



### Master Teacher of Entrepreneurship (MTEnt) Brief Syllabus

Audience	The content is applicable to middle and high school teachers regardless of assigned courses. Due to the nature of this content, the entrepreneurial mindset is applicable and valuable as a subset of numerous courses including, but not limited to, College and Career Readiness, Personal Finance, Business, Marketing, Math, Economics, Family Consumer Science, ICT.
Time Commitment	75 hours (estimated).
Requirements	Web-connected device (e.g., computer, tablet, smartphone); ability to download and upload documents; microphone and camera.
What's in it for me?	Upon successful completion of all coursework, you will receive a certificate designating your status as a Master Teacher of Entrepreneurship, 7.5 CEUs, and a \$250 stipend.
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#### Endorsements

The Master Teacher of Entrepreneurship designation enables a teacher who has secondary licensure to earn the "915" Entrepreneurship Endorsement through the Mississippi Department of Education (MDE). The 915 certifies that a MTEnt can successfully teach entrepreneurship content as a stand-alone course or as part of any other course that incorporates entrepreneurship content. Teachers successfully completing the MTEnt will be prepared to teach the entrepreneurship curriculum in a middle or high school setting.

#### Purpose

In addition to improving teaching skills, the MTEnt course improves a teacher's ability and practice of being a good critical thinker. MTEnts will have more ability and confidence to empower their students' critical thinking capacity to make better choices as they create and pursue economic opportunities. Successful MTEnts will understand why entrepreneurship education is valuable for all students and learn how to present the content in an engaging manner; learn how to mentor students in the process of developing, testing, and launching a business idea; recognize good entrepreneurship informational text; and improve in structuring learning experiences. The MTEnt was developed to be an example that teachers could replicate in their classrooms to meet best practices in engaging students to integrate critical thinking and an entrepreneurial mindset in their lives.

#### Content

This course incorporates the state of Mississippi's CTE entrepreneurship standards endorsed by the Mississippi Department of Education and provides instruction on the following standards: Define value generation and differentiate between simple ideas and ideas with value; Explore idea generation and brainstorming methodologies; Introduce basics of natural group dynamics; Define startup and introduce concept of hypothesizing, experimenting, and iteration as it relates to a business model; Introduce the Business Model Canvas tool; Develop oral and written communication skills and how to engage potential customers; Examine translating customer feedback into product features and specifications; Explore prototyping as a fundamental component of product/service development; Understand concepts, tools and procedures needed for basic computer operations and to access, process, maintain, evaluate, and disseminate information for good business decisions; Examine production and management components such as input suppliers; Understand financial concepts and tools used in making business decisions; Understand accounting fundamentals; Estimate the start-up expenses of an

entrepreneurial business; Compare personal money-management concepts, procedures and strategies; Demonstrate the knowledge of good accounting and record keeping; Explore powerful brands and feelings it elicits; Identify the elements of marketing (for example product, place, price, promotion); Understand the concepts, processes, and systems needed to determine and satisfy customer needs/wants/expectations, meet business goals/objectives, and create new product/service ideas; Examine selling as a function of marketing; Differentiate between various types of distribution channels and strategy; Recognize professional business organizations and their importance to entrepreneurs; Develop supporting materials for a business plan with details and evidence; Develop financial projections; What is success and what does success look like? The curriculum combines a wealth of curated resources from several respected content creators including Empowered (Youth Entrepreneurs, Inc.), Econ Lowdown (St. Louis Federal Reserve Bank), and others. Pre- and post-testing occurs to measure the amount of growth that took place during the program. A passing rate of 80% is required on all assignments.

#### Logistics and Resources Needed

The MTEnt will be taught through Canvas hosted at the Mississippi State University Research and Curriculum Unit. Orientation is synchronous with the remaining class occurring asynchronous. Office hours are available for participants struggling or needing extra guidance. All materials are provided. Teachers not making satisfactory progress will pay the \$250 fee but will be allowed to enroll in the next cohort. The course is structured so that teachers who are willing to learn the material and successfully complete assignments will earn the certification.

#### Assignments

Types of assignments include pre- and post-tests, reading informational text, watching informational videos, completing interviews, learning through individual and group projects, and writing reflections on what was learned. The course is built to engage learners with ample discussion threads to enhance the “student voice.”

#### Instructors

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