



*"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."*

## ACTE NATIONAL 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 workplace. Communities also thrive when its members are empowered to become change agents by offering business-centered solutions to unmet community needs.

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 pathway. 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 bank, 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](http://www.pitsco.com/usece).

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

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

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

**55 Hours of Professional  
Development + 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, 7-9pm 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, 7-9pm 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 Part A & B**

**55 Hours of Professional Development**

Optional 3-hours of undergraduate or graduate credit available for an additional \$135 (\$685 total)

Sponsored by



**TO REGISTER & PAYMENT INFO**

<https://tinyurl.com/EntreInstituteSpring2024>  
Due January 19, 2024

**QUESTIONS**

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