

my ESB story



NFTE Successfully Pilots Entrepreneurship Pathway Program with Certiport's ESB Certification

CERTIFICATION VALIDATES AND ENHANCES CREDIBILITY OF INNOVATIVE HIGH SCHOOL PROGRAM FOCUSED ON MAKING STUDENTS CAREER-READY

Research shows that entrepreneurial skills and behaviors including innovation, self-reliance, comfort with risk, communication, and problem-solving prepare young people for life-long success. This is why schools and school districts across the U.S. are introducing entrepreneurship into career-readiness standards and career pathways at an increasing rate, and some schools are even making entrepreneurship courses a requirement.

According to the 2015 "The State of Entrepreneurship Education" report from Junior Achievement, the number of states that include entrepreneurship education in their proficiencies, standards or guidelines more than doubled from 2009 to 2015, and the number of states that require entrepreneurship education to be offered in high school more than tripled. In addition, several states—Nevada, Arkansas, Utah, and Arizona, among others—are offering a form of entrepreneurship pathway consisting of one or more courses.

NFTE (Network for Teaching Entrepreneurship), the recognized leader in K-12 entrepreneurial education, helps young people develop their entrepreneurial mindset so they can reap the benefits of an entrepreneurial education. In 2017, NFTE began to pilot their new Entrepreneurship Pathway, an innovative program of study for high school students. The pathway is comprised of a series of programs that can be offered to students from 9th to 12th grades, allowing school districts to integrate entrepreneurship into existing programs and pathways, including CTE tracks, or offer a complete, standalone entrepreneurship pathway.

A PATHWAY TO ENTREPRENEURIAL SUCCESS

NFTE's Entrepreneurship Pathway includes curriculum, classroom competitions, and experiences working with volunteer business coaches and advisors. The major focus of the program is to activate students' entrepreneurial mindset, which are the attitudes, behaviors, and beliefs that orient an individual toward thinking and acting like an entrepreneur. The program achieves this through a variety of learning experiences that address the eight core

domains of the entrepreneurial mindset: comfort with risk, creativity and innovation, opportunity recognition, future orientation, flexibility and adaptability, critical thinking and problem solving, initiative and self-reliance, communication and collaboration.

Each week of NFTE's Entrepreneurship 1 and Entrepreneurship 2 courses focuses on a specific entrepreneurship concept and follows an innovative learning cycle. Students begin the week with a hands-on entrepreneurial investigation, then learn and master core content, and finally apply the concept to the development of their own business models and products or services. Over the duration of each course, students' progress from business ideation to business model development and, in the case of advanced students, the launch of their businesses. At the end of each course, students complete a classroom or school business pitch presentation and have opportunities to go on to compete in regional and national pitch competitions.

NFTE also administers its Entrepreneurial Mindset Index (EMI), an assessment that reliably measures the entrepreneurial mindset, using the data collected from pre- and post- assessments to make improvements to the program.

VALIDATING THE PATHWAY WITH CERTIFICATION

The goal of NFTE's Entrepreneurship Pathway is to provide students with deep learning of a broad set of demonstrable entrepreneurial skills, mindset and behaviors that can be applied across the career clusters, regardless of whether a student wants to be an entrepreneur (start a business) or an intrapreneur (an entrepreneurial employee inside a company, a government entity, or nonprofit group). NFTE sees the importance of including validation in the Entrepreneurship Pathway, so students walk away with real-world proof they have learned the skills covered in the course.

Certiport's Entrepreneurship and Small Business (ESB) certification program provides a new level of credibility and rigor for NFTE. As a result, the organization endorses the ESB certification and culminates their new career-readiness pathway with the ESB certification exam offered by Certiport.

Shawn Osborne, President and CEO of NFTE, says, "Through entrepreneurship, young people discover that what they are learning in the classroom is relevant to the real world—whether they are starting a business, pursuing college, or seeking employment—and often pursuing all of these throughout their lives. We are pleased to endorse

the ESB certification as a way to validate that NFTE young people have learned essential entrepreneurship skills—giving them the tools to both overcome adversity and to address future personal, economic and global challenges. Our young people will thrive in the innovation economy because entrepreneurship uniquely prepares them for a rapidly-changing economic environment."

The opportunity to complete NFTE's Entrepreneurship Pathway with ESB certification has been a very positive experience for students, schools, and NFTE. Four schools and nearly 100 students participated in a pilot of the ESB last spring, and NFTE plans to continue to use ESB in the Entrepreneurship Pathway going forward.

ABOUT NFTE

NFTE is an internationally recognized nonprofit that activates the entrepreneurial mindset in young people. Research shows that the entrepreneurial mindset—skills including innovation, self-reliance, comfort with risk, communication, and problem-solving—prepares young people for lifelong success. Equipped with the mindset, as well as the business and academic skills that NFTE teaches, NFTE students are ready to thrive in the innovation economy no matter what path they choose. NFTE focuses its work on under-resourced communities. Through its nationwide network of U.S. offices, NFTE programs reached almost 35,000 students in over 1000 schools last school year. Partnerships in eight other countries allowed NFTE to serve an additional 40,000 young people internationally. Learn more at nfte.com and follow @NFTE on Twitter.

ABOUT ESB

ESB (Entrepreneurship and Small Business) is the first certification product in the new Certiport Business Fundamentals Certification Program. The ESB exam is intended for use primarily in academic settings including secondary schools, vocational schools, community colleges, and technical colleges. Candidates for ESB certification will be expected to have key conceptual knowledge of entrepreneurial and small business principles, although it is not required for students to have had real-world experience as a small business manager in order to take and pass the exam. Successful completion of this certification will validate skills and knowledge for those students interested in working in a middle-skill trade profession as their own boss and those with entrepreneurship and small business career aspirations. For more information, visit certiport.com.

