

# Entrepreneurship and Small Business is for Every Career Path

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# Different Career Paths

- 2018-19 school year was first time for this delivery
  - Prior: all programs –lecture, 6 weeks, discipline & testing issue
- Instructor Over view – Show & Tell Wisdom Wed.
  - Showed program, created logins & provided handouts; screencast
- Construction, Criminal Justice, Business Applied Technology
  - Cosmetology & Health – snow day issues
- Created Individual Codes for Groups
- Assisted with Student Accounts
- Overview with Teachers and Students

# For Any Student


- Programs delivered differently
  - Individually, Teams, Class
- All Learning Styles
  - Auditory, Visual, Read/Write, Kinesthetic
  - Technology - on line learning
  - Listen/Watch as many times as need
  - Practice – but support as need
- Time Effective
- Own Pace
- Soft Deadlines & Hard Deadlines
- Teacher Prep Minimal

- Home
- Tests
- Courses
- Books
- Redeem a Code

Your account is missing a Secret Question & Answer. [Add one now](#)


All Instructors Used

Quick Start

  
Start a New Test

  
Resume a Test

  
Courses

  
Books

Recent Activity



Your account is missing a Secret Question & Answer. [Add one now](#)

# Created Group Codes for various Programs

Show Expired Courses



## My Courses

[+ Start a New Course](#)

### Entrepreneurship & Small Business

ESB®  
LearnKey  
Entrepreneurship and Small Business

# ESB Entrepreneurship and Small Business

- Course Outline
- Activity Report
- Course Resources
- Course Description

## Lesson 1 - The Entrepreneur

- Entrepreneurship and Small Business Session 1: Pre Assessment 0%
- Entrepreneurship and Small Business Session 1: Training 100%
- Session 1: Labs 0%
- Entrepreneurship and Small Business Session 1: Post Assessment 0%

As students finish, percent shows – 100% when completed

## Lesson 2 - Opportunity Recognition

- Entrepreneurship and Small Business Session 2: Pre Assessment 0%
- Entrepreneurship and Small Business Session 2: Training 45%
- Session 2: Labs 0%
- Entrepreneurship and Small Business Session 2: Post Assessment 0%

All students completed this and the test/training.

45% Independently

## Activity Report

[Test Scores](#)[Training Time](#)

| Lesson Title   | Time Spent |
|--|------------|
| Entrepreneurship and Small Business Session 1: Post Assessment | 00:00:00   |
| Entrepreneurship and Small Business Session 1: Training        | 31:04      |
| Entrepreneurship and Small Business Session 2: Training        | 01:07:06   |
| Entrepreneurship and Small Business Session 3: Training        | 02:01:26   |
| Entrepreneurship and Small Business Session 4: Pre Assessment  | 00:00:00   |
| Entrepreneurship and Small Business Session 4: Training        | 01:01:45   |
| Entrepreneurship and Small Business Session 5: Post Assessment | 00:00:00   |
| Entrepreneurship and Small Business Session 5: Training        | 59:23      |
| Entrepreneurship and Small Business Session 6: Post Assessment | 00:00:00   |
| Entrepreneurship and Small Business Session 6: Pre Assessment  | 00:01:10   |
| Entrepreneurship and Small Business Session 6: Training        | 01:53:47   |
| Session 1: Labs  | 00:00:00   |
| Session 4: Labs  | 00:00:40   |

If they don't pass, check to see how long they spent on a task

## Entrepreneurship and Small Business Time Tables

| Session 1                               | Actual Time  |
|---|--------------|
| Characteristics of the Entrepreneur     | 04:38        |
| Self-Assessments                        | 03:17        |
| Business Opportunities                  | 05:02        |
| Risks/Benefits of Being an Entrepreneur | 08:47        |
| <b>Total Time</b>                       | <b>21:44</b> |

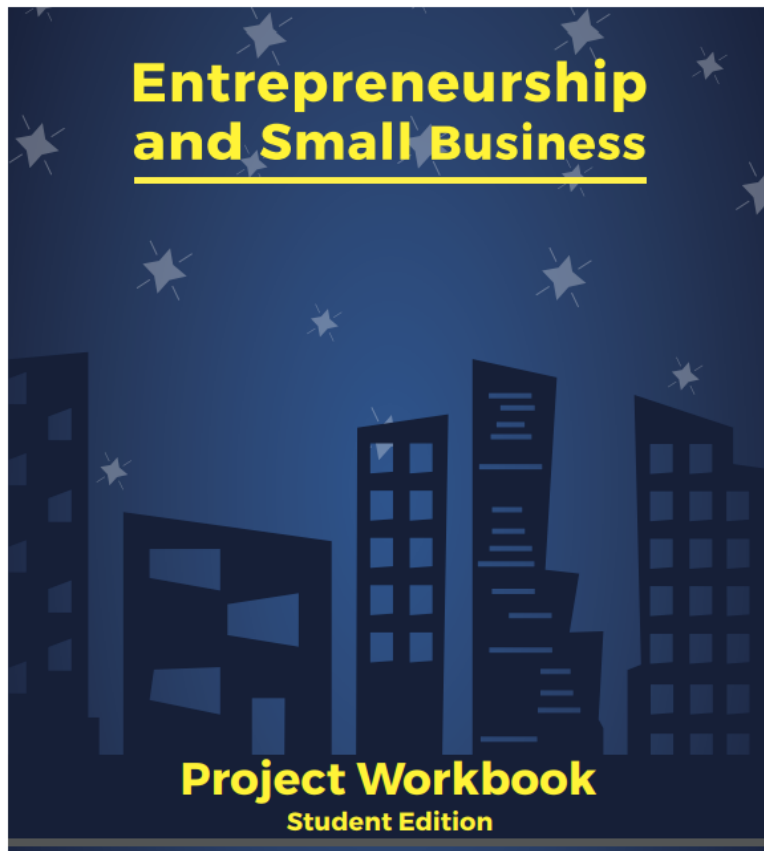
| Session 2              | Actual Time  |
|------------------------|--------------|
| Types of Opportunities | 04:30        |
| Demand                 | 08:55        |
| Customers              | 04:53        |
| Value Proposition      | 02:48        |
| <b>Total Time</b>      | <b>21:06</b> |

| Session 3                        | Actual Time  |
|----------------------------------|--------------|
| Business Plan                    | 02:55        |
| Legal Structures                 | 02:36        |
| Getting Started                  | 04:14        |
| Licenses and Regulations         | 02:05        |
| Start-Up Funding                 | 03:36        |
| Support                          | 01:55        |
| Ethics and Social Responsibility | 02:44        |
| Exit Strategies                  | 03:17        |
| <b>Total Time</b>                | <b>23:22</b> |

| Session 4                     | Actual Time  |
|-------------------------------|--------------|
| Personnel                     | 03:20        |
| Division of Labor             | 02:27        |
| Taxes                         | 01:58        |
| Intellectual Property         | 03:02        |
| Standard Operating Procedures | 02:14        |
| Supply Chain                  | 03:10        |
| Sustainability                | 02:38        |
| Growth Milestones             | 02:25        |
| <b>Total Time</b>             | <b>21:14</b> |

| Session 5           | Actual Time  |
|---------------------|--------------|
| Successful Sales    | 04:15        |
| Finding Customers   | 02:51        |
| Retaining Customers | 03:53        |
| Communication       | 04:16        |
| <b>Total Time</b>   | <b>15:15</b> |

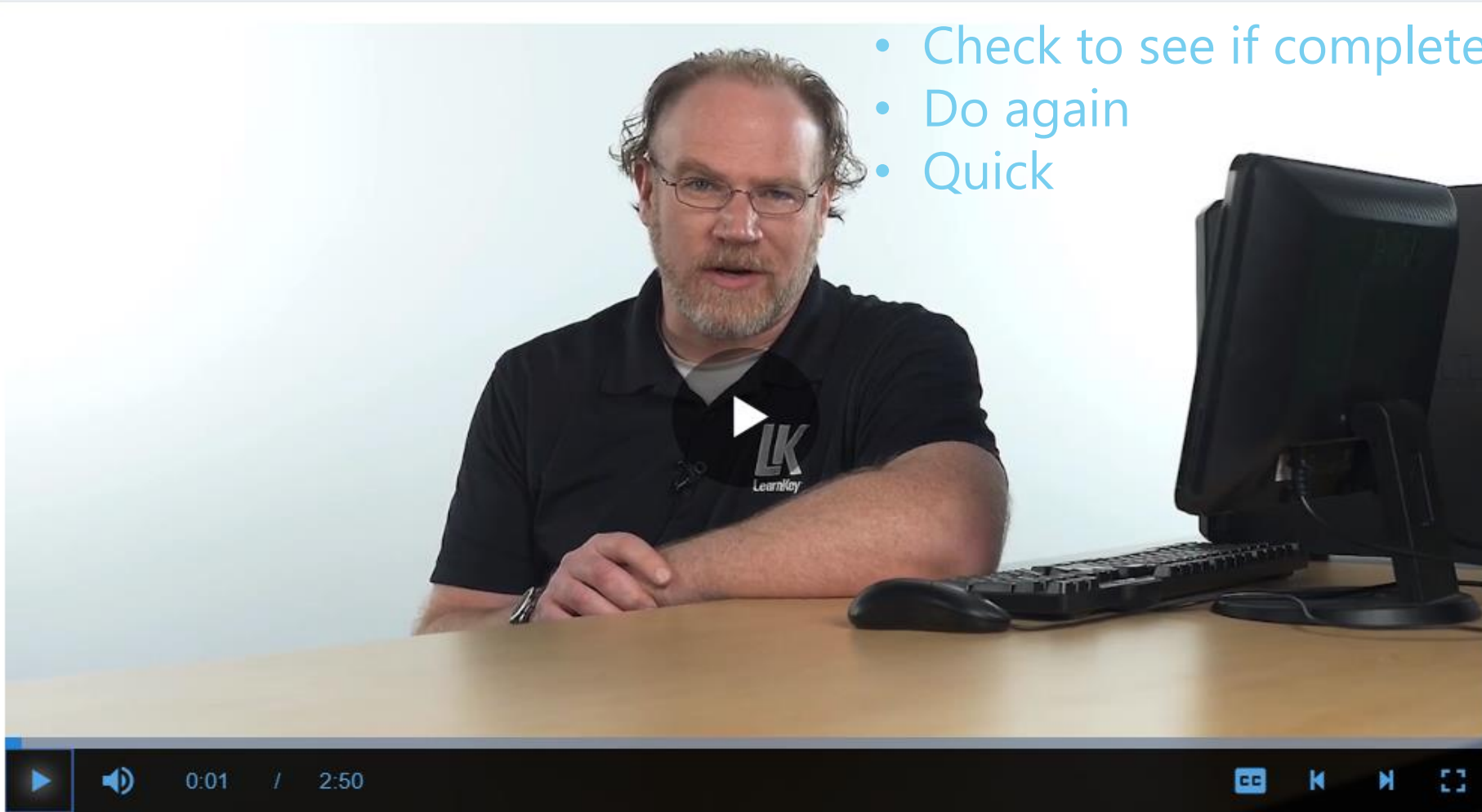
| Session 6            | Actual Time  |
|----------------------|--------------|
| Financial Statements | 05:02        |
| Credit Ratings       | 03:23        |
| Expenses             | 02:14        |
| Pricing              | 02:48        |
| Analyze Cash Flow    | 04:15        |
| Cash Flow Budget     | 03:53        |
| Break Even           | 05:08        |
| <b>Total Time</b>    | <b>26:43</b> |



Students can use work book as listen to the trainings – vocab and questions to apply learning.



Entrepreneurship and Small Business Session 1: Training - Risks/Benefits of Being an Entrepreneur



0:01 / 2:50

- Check to see if completed
- Do again
- Quick

- ▼ The Entrepreneur
  - Characteristics of the Entrepreneur
  - Self-Assessments
    - ✓ Business Opportunities
    - ✓ Risks/Benefits of Being an Entrepreneur

Home

Tests ^

New Test

Saved Tests

Completed Tests

Courses

Books

Redeem a Code

- Individually Complete Take a Test
- Save – Return Later
- Completed – Check before certify
- Redo – Training or Testing Mode

Entrepreneurship & Small Business (Universal) Test 1

Entrepreneurship & Small Business (Universal) Test 2

Questions: 47

Entrepreneurship & Small Business (Universal) Test 3

Entrepreneurship & Small Business Test 1

Questions: 45

Entrepreneurship & Small Business Test 2

Entrepreneurship & Small Business Test 3


Questions: 45



| RESULTS        | 100 | 200 | 300 | 400 | 500 | 600 | 700 | 800 | 900 | 1000 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| Required Score |     |     |     |     |     |     |     |     |     |      |
| Your Score     |     |     |     |     |     |     |     |     |     |      |

| SECTION ANALYSIS        |      |
|-------------------------|------|
| The Entrepreneur        | 60%  |
| Opportunity Recognition | 63%  |
| Starting a Business     | 38%  |
| Business Operations     | 100% |
| Marketing and Sales     | 75%  |
| Financial Management    | 75%  |

| FINAL SCORE    |     |
|----------------|-----|
| Required Score | 700 |
| Your Score     | 737 |

| OUTCOME |   |
|---------|---|
| Pass    |  |

Student B: Passed 1<sup>st</sup> attempt

## Certification Assessment Grades

Score of Certification 700 or above 100%

If you don't pass a certification test and certify you will receive the grade as noted below:

|             |     |        |
|-------------|-----|--------|
| 651         | 699 | 93% A  |
| 630         | 650 | 90% A- |
| 609         | 629 | 87% B+ |
| 574         | 608 | 82% B  |
| 560         | 573 | 80% B- |
| 539         | 559 | 77% C+ |
| 504         | 538 | 72% C  |
| 490         | 503 | 70% C- |
| 469         | 489 | 67% D+ |
| 434         | 468 | 62% D  |
| 420         | 433 | 60% D- |
| 413 or less | 419 | 59% F  |

Test anxiety  
- sticky note &  
cover time

IEP – submit  
paperwork for  
extended time

Testing space  
– read out  
loud so  
process

# College Credit

- Offered Articulated College Credit in past Direct Credit – their staff & student enrolled
- Used Objectives in Workbook & Aligned
- All Colleges honored ESB – objectives aligned
  - ACE Credit – 3 semester hours
- Valid Assessment – proof
- Certiport allows Reviewer of Transcript – email address college admissions rep

## Objectives Covered:

1.0 The Entrepreneur

1.2 Given a scenario including a self-assessment outcome, identify the strengths, weaknesses, and risk tolerance the self-assessment identifies and how to compensate with services

## Objectives Covered:

3.0 Starting a Business

3.2 Identify the appropriate legal structure, benefits and drawbacks for different legal structures for a business

# Overview – Different Career Paths

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- Introduce to all students
  - Where is it my place to judge who should or shouldn't have this opportunity?
- All students could use the knowledge of small business
  - They will work for a business or own one
- All learning styles can be successful
  - Students can complete on own, in pairs, with class
- Teacher prep minimal
  - LearnKey is course material
  - Gmetrix practice tests – important to do
- Student success and feel empowered and sense of accomplishment



# Share Out

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- ESB – Idea Sharing
- Questions

Contact: [tdunn@ncresa.org](mailto:tdunn@ncresa.org)

Classroom phone: 231-924-8845





Thanks for attending!

Have a great conference