

**Master Teacher of Entrepreneurship (MTEnt)
"915" Endorsement**

a program of



2017 Syllabus

"Give me six hours to chop down a tree and I'll spend the first four sharpening the axe." - *Abraham Lincoln*

"One secret of success in life is for a man to be ready for his opportunity when it comes." - *Benjamin Disraeli*

"The greatest good you can do for another is not just share your riches, but to reveal to him his own." - *Benjamin Disraeli*



Purpose:

A Master Teacher of Entrepreneurship (MTEnt) will:

1. Have mastered the MTEnt learning objectives (see below) which include a basic understanding of business development and analysis, and
2. Know the entrepreneurship standards and be able to apply the corresponding competencies in their classrooms, and
3. Demonstrate effective teaching of entrepreneurship and entrepreneurial competencies, and
4. Be a leader of entrepreneurship education in his/her district.

Communication:

Please include "MTEnt Summer 2017" in the subject line in all email communications.

Questions on...	Should go to...	Contact information
* Registration * CEUs * Stipends	MCEE	(601) 974-1325 mscee@millsaps.edu 
* Content * Progress (e.g., business plan, lesson plans) * Program feedback	MTEnt Program Instructor & MTEnt Program Coordinator	James Wilcox Director Center for Economic and Entrepreneurship Education The University of Southern Mississippi 118 College Dr. # 5021 Hattiesburg, MS 39406 (601) 266-6055 james.b.wilcox@usm.edu 

Materials:

There are two **required** texts for the class.

1. Network for Teaching Entrepreneurship (2017). *Entrepreneurship: Owning Your Future* (12th Ed.). Upper Saddle River, NJ: Pearson Education, Inc.
2. Flowers, B., Hales, B. D., & Valentine, G. (2012). *Entrepreneurship Economics*. New York, NY: Council for Economic Education.

Additionally **recommended** text(s):

1. Network for Teaching Entrepreneurship (2017). *Student Activity Workbook for Entrepreneurship: Owning Your Future* (12th Ed.). Upper Saddle River, NJ: Pearson Education, Inc.

Minimum MTent Program Requirements:

1. Satisfactory completion of both a pre and post Test of Entrepreneurship Literacy (1 hr)
2. Satisfactory participation in all five face-to-face MTent modules, including all assigned homework (50 hrs)
3. Satisfactory completion of all five post-module MTent assessments (1 hr)
4. Satisfactory completion of a business plan associated with the course (20 hrs)
5. Satisfactory completion of two lesson plans to be infused into the teacher's classroom (3 hrs)

Full participation in the MTent program requires an *estimated 75-hour commitment*, including all in-person lectures, assignments, and assessments. Upon completing the modules and submitting the required lesson/business plans, participants will receive a \$250 stipend. We would like to acknowledge the Mississippi Department of Education and the Mississippi Council on Economic Education for making this support possible.

An *additional* \$250 stipend is available to participants who, within one year of completing the MTent program, also participate with students in one Southern Entrepreneurship Program (www.theSEP.org) competition or symposium. Minimum student participation is **5 students** for regional or online SEP business plan competitions or **15 students** for SEP symposiums.

Learning Objectives:

Conceptual outcomes. Participants will address the following fundamental questions:

- *Entrepreneurship*—What is the nature of entrepreneurship?
- *Entrepreneurship Education*—What are some of the effective strategies and techniques associated with teaching entrepreneurship?
- *Curriculum Development*—What is the entrepreneurship curriculum adopted by the Mississippi Department of Education? How can this curriculum be implemented in the classroom?

Cross-cutting academic outcomes. Participants will:

- Gain familiarity with effective strategies and techniques associated with teaching entrepreneurship
- Identify data resources, websites, and conceptual literature useful for teaching entrepreneurship
- Examine case studies of successful entrepreneurial ventures
- Enhance skills in leadership, presentation, research, and writing
- Employ a learning-by-doing approach to the teaching of entrepreneurship
- Develop critical thinking, problem solving, and analytic skills
- Identify funding alternatives and measures of community support for teaching entrepreneurship

MTent Process:

In order to accomplish the stated purposes of the Master Teacher of Entrepreneurship, teachers will satisfactorily complete five face-to-face modules. Participants are expected to actively engage throughout the entirety of the course.

Note that all “Prep for Mod” homework listed below is to be completed *before the following module*.

Module I: Fundamentals of Entrepreneurship

- Topics: State Entrepreneurship Curriculum, Southern Entrepreneurship Program (SEP), What is Entrepreneurship?, What is the Role of Entrepreneurship in a Market Economy?, Types of Businesses/Business Ownership, STAR Profile, Supply and Demand, Opportunity Recognition, 30-second elevator pitch (NEBULA)
- Prep for Mod II: * Read pp. 260-269 in your NFTE text (Chapter 15, Establishing a Competitive Advantage)
* Prepare a 2-minute case study of a successful small business in your community and explain why it has found success. Identify its *differentiators* using the Competitive Matrix found on page 268. If “Price” is stated as a differentiator, be prepared to discuss a secondary differentiator as well. Be prepared to discuss your case studies during Module II.

Module II: The Competitive Advantage

- Topics: Introductory Overview of Competitive Advantage Strategies, Developing a Competitive Strategy, Early Business Considerations, Building Local Coalitions, Customer Service, Innovation & Entrepreneurship, Civic & Social Responsibility, Business Plan(ning)
- Prep for Mod III: * Read pp. 312-325 in your NFTE text (Chapter 18, Delivering Value to a Customer Segment)
- * Complete the EverFi Venture activity at www.everfi.com/register (code: cc10f913)
 - * Prepare a 2-minute presentation to elaborate on your business idea, focusing only on your **competitive advantage** and a rough-draft **marketing plan** (mission statement, market research, trends, description & number of customers, competition, pricing, advertising strategy, and sales). Be prepared to give your presentation during Module III.

Module III: Marketing and the Business Plan

- Topics: Working with Mentors, Brand & Branding, Understanding Effective Marketing, Advertising & Publicity, Successful Selling, International Opportunities, Business Plan(ning) Review
- Prep for Mod IV: * Read pp. 482-499 in your NFTE text (Chapter 26, The Cost of Doing Business)
- * Read pp. 502-516 in your NFTE text (Chapter 27, Expense Management)
 - * Prepare a 2-minute presentation to elaborate on your business idea, focusing only on your **financial plan** (e.g. startup cost, 12-month projections, return on investment). Be prepared to give your presentation during Module IV.

Module IV: Business Finance

- Topics: Business Costs & Profits, Cash Flow, Business Financing (Records), Business Financing (Types), Business Financing (Sources), Return on Investment, The Exit Strategy, Insurance & Protecting Your Credit, Business Plan(ning) Review
- Prep for Mod V: * Read pp. 596-610 in your NFTE text (Chapter 31, Managing the Business)
- * Read pp. 706-721 in your NFTE text (Chapter 36, Planning for Growth)
 - * Prepare a 2-minute presentation to elaborate on your business idea, focusing only on your **operational plan** (e.g. production, location, legal, suppliers) and **management plan** (e.g. job titles, position descriptions). Be prepared to give your presentation during Module V.

Module V: Corporations and Management

- Topics: Incorporation, Franchising, Communication & Negotiations, Contracts: The Building Block of Business, Managing Employees, Taxes & Government, Business Plan(ning) Review
- Follow-Up: * Complete and turn in 2 Lesson Plans (details provided below)
- * Complete and turn in final Business Plan (details provided below)

Lesson Plan Guidelines:

As part of the MTent requirements, 2 single-class lesson plans must be developed and submitted that focus on implementing Entrepreneurship into an existing course. These lesson plans must be original, classroom-ready, and must focus on one of the MDE-specified units provided below.

Format: Submissions must be made using the provided lesson plan template.

Deadline: Submissions are due back to your instructor no later than 1 month from the date that the last MTent module is completed.

MDE Entrepreneurship Units

- Unit 1 – Introduction and Orientation (5 hrs)
- Unit 2 – Entrepreneurial Skills (5 hrs)
- Unit 3 – Ready Skills: Business Foundations and Communication Skills (10 hrs)
- Unit 4 – Ready Skills: Economics (15 hrs)
- Unit 5 – Ready Skills: Financial Literacy (15 hrs)
- Unit 6 – Ready Skills: Professional Development (5 hrs)
- Unit 7 – Business Functions: Financial Management (10 hrs)
- Unit 8 – Business Functions: Human Resource Management (10 hrs)

- Unit 9 – Business Functions: Marketing Management (10 hrs)
- Unit 10 – Business Functions: Operations Management (10 hrs)
- Unit 11 – Business Functions: Strategic Management (10 hrs)
- Unit 12 – Business Plan (25 hrs)
- Teacher-Selected Curriculum Activities (10 hrs)

Business Plan Guidelines

As part of the MTEnt requirements, an original Business Plan must be developed and submitted by each participant.

Format: Submissions must include all sections listed below and be a minimum of **2,000** words in length (not including Appendix/Résumé).

For assistance with layout or content questions, consult the following resources:

- SBA: www.sba.gov/tools/business-plan/1
- SCORE: www.score.org/resources/business-plans-financial-statements-template-gallery.

Additional industry-specific templates and examples may be found on sites such as:

- Bplans: www.bplans.com/sample_business_plans.php

Deadline: Submissions are due back to your instructor no later than 1 month from the date that the last MTEnt module is completed.

Grading: Submissions must score 80% in each of the following sections in order to pass each section. All sections must be passed in order for completion. For details, consult the grading rubric included at end of syllabus.

Required Business Plan Sections

1. Title Page
2. Table of Contents
3. Executive Summary
4. Business Description
5. Marketing Plan
6. Operational Plan
7. Management Plan
8. Financial Plan
9. Appendix/Résumé

Note: Due to the time constraints of the MTEnt course, this is a very condensed version of a Business Plan.

Academic Integrity:

All MTEnt candidates are expected to give their best, honest effort. Academic dishonesty will not be tolerated. The Honor Code is as follows: "**As a candidate for the Master Teacher of Entrepreneurship, I will conduct myself with honor and integrity at all times. I will not lie, cheat, or steal, nor will I accept the actions of those who do.**" Participants immediately assume a commitment to uphold the Honor Code, to accept responsibility for learning, and to follow the philosophy and rules of the Honor Code.

MTEnt Endorsement:

The Master Teacher of Entrepreneurship designation enables a teacher who has secondary licensure in Business Education (105), Marketing (318), Career Pathway: Business Management (955), Career Pathway: Marketing (956), Social Studies (192), or Economics (193) to earn the "915" Entrepreneurship Endorsement through the Mississippi Department of Education (MDE). The 915 endorsement certifies that an MTEnt can teach the course 990003 Entrepreneurship. The MTEnt program is designed to improve teachers' abilities to bring the subject of entrepreneurship to life for their students in stand-alone entrepreneurship courses or to integrate entrepreneurship concepts into any part of a curriculum.

Additionally, the 915 endorsement requires that the applicant validate technology competency during the first year of license by attaining the established minimum score or higher on an assessment approved by MDE (e.g. IC3, Propulse). Information on this requirement can be found by contacting the Office of Educator Licensure at (601) 359-3483 or by email at teachersupport@mde.k12.ms.us.

**Master Teacher of Entrepreneurship (MTEnt)
Business Plan Rubric**

SECTION	CONTENTS OF SECTION	POINTS POSSIBLE*	POINTS RECEIVED
Title Page	<ul style="list-style-type: none"> • Business Name • Name of Each Owner 	5	
Table of Contents	<ul style="list-style-type: none"> • Location within Business Plan for all following sections 	5	
Executive Summary	<ul style="list-style-type: none"> • One-page Summary of Business Plan 	15	
Business Description	<ul style="list-style-type: none"> • Product/Service Description • Industry Description • Market Description • Company's Strengths • Company's Legal Form 	15	
Marketing Plan	<ul style="list-style-type: none"> • Market Research • Benefits to Customer • Description and Number of Customers • Competitive Analysis • Advertising Strategy • Sales Forecast 	15	
Operational Plan	<ul style="list-style-type: none"> • Production Goals • Location Requirements • Legal Considerations • Personnel Requirements • Inventory Goals • Potential Suppliers 	15	
Management Plan	<ul style="list-style-type: none"> • Job Titles • Position Descriptions • Qualifications • Names (if possible) 	15	
Financial Plan	<ul style="list-style-type: none"> • 12 Month Cash Flow Statement • Detailed Start Up Costs • Exit Strategy 	15	
Appendix	<p>Must include:</p> <ul style="list-style-type: none"> • Resume for Each Owner <p>Could include:</p> <ul style="list-style-type: none"> • Relevant Articles • Pictures • Floor Plans • Menus 	10	

*Must score 80% in each section in order to pass each section. All sections must be passed in order for completion.