Intermediate: Running a Business Successfully*
- *Advanced: What You need to Know to Grow*

Learning is facilitated by a wealth of pre-lesson, core instructional and extension activities and support features for individuals and groups.

This time-proven curriculum, which was developed by the *National Foundation for Teaching Entrepreneurship (NFTE)* and soon to be in its 10<sup>th</sup> edition, consists of a highly accessible and feature-packed student textbook entitled *How to Start and Operate a Small Business: A Guide for the Young Entrepreneur*, plus accompanying workbook/blackline masters with Business Plan Builder, and a comprehensive teacher's resource book including workbook answer key, quizzes and teaching notes. Additionally, overhead transparencies, business plan notebooks, electronic exam builder software, business plan electronic templates, a supplementary biographical anthology of famous entrepreneurs, plus teacher pre-service training and in-service support complete the package. Academic proficiencies are enhanced through relevant *Skills Mean Success* features throughout.

**Supported by National Content Standards For Entrepreneurship Education**

### **B. Entrepreneurial Traits/Behaviors**

**Standard: Understands the personal traits/behaviors associated with successful entrepreneurial performance**

#### **Personal Assessment**

- B.13 Describe desirable entrepreneurial personality traits
- B.14 Determine personal biases and stereotypes
- B.15 Determine interests
- B.16 Determine tolerance for risk/ambiguity
- B.17 Evaluate personal capabilities
- B.18 Conduct self-assessment to determine entrepreneurial potential

### **SAMPLE OBJECTIVES**

#### **UNIT 1: WHAT IS AN ENTREPRENEUR?**

##### **CHAPTER 1**

##### **WHAT IS AN ENTREPRENEUR?**

- Differentiate between employees and entrepreneurs
- Determine how entrepreneurs create value from "scarce" resources.
- Explain why entrepreneurs like change.
- Evaluate the pros and cons of owning your own business

##### **CHAPTER 4**

##### **CHARACTERISTICS OF THE SUCCESSFUL ENTREPRENEUR**

- Describe characteristics of successful entrepreneurs.
- Determine how entrepreneurs create value from "scarce" resources.
- Identify your own characteristics/interests
- Train yourself to think positively
- \* Develop characteristics that will help you in business

## - SAMPLE Content -

Chapters 1 and 4 of *How to Start and Operate a Small Business: A Guide for the Young Entrepreneur, 10<sup>th</sup> Edition* published by *NFTE* contain a wealth of introductory information and activities to help students discover their own entrepreneurial traits and interests – a focus sustained throughout the curriculum. Activities include:

- considering the advantages and disadvantages of owning your own business
- investigating traits of successful entrepreneurs
- understanding the profit motive

*from Chapter 1...*

### **Think Like an Entrepreneur**

Entrepreneurship is so much more than just learning to run your own business. It's an approach to life that involves thinking of yourself as a "can-do" person. After all, if you can start your own business, you can do just about anything!

Even when you work for other people, you can think like an entrepreneur by understanding that you are always in business for yourself. Let this motivate you to do your best on the job:

Always look for opportunities to learn new skills and try new responsibilities.

Show your employer that you understand business and that you are working to improve the profitability of the company.

*from Chapter 1...*

### **Critical Thinking about Entrepreneurship**

1. What would be the best thing about owning your own business?
2. What would be the worst?
3. Would you rather be an employee or an entrepreneur? Why?

*from Chapter 4...*

### **Exploring Your Community**

1. Collect at least three positive quotes or sayings from your parents or other adults. Share them with the class.

2. Discuss with a partner:

What is your attitude about money? Does money solve problems? How important is it?

Tell the class what you've learned about your partner's attitude toward money and how it differs from yours.

*from Chapter 4...* **Key Concepts**

1. Do you agree or disagree with Napoleon Hill's statement about adversity, failure, and heartache? Explain.
2. Describe three core beliefs you would use to run your own company. **[Business Plan Practice]**
3. Write about a time you wanted to accomplish something, but couldn't. What would you do differently in that same situation today? Explain.
4. Describe three ways you could change so that you can develop a more positive mental attitude.
5. Choose a positive saying or quotation as your personal motto. Write it on a sign using magic markers, spray paint, glitter, or other materials.