



Youth Entrepreneurship is a course created to introduce the world of entrepreneurship to students. Many students do not understand that owning their own business is within their grasp.

This program is presented through a guide book and journal. *The Making a Job: A Basic Guide to Entrepreneurship Readiness Student Guide* and the accompanying *Personal Journal* have been created for youth as an awareness and readiness learning experience in the field of entrepreneurship. This learning experience can be provided for students as part of regularly scheduled classes in social studies, language arts, DECA, AVID class or other core curricular areas, or as part of outside-of-school program.

Program Overview:

Chapter 1: Entrepreneurs: What Do They Do?

The first chapter defines an entrepreneur and highlights some of the things that entrepreneurs do for society. The concepts of goods and services and opportunity costs are introduced to the students. Famous entrepreneurs are identified.

Chapter 2: Entrepreneurs: Their Roles and Contributions

Chapter 2 introduces the idea of the risks taken by entrepreneurs and why entrepreneurs are respected as “job generators” and contributors to the economy of a community.

Chapter 3: Entrepreneurs: Key Characteristics and Skills

Once students understand who entrepreneurs are and some of the contributions that they make to society, Chapter 3 asks students to examine the skills and characteristics common to entrepreneurs. Students begin to evaluate their own personal entrepreneurial characteristics and skills.

Chapter 4: Identifying Entrepreneurial Opportunities

Successful entrepreneurs must be able to recognize viable opportunities. In this chapter, students learn the meaning of “market opportunity” and begin to brainstorm potential market opportunities within their own world...school, home, community.

Chapter 5: Evaluating Entrepreneurial Opportunities

Interviews with practicing entrepreneurs and research data help the young entrepreneur begin to decide if the idea he/she identified is truly a viable business opportunity.

Chapter 7: Marketing your Good or Service

How do you decide on the right market for your good/service? This chapter explores marketing appeals and tools. The content encourages the students to create marketing strategies for their goods and/or services. Goal-setting is also important to the entrepreneur, and Chapter 7 continues with setting **S.M.A.R.T.** business goals.

Chapter 8: Fun with Financials

Money to start the business as well as keep it going is critical to the success of the business. Chapter 8 introduces the students to such concepts as profit/loss, revenue, operating and production expenses and pricing of the good/service.

Chapter 9: Getting Down to Business: The Plan

Once the business idea is determined to be viable, the target market identified and marketing appeals outlined, the young entrepreneur needs to develop a plan to move the idea from dream to reality. The process of writing a business plan is the core of Chapter 9.

Chapter 10: Moving Ahead to Start Your Business

This final chapter directs the young entrepreneur to take a very objective look at whether the idea will truly work. The chapter suggests steps to take if it is determined that the idea is really not a viable business possibility and what an entrepreneur might do if the business proves to be a "go." This chapter also introduces students to some of the capabilities of the internet and provides opportunities to develop a basic Web page.

Conclusion

Students are reminded to keep in mind all that is possible for those who are willing to identify opportunities, take initiative and do their best to bring their ideas to reality.