**Statewide Micro-Enterprise Credential Resource Index**

(Updated: June 16, 2017)

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| **Resource Family** | **Resource** | **Resource Name** |
| 21  Implementing the Statewide Micro-Enterprise Credential | 21-01 | Statewide Micro-Enterprise Credential Resource Index |
| 21-02 | Overview of the Statewide Micro-Enterprise Credential |
| 21-03 | Micro-Enterprise Credentials and Course Options  Resources highlighted in yellow are not posted online |
| 21-04 | Relevant Policy and Procedures |
| 21-05 | The Micro-Enterprise Credential Teacher Registration System **(handed out during training)** |
| 22  Getting Started | 22-01 | Statewide Credential Getting Started *Teacher Guide* |
| 22-02 | Creating In-Person and Nepris Mentor Networks |
| 22-03 | Statewide Micro-Enterprise Student Portfolio Checklist |
| 22-04 | Statewide Micro-Enterprise Credential Implementation Guide |
| 22-05 | Statewide Micro-Enterprise Credential Word Bank (presented in the order concepts appear) |
| 23  Develop a Business Concept | 23-01 | Business Concept Word Bank |
| 23-02 | Review: Nine Steps for Starting Your Small Business (Statewide Credential Exercises) |
| 23-03 | Review: Nine Steps for Starting Your Small Business *Teacher Guide* |
| 23-04 | What is a Business Concept? |
| 23-05 | Key Components of a Business Concept Package |
| 23-06 | Creating Simple Financial *Pro Formas* |
| 23-07 | *Pro Forma* Exercises (Excel Spreadsheet) |
| 23-08 | *Pro Forma* Exercises *Teacher Guide* |
| 23-09 | What Makes a Business Concept "Doable?" |
| 23-10 | Understanding and Mitigating Risk |
| 23-11 | Business Concept Evaluation Exercises |
| 23-12 | Business Concept Evaluation Exercises *Teacher Guide* |
| 23-13 | Opportunity Assessment: Different Types of Business Opportunities |
| 23-14 | Opportunity Assessment Exercises |
| 23-15 | Opportunity Assessment Exercises *Teacher Guide* |
| 23-16 | The Value of Concise Communications |
| 23-17 | Three Slide Presentation Exercise |
| 23-18 | Concise Communications Exercises *Teacher Guide* |
| 23-19 | Culminating Exercises: Business Concept Evaluation Package |
| 23-20 | Culminating Exercises: Business Concept Evaluation Package *Teacher Guide* |

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| **Resource Family** | **Resource** | **Resource Name** |
| 24  Complete the Company Leadership Suite | 24-01 | Company Leadership Word Bank |
| 24-02 | What is Leadership? |
| 24-03 | Key Characteristics of Entrepreneurs vs Small Business Leaders |
| 24-04 | *Nepris Exercise:* What Makes a Small Business Leader Successful? (see 29-03) |
| 24-05 | *Nepris Exercise:* What Makes an Entrepreneur Successful? (see 29-03) |
| 24-06 | Entrepreneur Time Management |
| 24-07 | Exercise: Compare and Contrast Small Business Leaders and Entrepreneurs |
| 24-08 | Exercise: Compare and Contrast Small Business Leaders and Entrepreneurs *Teacher Guide* |
| 24-09 | Elements of Effective Job Descriptions |
| 24-10 | Creating a Personal Job Description as a Small Business Leader-Entrepreneur |
| 24-11 | Personal Job Description Exercise |
| 24-12 | Personal Job Description Exercise *Teacher Guide* |
| 24-13 | What is "Company Culture?" |
| 24-14 | *Video*: Examples of Company Culture *(resource not yet developed)* |
| 24-15 | *Nepris Exercise:* How to Create a Positive Company Culture (see 29-03) |
| 24-16 | What is "Culture Mapping?" |
| 24-17 | Culture Mapping Exercises |
| 24-18 | Culture Mapping Exercises *Teacher Guide* |
| 24-19 | Providing Performance Feedback |
| 24-20 | *Video:* Performance Feedback Experiences *(resource not yet developed)* |
| 24-21 | *Nepris Exercise:* Workplace Expert Experiences with Performance Feedback (see 29-03) |
| 24-22 | Performance Feedback Exercises |
| 24-23 | Performance Feedback Exercises *Teacher Guide* |
| 24-24 | Hiring New Team Members: Developing a New Hire Scorecard |
| 24-25 | *Nepris Exercise:* How to Hire Top-Quality New Team Members (see 29-03) |
| 24-26 | New Hire Scorecard Exercise |
| 24-27 | New Hire Scorecard Exercise *Teacher Guide* |
| 24-28 | Small Business / Start-Up Operations |
| 24-29 | Business Operations Exercises |
| 24-30 | Business Operations Exercises *Teacher Guide* (includes a downloaded companion spreadsheet) |
| 24-31 | Culminating Exercises: Company Leadership Suite |
| 24-32 | Culminating Exercises: Company Leadership Suite *Teacher Guide* |
| **Resource Family** | **Resource** | **Resource Name** |
| 25  Networking | 25-01 | Networking Word Bank |
| 25-02 | Key Networking Skills |
| 25-03 | *Nepris Exercise*: How Networking Was Important to My Success (see 29-03) |
| 25-04 | *Act Right / Dress Right Exercise:* Networking with Unfamiliar Workplace Adults |
| 25-05 | Networking Exercises |
| 25-06 | Culminating Exercises: Networking Skills |
| 25-07 | Culminating Exercises: Networking Skills *Teacher Guide* |
| 26  Develop a Business and Marketing Plan | 26-01 | Business and Marketing Plan Word Bank |
| 26-02 | Components of Effective Business and Marketing Plans |
| 26-03 | Long vs. Short Plans: Pros and Cons |
| 26-04 | Exercise: Dissecting a Business Plan |
| 26-05 | Exercise: Dissecting a Business Plan *Teacher Guide* |
| 26-06 | *Nepris Exercise:* What I Look for in a Business Plan (see 29-03) |
| 26-07 | *Video*: Most Important Elements of a Business Plan *(resource not yet developed)* |
| 26-08 | Market Research Basics |
| 26-09 | Developing Sales and Marketing Plans |
| 26-10 | Developing Effective Sales and Marketing Plans Exercises |
| 26-11 | Developing Effective Sales and Marketing Plans Exercises *Teacher Guide* |
| 26-12 | *Nepris Exercise*: Developing Effective Sales and Marketing Plans (see 29-03) |
| 26-13 | Links to Helpful Business and Marketing Plan Materials |
| 26-14 | Options for Developing a Business / Marketing Plan |
| 26-15 | Options for Developing a Business / Marketing Plan *Teacher Guide* |
| 26-16 | Culminating Exercises: Developing a Business and Marketing Plan |
| 26-17 | Culminating Exercises: Developing a Business and Marketing Plan *Teacher Guide* |

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| **Resource Family** | **Resource** | **Resource Name** |
| 27  Develop a Business Pitch | 27-01 | Business Pitch Word Bank |
| 27-02 | Why Practice Your Business Pitch? |
| 27-03 | *Nepris Exercise*: What I Look for in a Business Pitch (see 29-03) |
| 27-04 | Why is it Hard to Accept Feedback on a Business Pitch? |
| 27-05 | Exercise: Video Your Business Pitch / Accept Team Feedback |
| 27-06 | Exercise: Video Your Business Pitch / Accept Team Feedback *Teacher Guide* |
| 27-07 | Culminating Exercise: Develop / Make a Business Pitch |
| 27-08 | Culminating Exercise: Develop / Make a Business Pitch *Teacher Guide* |
| 28  Test Prep / Additional Resources | 28-01 | Subjects Covered in the ESB Exam |
| 28-02 | Pre-Test (*not* on the Certiport System) |
| 28-03 | Pre-Test (*not* on the Certiport System) *Teacher Guide* |
| 28-04 | ESB Study Guide |
| 28-05 | ESB Study Guide *Teacher Guide* |
| 28-06 | How Teachers Can Access their ESB Exam Voucher |
| 28-07 | ESB Certiport Test Candidate Registration |
| **Teacher-Developed Additional Resources (check the *All Things Jump Start* web portal for new resources)** | |
| 29-01 | Job Interview Questions (from themuse.com) |
| 29-02 | Mock Job Interview Rubric |
| 29-03 | Teacher Notes: The best ways to use the Nepris Exercises Videos |