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## Michigan 4-H Youth Development

# Youth Entrepreneurship Resource List

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### Curriculum (\*\* denotes FREE resource)

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#### Be the “E”

[www.4-hmall.org/Category/4-hcurriculum-entrepreneurship.aspx](http://www.4-hmall.org/Category/4-hcurriculum-entrepreneurship.aspx)

This guide introduces middle and high school young people to the world of entrepreneurship. Youth discover what it is, who has done it, how some famous products got started and how to find and make business opportunities. They learn about types of businesses, products and pricing, marketing, partnerships, agreements and contracts. Youth go through the process of researching, creating and implementing a business plan. Both the facilitator and student guide can be purchased for under \$15.

#### \*\*Consumer Savvy

Focusing on youth in grades 3 to 12, this curriculum teaches what it means to be a consumer through saving, spending and sharing. It shows kids the influence of peer pressure, the power of advertising and the expanding Web market. They will learn to make independent decisions while shopping as well as the basics of navigating the potholes in the marketplace. Curriculum can be purchased as a set of 4 or individually at [www.4-Hmall.org](http://www.4-Hmall.org) or downloaded for free at <http://new.4-hcurriculum.org/projects/consumer/7300.htm>.

#### ESI-EntrepreneurShip Investigation

<http://4h.unl.edu/web/4hcurriculum/home>  
Curriculum created by University of Nebraska-Lincoln Extension for youth ages 10-19. Uses experiential activities, case studies, web based tools and includes interactive cd rom.

#### Generation E Entrepreneurship Education

[www.genei.org](http://www.genei.org)

Generation E Institute (GenEI) offers entrepreneurship education to any community. Curricula are available for middle and high school age youth, Career and Technology Centers, and Alternative Education settings. All can be offered as complete courses or “drop in” units for existing curriculum, and meet national educational standards. In addition, GenEI courses can be offered in after school programs, 4-H, church groups, home school and any community organizational program. There is a fee for the certification training.

#### Going Solo

<http://www.goingsoloweb.com/>

<http://web.extension.illinois.edu/goingsolo/>

This University of Illinois Extension curriculum is designed for teaching the concepts and practices of entrepreneurship and business ownership. Lesson plans, a computer market simulation game, and supporting hands-on activities are included. Annual licenses can be purchased for single users, teachers, and an institution.

#### \*\*Michigan Youth Farm Stand

<http://www.miyouthandfood.msu.edu/pdfs/YFS%20Project%20Tool%20Kit%202009.pdf>

The Youth Farm Stand Toolkit is a 2009 publication of the CS Mott Group for Sustainable Food Systems at Michigan State University. It is a complete hands-on experiential curriculum that covers community food systems, gardening, business basics, and marketing your farm stand. Free to download.

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### Websites (all sites offer free material)

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#### All Terrain Brain

[www.allterrainbrain.org](http://www.allterrainbrain.org)

The Ewing Marion Kauffman Foundation, ([www.kauffman.org](http://www.kauffman.org)), in conjunction with Three Chicks Media, created *All Terrain Brain (ATB)*, a multimedia project designed to get 8-12 year old kids

to take their brains “off road” and tap into their entrepreneurial spirits. The project’s components: 25 short videos, the interactive ATB web site, and the Team ATB Activity Guide, help kids discover they have the power to do whatever they want in life.

### **BizKid\$**

<http://bizkids.com>

Biz Kid\$ educates children 6 to 12 about financial literacy, fiscal and social responsibility, work readiness, and entrepreneurship in a fun and memorable way. Videos, episodes and lesson plans can be used on their own, or in combination with existing classroom curriculum. It's not hard to teach your students about money and business so go on and turn them into Biz Kid\$.

### **Consortium for Entrepreneurship Education**

<http://www.entre-ed.org/>

This resource is for teachers, instructors, youth leaders, program developers and others who help students of all ages find their own entrepreneurial opportunities. National standards, events and classroom activities are easily accessible.

### **Entrepreneur-Teen Business**

<http://www.entrepreneur.com/tsu/index.html>

Current and topical articles are featured, written with the young entrepreneur in mind.

### **Future CEO Stars**

[www.futureceostars.com](http://www.futureceostars.com)

This magazine is sponsored by the National Consortium for Entrepreneurship Education and its purpose is to share experiences and inspire students towards future entrepreneurial success.

### **The Henry Ford Museum**

<http://www.thehenryford.org/education/index.aspx>

The Henry Ford offers curriculum-aligned education programs, on-line tools for the classroom, resource bank, field trips with pre and post visit materials.

### **JuniorBiz**

<http://juniorbiz.com/>

This site helps young entrepreneurs by taking complex business concepts and making them easy to understand and simpler to implement.

### **Michigan Council on Economic Education (MCEE)**

<http://www.mceeonline.org/index.html>

Affiliated with the National Council for Economic Education, the MCEE provides in-service and pre-service training for teachers, develops and distributes curriculum materials, builds excitement for learning through student competitions, offers guidance to school systems seeking advice on curriculum development, and recognizes teachers and school systems for outstanding endeavors.

### **Michigan State University Extension Youth Entrepreneurship**

[http://msue.anr.msu.edu/topic/info/youth\\_entrepreneurship](http://msue.anr.msu.edu/topic/info/youth_entrepreneurship)

This site provides continuously updated scholarly articles on youth entrepreneurship. It also links to numerous youth entrepreneurial sites, additional programs, resources, events and trainings offered on developing youth entrepreneurs.

### **Mind Your Own Business**

<http://mindyourownbiz.org/>

Created by the U.S. Small Business Administration and Junior Achievement, this site walks you through five easy steps of business ownership – whether you've just had a brainstorm about starting your first business venture or you've been at it a few years. So go Mind Your Own Business, and find out about the challenges and rewards of being an entrepreneur

### **National Federation of Independent Business (NFIB) Young Entrepreneur Foundation**

[www.nfib.com/yef/yef-programs](http://www.nfib.com/yef/yef-programs)

Educating young people about the critical role of small business in the American free-enterprise system and helping students interested in small business and entrepreneurship to further their education, the NFIB also offers free entrepreneur in the classroom curriculum, high school scholarships, and young entrepreneur awards.

### **Prima Civitas Foundation**

<http://primacivitas.org/>

This non-profit economic development organization implements and leads initiatives, such as "Moving Ideas to Market," designed to spur innovation, attract talent and enhance regional collaboration among many partner organizations with similar missions.

### **Teaching Kids Business**

<http://www.teachingkidsbusiness.com/>

This site is targeted for kids, parents, and educators and has an online email camp opportunity and "Give a Kid the Gift of Business." It also includes numerous career-education pieces.

### **USA Today Online Education**

<http://usatodayeducation.com/k12/lesson-library>

This Web site offers entrepreneurship and financial literacy lessons as they relate to current news and trends, as well as provides case studies.

## **U.S. Small Business Administration – Teen Business Link**

<http://www.sba.gov/content/youth-entrepreneurship-0>

This site covers topics such as business ideas, money matters, legal issues and also includes sample business plans and a business plan template. There is also a section that showcases successful young entrepreneurs.

## **US Patent & Trademark Office**

<http://www.uspto.gov/kids/>

At this Web site, young people can learn about and file for patents and trademarks.

## **Young Entrepreneur**

<http://www.youngentrepreneur.com/>

YoungEntrepreneur.com was launched in 1999 and has grown to become one of the largest online forum communities for entrepreneurs worldwide. Their

social network and blog properties showcase Entrepreneurship, Marketing, Online Business Strategies, Entrepreneur Interviews, as well as solutions and support to assist small business owners with starting, managing and growing successful business ventures.

## **Young Money**

<http://www.youngmoney.com/>

As an online magazine written primarily by student journalists, Young Money specifically focuses on money management, entrepreneurship, careers, investing, technology, and travel. The website features many calculators, tools and articles to help young adults plan their future; there is also a free stock market brokerage simulation game.

## **Games & Simulations (\*\*denotes free resource)**

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### **\*\*FTC – You Are Here**

<http://www.ftc.gov/bcp/edu/microsites/youarehere/>

This site teaches kids how to be more savvy consumers by demonstrating the benefits of competition; how advertising can influence buying decisions, and the rules and regulations that many business people deal with. It's a great tool for adults who are trying to help kids understand their role in the marketplace, and the site includes lesson plans and classroom activities for teachers or parents. This program is intended for 5th through 8th grades.

### **\*\*Hot Shot Business**

<http://disney.go.com/hotshot/hsb2/>

This is a Disney online game that allows users to build and run a business, with the feel of a cartoon video game.

### **Junior Achievement's Titan Program Simulation**

<http://titan.ja.org/>

Set in the year 2035, *JA Titan* creates a world in which players are CEOs of their own companies. During game play, students must run a manufacturing company and master six key business decisions: price of product, production levels, marketing expenses, research and development costs, capital investment level, and charitable giving.

### **\*\*Just for Clicks Business Game**

[www.teachingkidsbusiness.com/just-for-clicks-business-game.htm](http://www.teachingkidsbusiness.com/just-for-clicks-business-game.htm)

This game was developed to provide kids with an opportunity to develop and apply their business skills, talents, business interests and gain business experience.

### **\*\*Michigan Council on Economic Education Stock Market Game**

<http://www.mceeonline.org/programs.html>

This Web site contains an educational simulation that teaches personal finance and stock markets, the American economic system, and the global economy. Students in grades 5 to 12 are responsible for developing and managing hypothetical investment portfolios worth \$100,000 each.

## Other

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### **4-H Business and Entrepreneurship Expo**

[http://4h.msue.msu.edu/4h/4\\_h\\_exploration\\_days](http://4h.msue.msu.edu/4h/4_h_exploration_days)

The 4-H Business and Entrepreneurship Expo is geared for teens 14-19 years old and is held during 4-H Exploration Days (annual 3-day pre-college event held on MSU's campus in June). These sessions focus on helping teens gain the knowledge and understanding to become their own bosses and profit from their endeavors.

### **Duct Tape Workshops**

[www.williambeacom.com](http://www.williambeacom.com)

William Beacom is a young duct tape professional from Midland, MI who has been featured on The Late Show with David Letterman. He presents 60-90 minute workshops to teach adults and youth about how to make useful items from duct tape.

### **Extreme Entrepreneurship Tour Inc.**

<http://www.extremetour.org/>

For a fee, the "Tour" brings the country's top young entrepreneurs to colleges, universities, workforce development organizations, chambers of commerce, and many other organizations to help spread the entrepreneurial mindset during a half-day, high-energy conference.

### **Generation E Business Showcase**

[www.genei.org/](http://www.genei.org/)

The Generation E Student Business Showcase is an opportunity to celebrate the successes of youth as they start and operate their business ventures. The Showcase features well-known guest speakers, workshops, competition, presentations to judges, and an awards ceremony. Youth who participate in a program that utilizes Generation E curricula have an opportunity to participate in the annual Showcase.

### **\*\*Global Entrepreneurship Week**

[www.unleashingideas.org](http://www.unleashingideas.org)

This annual event provides an opportunity for schools and organizations to become connected globally to youth entrepreneurship. During one week each November, GEW inspires people everywhere through local, national and global activities designed to help them explore their potential as self-starters and innovators. These activities, from large-scale competitions and events to intimate networking gatherings, connect participants to potential collaborators, mentors and even investors—introducing them to new possibilities and exciting opportunities.

### **\*\*Lemonade Day**

<http://lemonadeday.org/>

Lemonade Day provides an opportunity for families, businesses, community organizations and schools to unite for a common purpose – to train the next generation of entrepreneurs. This website provides resources to find or organize a Lemonade Day in your town.

### **\*\*National Entrepreneurship Week**

[www.entre-week.org/](http://www.entre-week.org/)

This site provides sample activities for hosting an entrepreneurship event to celebrate the entrepreneurial heritage of America, as well as contests, promotional materials, and resources for education year-round. The week is hosted by the National Consortium for Entrepreneurship Education and takes place in February each year.

### **Rock Financial Junior Achievement Finance Park**

[http://jamichigan.org/programs/quicken\\_loans\\_ja\\_finance\\_park](http://jamichigan.org/programs/quicken_loans_ja_finance_park)

JA Finance Park provides an opportunity for middle-school-aged youth to experience a variety of simulation activities, after they have completed a series of classroom exercises.

## For More Information

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For more information on how to get involved as a youth or volunteer, contact your [county MSU Extension office](http://msue.anr.msu.edu/county) (<http://msue.anr.msu.edu/county>). For additional youth entrepreneur resources visit [http://4h.msue.msu.edu/programs/youth\\_entrepreneurship](http://4h.msue.msu.edu/programs/youth_entrepreneurship).

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