



"The Entrepreneurship Institute has been the most valuable professional development course I have taken. The wealth of knowledge and resources provided by Dr. Cheryl Ayers have significantly improved my lessons. This course is awesome!"

"The resources provided were amazing and can easily be adapted to any student level in a variety of subjects. Our ability to collaborate with such diverse educators throughout the country was priceless. What an amazing opportunity to learn from colleagues each class via breakout rooms. Thank You for this life-changing educational opportunity."

"This class provided a wealth of information about how the entrepreneurial mindset can be used in every subject taught in school and how it will benefit students in life overall, even if they are not interested in being an entrepreneur. These are real life skills and that is what I want to bring into every class I teach."

ONLINE ENTREPRENEURSHIP INSTITUTE FOR MIDDLE & HIGH SCHOOL TEACHERS

Prepare students for the new Innovation & Gig Economy!

The Innovation and Gig Economy requires students to graduate with an entrepreneurial mindset (opportunity recognition, critical thinking, problem-solving, creativity, innovation, initiative, collaboration, etc.) even if they do not start their own business. 40% of Americans have a side hustle and nearly 50% of today's youth say they intend to start their own business someday. Entrepreneurial skills are an increasingly essential part of workforce development and overlap with the workplace readiness skills employers say they want in new hires in a rapidly changing, innovation-based workplace. Communities also thrive when its members are empowered to become change agents by offering business-centered solutions to unmet community challenges.

Moreover, entrepreneurial skills are transferable life skills that are real game-changers for disenfranchised youth living in impoverished areas because they develop intrinsic motivation, growth mindset, resourcefulness, adaptability, resiliency, calculated risk-taking, and agency—to name a few. Even starting simple side hustles requiring minimal start-up costs to earn additional income offers freedom, hope, and empowerment via more personally fulfilling careers while capitalizing on and affirming existing skills and talents.

Highly adaptable and multidisciplinary, entrepreneurship knowledge, skills, and mindsets seamlessly integrate across grades, core academic subjects, and CTE courses so students have the option to own their own business in any career field. These skills are also correlated to higher rates of college enrollment, higher earnings, and job satisfaction. Additionally, using entrepreneurship as a real-world instructional context optimizes student engagement and motivation by unleashing students' potential to pursue their own unique interests, hobbies, and passions in the classroom.

Using experiential learning and a field-tested curriculum, Institute participants simultaneously learn basic entrepreneurship content and instructional best-practices by reviewing classroom-ready resources (news articles, videos, podcasts, infographics, textbooks, lessons, PPT slides, test banks, etc.) and completing assignments that they can turnaround and use with their students with little to no further preparation. Easily customizable, the Institute content is extremely flexible and accessible to middle and high school students using inquiry, performance, and project-based learning objectives. Online modules are self-paced and live Zoom classes feature introductions to supportive community partners, grassroots entrepreneurs who share "lessons learned," and breakout groups for national networking, collaboration, resource sharing, and lesson planning. Practical module assignments result in a collection of co-created lessons (Part A) and a business plan first draft (Part B) to inspire creative strategies for high quality education and self-employment outcomes. Entrepreneurship Educator Certification, Curriculum, Certificate of Completion, and Digital Badge included.

The Institute is aligned with the U.S. Entrepreneurship Certification Examination, equipping teachers with the content knowledge, instructional strategies, curriculum, and resources needed to prepare high school students to pass the exam. Details and the free exam manual at www.pitsco.com/usece.

**400+ Classroom-ready
Resources & Curriculum**

**National Live Zoom Breakout
Groups for Networking &
Collaboration**

**Aligned with the
U.S. Entrepreneurship
Certification Examination
for High School Students**

**55 Hours of Professional
Development or 3 credits**

Teacher Certification

February 19 – May 17, 2024

BREAK March 25 - April 5

PART A: Entrepreneurial Mindset

February 19 – March 22, 2024

5 Weeks ♦ 25 Hours

5 Zoom Classes – Thurs, 4-6pm ET*

Feb 22, 29, Mar 7, 14, 21

- Types of Entrepreneurship
- Workplace Intrapreneurship
- Entrepreneurial Mindset
- Entrepreneur Self-Assessment
- Problem-Solving & Research
- Entrepreneurial Pathways
- Business Opportunity Recognition
- Innovation & Design Thinking
- Lean Canvas & Lean Startup

PART B: Business Plan

April 8 – May 17, 2024

6 Weeks ♦ 30 Hours

6 Zoom Classes – Thurs, 4-6pm ET*

Apr 11, 18, 25, May 2, 9, 16

- Business Plan
- Competitive Analysis
- Marketing & Branding
- Operations & Resources
- Management & Networking
- Start-up Costs & Funding Sources
- Accounting & Financial Statements
- Business Structures & Taxes
- Risk Mitigation
- Elevator Pitch

**Class recordings also available.*

COST: \$550 for Parts A & B

55 Hours of Professional Development

Optional 3-hours of undergraduate or graduate credit available for an additional \$135

TO REGISTER & PAYMENT INFO

<https://tinyurl.com/EntreInstituteSpring2024>
Due February 9, 2024

QUESTIONS

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