



Certification Prep for Grades 6–12

The new *ESB Prep* course delivers NFTE’s award-winning curriculum, activating students’ entrepreneurial mindset while they learn the fundamentals of entrepreneurship and running a small business. Students are led through selecting an original business idea and the core principles for starting and running it.

Scan for a digital course sample!



Username: **Demo1**

Password: **#1BestDemo333**

- ✓ Prepare for success on Certiport’s **Entrepreneurship and Small Business (ESB) Certification Exam**
- ✓ 18 digital lessons with built-in activities, quizzes, and test prep
- ✓ 30–40 hours of flexible instruction

Program Content At-A-Glance:

- Intro to ESB and the Entrepreneurial Mindset
- The Lean Canvas and Design Thinking
- Identifying Business Ideas & Turning Them Into Opportunities
- Lean Market Research and Competitive Advantages
- Marketing and Selling Products or Services
- Customer Segments and Promotional Channels
- Business Costs, Delivering Products & Services, and EOU Economics
- Financing and Running a Startup
- Elevator Pitch



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About NFTE:

Network for Teaching Entrepreneurship (NFTE) ignites the entrepreneurial mindset with unique learning experiences that empower students to own their futures. A global nonprofit founded in 1987, NFTE provides high-quality entrepreneurship education to middle school, high school and postsecondary students. NFTE has educated more than a million students, delivering our programs in school, out of school, in-person, online, or through hybrid models. Visit nfte.com to learn more.

Ignite an Entrepreneurial Mindset

The interactive, digital experience motivates students to think and act entrepreneurially. Spark engagement in every step of the curriculum:

- Entrepreneurial mindset warm-up
- Embedded Activities: graphic organizers, interactive matching, image hotspots, vocabulary flashcards, classifications *
- Entrepreneur's journal and self reflections *
- Extensions: videos, articles, and further reading
- Interactive assignments and lesson practice quizzes
- Read-along companion guides students through the online course
- Practice tests for each ESB content domain *
- **Complete eText access to *Entrepreneurship: Owning Your Future***

There are All Kinds of Entrepreneurs Examples

Entrepreneur's Journal

Use this journal to record your thoughts about your emerging business idea. Return to this part of the journal at any time and revise it to capture any new thoughts you have about these topics.

What I have learned so far about my competition:

Notes:

Which three of the following are marketing plan segments? (Choose three.)

- Retention rate
- Psychographics
- Behavioral
- Employee numbers
- Geographics

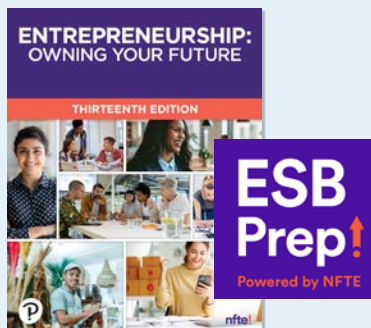
Comprehensive Teaching Tools

Teacher access to the *ESB Prep* course includes everything needed for seamless implementation.

- Plan with implementation guides and a scope and sequence, aligning lesson goals to ESB objectives *
- Teach with ready-to-go PowerPoint® presentations, guiding questions, and customizable rubrics
- Utilize Canvas® tools, including a gradebook, discussion board, and more!

nfte! ESB Prep Scope and Sequence 2022

#	Lesson	Goal / Guiding Question	Assignment	Lean Canvas	Fast Pitch	ESB Objectives	Time
1	Intro to Entrepreneurship & Small Business	Goal: Describe the risks and rewards of entrepreneurship. Guiding Question: How do I know whether becoming an entrepreneur is right for me?	Conflict with Risk Reflection	Problem & Solution	Problem Opportunity	1.1.1 Define entrepreneurship and small business 1.2.2 Identify the risks, benefits, opportunities, and drawbacks of being an entrepreneur	1 hr
2	Your Entrepreneurial Mindset	Goal: Identify the characteristics of successful entrepreneurs. Guiding Question: What makes me qualified to be an entrepreneur?	Entrepreneurial Self-Reflection	Problem & Solution	Problem Opportunity	1.2.1 Identify characteristics of an entrepreneurial mindset	1 hr 45 mins
3	The Lean Canvas	Goal: Identify the parts of the Lean Canvas and note how the Lean Canvas works as a planning tool for building a business model. Guiding Question: What tools do entrepreneurs use to plan	Lean Canvas Matching	Problem & Solution	Problem Opportunity	1.4.1 Identify the purposes and value of a business plan, pitch deck, and lean canvas 1.4.2 Define the key components of a business plan and pitch deck	1 hr 30 mins



Bundle *ESB Prep* with print or go 100% digital with access to the *Entrepreneurship* eText!

Purchasing Options		
<i>ESB Prep</i> course with <i>Entrepreneurship</i> eText	9780138322489	\$39.99
<i>ESB Prep</i> course PLUS <i>Entrepreneurship</i> Print Student Edition and eText	9780138322496	\$119.99

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