



Building a Standards-based Entrepreneurship Program-of-Study

Entrepreneurship Forum: Pre-Conference Curriculum Workshop

Saturday: November 13, 2010, 8:30 – 3:30, Columbus Ohio

Career and Technical Education (CTE) programs such as business or marketing education focus on skills and concepts that represent what matters most in the real world. Participants in this pre-conference workshop will move beyond “be-the-boss dreaming” to an in-depth look at strategies for building an in-depth entrepreneurship curriculum that balances the creative side with the hard facts of starting and growing a business. Leave this session with hands-on experience and a step-by-step process for creating a high school program-of-study that meets Perkins requirement and that provides high school students a realistic start on start-up. Focus on:

- **Standards:** Review the national MBA standards that reflect extensive industry validation. Learn how the Entrepreneurship Consortium’s content standards relate and how most are embedded within the MBA Business Administration model.
- **Program-of-Study:** Learn key considerations in translating curriculum standards to a substantive, multi-course program-of-study with consideration of student market, academic integration, and articulation with college business programs. Review and critique the MBA model and generate strategies for adapting it to local environments.
- **Instructional context:** Identify key considerations for teaching core business administration topics within the context of entrepreneurship, management, and ownership.
- **Project-based:** Use the MBA process to frame a standards-based project that supports student research, problem-solving, and strategy-development.
- **Academic articulation:** Leave with ideas for developing a teaching team that includes business, marketing, and academic faculty in the overall design and delivery of the program.
- **Tools and resources:** Review various tools and resources to support program design and instruction, including web-based resources, course models, instructional materials, assessments, etc.

Faculty

This workshop is planned and delivered by MBA*Research* senior staff, including

- Brenda Clark, Ph.D., Senior Consultant, Professional Development
- April Miller, Senior Research Associate
- Beth Osteen, VP Research and Development

Who should attend?

This workshop is designed for high school business and marketing education teachers who want to move beyond an entrepreneurship “unit” or a drop-in course, and who want to build a challenging, comprehensive, multi-course program with an entrepreneurial theme.

Registration

Advance (September 15): \$195, includes Program-of-Study kit and other workshop materials. After September 15: \$249

Additional workshop information as it becomes available: www.MBAResearch.org (professional development)

Register for this workshop as part of your Forum registration.

Registration details at www.entre-ed.org/network/forum.htm