

Webinar:

Best Practices for Integrating Entrepreneurship Skills into CTE Courses



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Attendees will:

- Who is Realityworks, Inc.
- Who are today's students and what makes them unique?
- Techniques for teaching entrepreneurship
- Activities and ideas to integrating these into your program
- Review Realityworks Contemporary Entrepreneurship Program
- Additional resources
- Q&A

Who is Realityworks?



We partner with educators, administrators and industry leaders to ensure our offerings meet their needs and make lessons truly meaningful.

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The background image shows a trade show booth with an orange overlay. In the upper section, a sign reads "Hall J". Below it, a woman's face is visible on a screen. To the left, a sign says "FACS," and to the right, "Realityworks" is visible. The lower section shows a busy booth with people, a laptop, and various items on a table.

The Faces of CTE: Who Are Our Students

Gen Z: 20% of US population

- 51% are students
- Relevancy matters
- WHY are they learning what they are?
- HOW will they apply it to the real world?

Source:

<https://explodingtopics.com/blog/gen-z-stats>



Gen Z students vs. Millennial students



Compared to Millennials, Generation Z students have...

- Even shorter attention spans
- Even better technology skills
- Even stronger desire for real-world learning

Source: <https://greekreporter.com/2022/09/23/genz-vs-millennials/>

Understanding generational differences

Key characteristics of Gen Z students:

- “Technoholics”
- Visual communication using technology
- Get it now. Do it now. Learn it now!

Silents	Baby Boomers	Generation X	Generation Y	Generation Z
Born 1925-1945	Born 1946-1964	Born 1965-1981	Born 1982-1995	Born 1996-2009
a.k.a. Traditionalists Veterans Builders	a.k.a. Boomers Me Generation	a.k.a. Gen X Latch-Key Kids MTV Generation 13 th Generation	a.k.a. Gen Y Millennials Echo Boomers	a.k.a. iGeneration (iGen) Post-Millennials Centennials
Telephone	TV	PC	Internet	iPhone, Social Media
Largely disengaged from technology	Early IT adopters	Digital immigrants	Digital natives	Technoholics
Face-to-face	Face-to-face; telephone or email if required	Text messaging or email	Online/social media and text messaging	Visual communication using technology
Teach Me Prefer a structured "command and control" oriented learning, classroom lectures, books and on-the-job training	In Person Prefer classroom setting with in-class participation; will use technology and may prefer books to reading online	Learn by Doing Prefer self-directed learning and freedom to figure things out on own; computer before books	Short and Sweet Thrive on flexibility and space to explore; favor on-demand, highly personalized and interactive training	Get it Now. Do it Now. Learn it Now. Want to learn on their own terms; prefer visual and interactive, bite-sized and hands-on learning; use of technology and social media is a given

The background image shows a trade show floor with various booths and people. A large orange overlay covers the entire image. In the background, a sign for "Hall J" is visible. In the foreground, there are signs for "FACS," and "Realityworks". A person is visible in the background, and a laptop is on a table in the foreground.

What is Entrepreneurship?

“the activity of setting up a business or businesses, taking on financial risks in the hope of profit”

“Entrepreneurship is the pursuit of starting, managing, and scaling a business.”

“An entrepreneur is an individual who identifies a need in the marketplace and works to fulfill it.”

“Entrepreneurship is understood as the action of carrying out work, an idea, a business, or a project, harnessing opportunities, and adding value.

“At its most basic level, entrepreneurship refers to an individual or a small group of partners who strike out on an original path to create a new business

Why Entrepreneurship matters to Gen Z?



93% EXPLORE BUSINESS
OWNERSHIP



75% ASPIRE TO LAUNCH
THEIR OWN BUSINESS

Source: <https://www.forbes.com/sites/juliekratz/2024/03/03/what-gen-z-entrepreneurs-want/>

Why is Entrepreneurship Education Important?

1. Prepare students for an uncertain future.
2. Teach creativity and collaboration.
3. Teach problem identification.
4. Develop passion and persistence.
5. Make the world a better place.



How do students like to learn entrepreneurship?

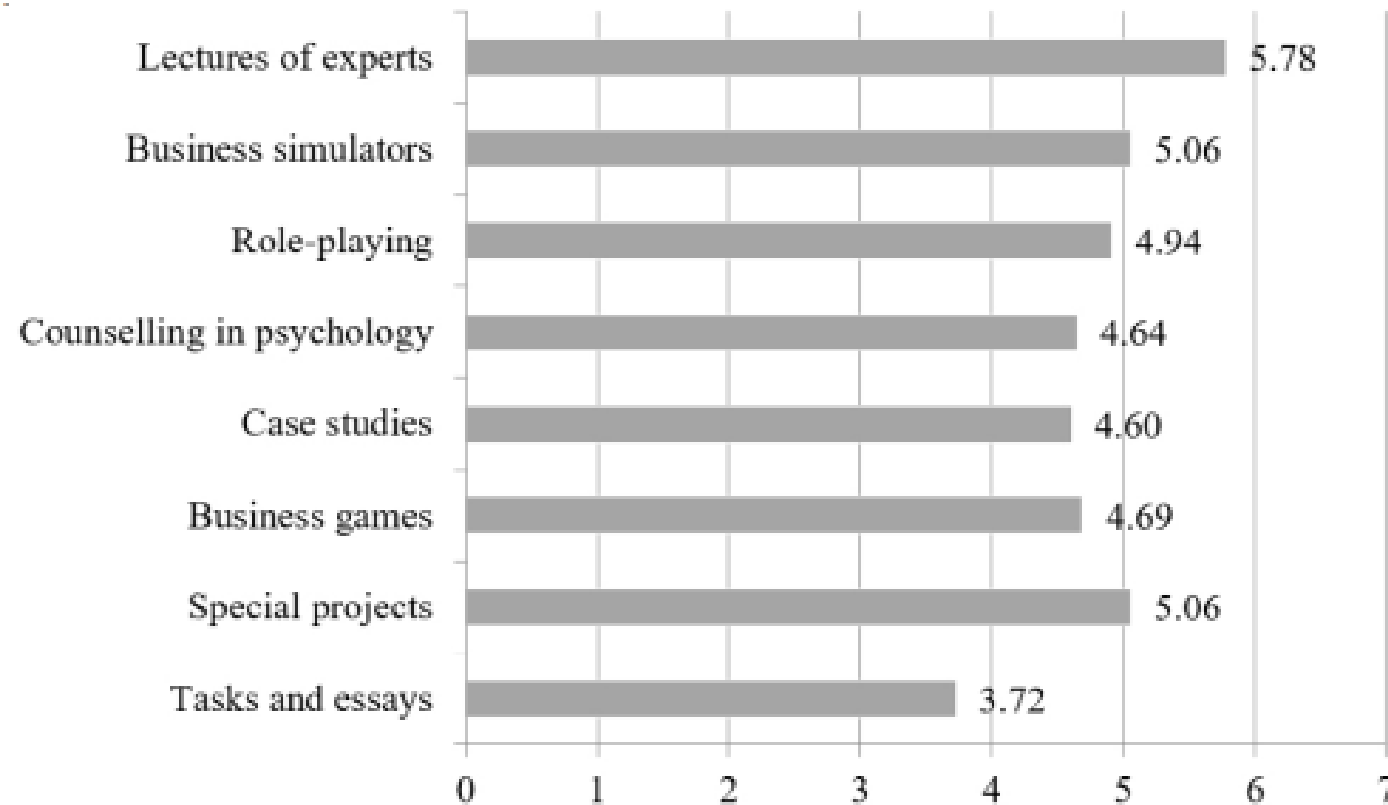


Figure 1: Evaluation of teaching methods for the development of entrepreneurship (average), 2018-2019 (source: own calculation)

Best Practices in Entrepreneurship Education

What are Best Practices for Entrepreneurship Education?



Starting businesses



Serious games and simulations



Design-based learning



Reflective practice

Source: <https://www.babson.edu/academics/executive-education/babson-insight/entrepreneurship-education/four-approaches-teaching-entrepreneurship-method/>

#1. Starting a Business



#2. Serious Games and Simulations

Interpretive Simulations Entrepreneur

<https://www.interpretive.com/business-simulations/entrepreneur/>

Knowledge Matters Virtual Business Entrepreneurship

<https://knowledgematters.com/highschool/entrepreneurship/>

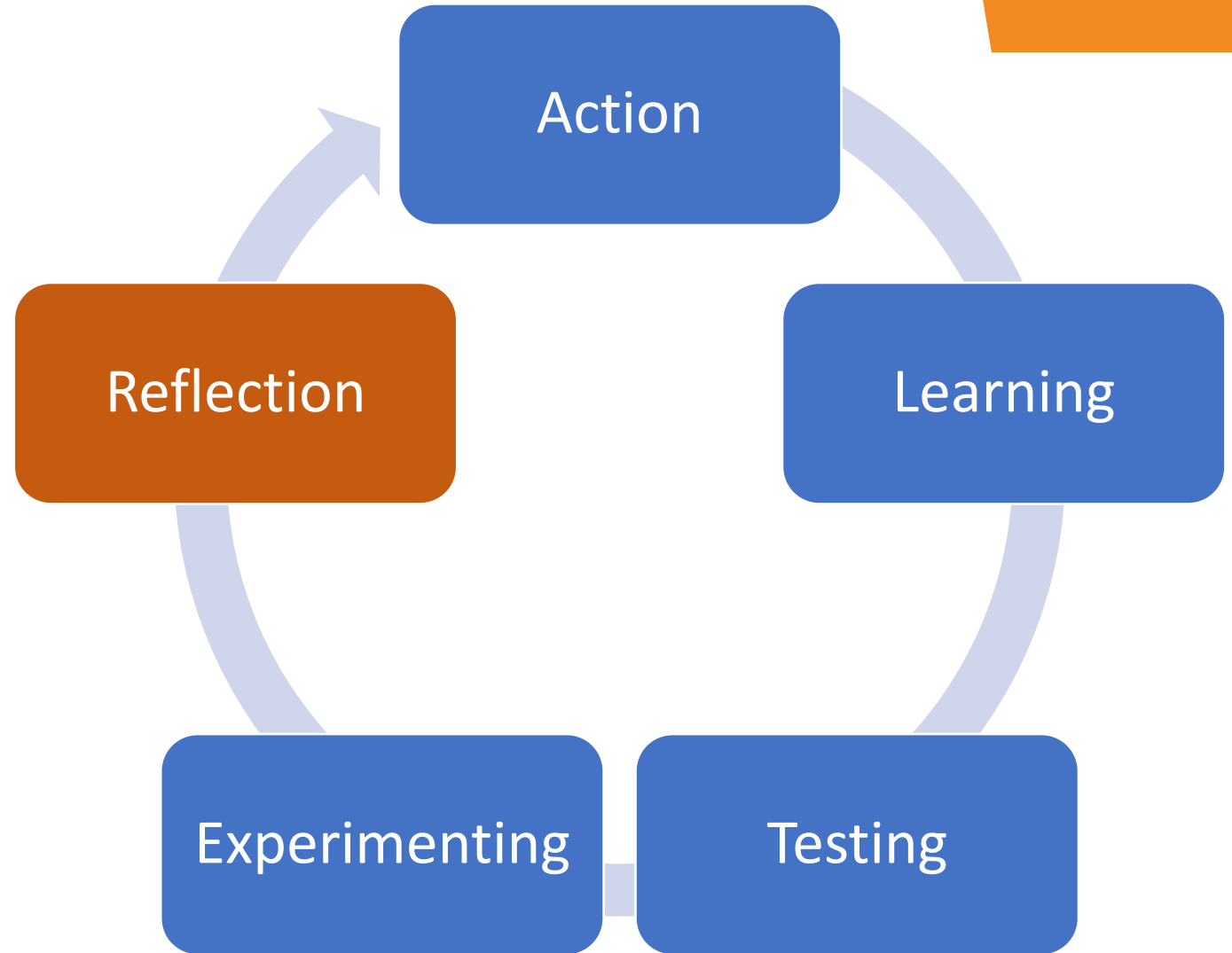
GoVenture Entrepreneur

<https://www.goventure.net/en>

#3. Design-Based Learning



#4. Reflective Practice



The background image shows a trade show or exhibition hall. In the upper half, there are large white pillars and a sign that says "Hall J". Below that, there are booths with signs for "FACS," and "Realityworks". A woman is visible in a booth. In the lower half, there is a busy area with people, tables, and various items, including a laptop and boxes. The entire image is overlaid with a semi-transparent orange color.

Activities and Ideas for Integrating Entrepreneurship skills

Soda Can Redesign Challenge



Pitch Your Passion



Marshmallow Challenge

- Objective: Build the tallest free-standing structure as possible with the material given, with marshmallow on top
- Materials needed:
 - 20 sticks of uncooked spaghetti
 - 1 yard of string
 - 1 yard of masking tape
 - 1 marshmallow
 - Scissors
 - Timer



Idea: Invite guest speakers





Tools for entrepreneurship skills in any class



Contemporary Entrepreneurship Program

Paper-based program

Spiral-bound curriculum

Lessons:

1. The Entrepreneurial Process
2. Entrepreneur Traits and Leadership
3. Conducting Market Research
4. Financial Issues
5. Legal Issues
6. Writing Your Business Plan Parts 1-2
7. Writing Your Business Plan Parts 3-5
8. Writing Your Business Plan Parts 6-7
9. Writing Your Business Plan Parts 8-10
10. How to Pitch Your Product

Contemporary Entrepreneurship Program

Additional features:

- Engaging 2- to 3-week unit on entrepreneurship skills
- The unit ends with a Shark Tank-like Product Pitch Day
- Ideal for all CTE pathways

Set of 20 student workbooks

99 printable vocabulary cards

Standards Alignment

	SBA 10 Steps to Start Your Business									
	1. Conduct Market Research	2. Write Your Business Plan	3. Fund Your Business	4. Pick Your Business Location	5. Choose a Business Structure	6. Choose Your Business Name	7. Register Your Business	8. Get Federal and State Tax IDs	9. Apply for Licenses and Permits	10. Open a Business Bank Account
1. The Entrepreneurial Process										
2. Entrepreneur Traits and Leadership										
3. Conducting Market Research	x									
4. Financial Issues			x							x
5. Legal Issues				x	x	x	x	x	x	
6. Writing Your Business Plan Parts 1-2		x								
7. Writing Your Business Plan Parts 3-5		x								
8. Writing Your Business Plan Parts 6-7		x								
9. Writing Your Business Plan Parts 8-10		x								
10. How to Pitch Your Product										

National Consortium for Entrepreneurship Education National Standards

	Entrepreneurial Skills		Ready Skills						Business Functions						
	A. Entrepreneurial Process	B. Entrepreneurial Traits / Behaviors	C. Business Foundations	D. Communications and Interpersonal Skills	E. Digital Skills	F. Economics	G. Financial Literacy	H. Professional Development	I. Financial Management	J. HR Management	K. Information Management	L. Marketing Management	M. Operations Management	N. Risk Management	O. Strategic Management
1. The Entrepreneurial Process	x														
2. Entrepreneur Traits and Leadership		x		x				x							
3. Conducting Market Research			x									x		x	
4. Financial Issues			x			x	x		x					x	
5. Legal Issues			x							x					
6. Writing Your Business Plan Parts 1-2			x												x
7. Writing Your Business Plan Parts 3-5			x									x			
8. Writing Your Business Plan Parts 6-7			x										x		x
9. Writing Your Business Plan Parts 8-10			x						x				x		
10. How to Pitch Your Product			x												

Contemporary Entrepreneurship Online Course

Web-based program



Available access options:

- Teacher license for one classroom
- Site license for multiple classrooms at one school
- District license for multiple classrooms at multiple schools



Lessons:

1. The Entrepreneurial Process
2. Entrepreneur Traits and Leadership
3. Conducting Market Research
4. Financial Issues
5. Legal Issues
6. Writing Your Business Plan Parts 1-2
7. Writing Your Business Plan Parts 3-5
8. Writing Your Business Plan Parts 6-7
9. Writing Your Business Plan Parts 8-10
10. How to Pitch Your Product

Online Contemporary Entrepreneurship Program

Additional features and functions:

- Summative knowledge check
- Student dashboard with access to lessons
- Instructor dashboard with instructor guide

Everything you need to introduce entrepreneurship

Contemporary Entrepreneurship Program (online and paper-based)

Curriculum lesson topics:

1	The Entrepreneurial Process
2	Entrepreneur Traits and Leadership
3	Conducting Market Research
4	Financial Issues
5	Legal Issues
6	Writing Your Business Plan Parts 1 – 2
7	Writing Your Business Plan Parts 3 – 5
8	Writing Your Business Plan Parts 6 – 7
9	Writing Your Business Plan Parts 8 – 10
10	How to Pitch Your Product
<i>Aligns to: National Content Standards for Entrepreneurship Education</i>	

Employability + Leadership Programs



- **Options:**
 - Employability and Leadership Programs (paper-based)
 - Employability and Leadership Programs (online)
- Designed for use in any class
- Real-world scenarios and activities
- Printable completion certificates
- Available in print or online
- **Details + free trials:**
<https://www.realityworks.com/product-category/soft-skills-training/>



More resources!





Free resources

- **Free infographics:**
<https://www.realityworks.com/resources/realityworks-interactive-posters/>
- **Free Guide: :**
<https://www.realityworks.com/activities-for-teaching-entrepreneurship>
- **Free lessons:**
 - [12 Easy Entrepreneurship Activities For Any Class \(Plus 3 Free Lessons\) – Realityworks](#)
 - [3 Free Lessons to Help Students Develop Power Skills - Realityworks](#)

Now what?

- **Download our activities for teaching entrepreneurship guide:**
<https://www.realityworks.com/activities-for-teaching-entrepreneurship/>
- **Start a free trial** of our online entrepreneurship course:
<https://www.realityworks.com/product/contemporary-entrepreneurship-online-course/>
- **Request a consultation:**
<https://realityworks.pages.salesfusion.com/Consult-request-from-Entrepreneuership-Skills-webinar>





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- Request a free quote
- Ask questions and more

Scan me

A white, hand-drawn style arrow starts from the end of the 'Scan me' text and curves upwards and to the right, pointing directly at the QR code.

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