

NEW!

FOUNDATIONS

in ENTREPRENEURSHIP[®]

For grades 9-12



According to research, **45% of high school students plan to start their own business,** and **42% say they will invent something that changes the world.¹** We believe them.

Today's students are driven. They have the hopes, dreams, and ideas that could change our world. We want to help you inspire them to imagine what their future could be like making money running their own business.

¹GALLUP Poll, "U.S. Students' Entrepreneurial Energy Waiting to Be Tapped," 2011.

The Skills They Need to Start and Run Their Own Businesses

Foundations in Entrepreneurship, a fully digital curriculum for high school students, gives you the resources to teach your students the skills they would need to start their own businesses. With lessons and activities on the basics of entrepreneurship, economics and finances, marketing, and business management, students learn the important fundamentals while applying the concepts in a unique way.

Foundations in Entrepreneurship is available exclusively through our new digital platform, FoundationsDigital.

Curriculum Features

- Online access makes the curriculum available both inside and outside the classroom
- Flexible and turnkey curriculum gives you the option to use it either as individual modules or up to a 9-week course
- Integrated Teacher's Guide enables you to view teacher resources alongside student material
- Activities include topics like how to budget for business, marketing a business, and building a brand
- More than 25 hours of content, including one and a half hours of video instruction by the *Foundations* team of experts
- Case studies to engage students in practical application of financial principles
- Pre-and post-tests for each module as well as formative assessments
- Fully digital curriculum is compatible with desktop, mobile, and tablet devices on an updated modern browser

Questions?

Contact a Curriculum Advisor today!

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