

Statewide Credential Getting Started **TEACHER GUIDE**

(Updated: June 16, 2017)

Introduction – the Statewide Micro-Enterprise Credential

The Statewide Micro-Enterprise Credential enables students motivated by the materials in the Regional Micro-Enterprise Credential to master a broader set of more sophisticated business skills.

One of the teachers who helped develop the Statewide Micro-Enterprise Credential resources indicated that this was a type of “high school MBA” – an introduction to many of the topics critical to small business and entrepreneurial success.

This may be a bit of an overstatement, but the sentiment is correct. The Statewide Micro-Enterprise Credential will enable students to learn about critical elements of business leadership, company culture, value creation, planning for venture success and engaging with stakeholders to describe business concepts and “sell” business plans.

The Statewide Micro-Enterprise Credential provides students with hands-on opportunities to expand the skills that will make them effective small business employees and young entrepreneurs, culminating in an international Entrepreneurship and Small Business (ESB) credential.

The Statewide Micro-Enterprise Credential is for Jump Start students and TOPS University students . . . an elective that helps students master sophisticated business insights, complete hands-on skill-building exercises and earn a resume-building industry credential.

Sections of this **Teacher Guide**

- Introduction – the Statewide Micro-Enterprise Credential
- Credential Objectives
- Statewide Credential Modules
- Online Teacher Registration
- Scope and Sequence Recommendations

Credential Objectives

The Statewide Micro-Enterprise Credential will help students achieve four critical objectives:

- 1) understand the basics of “doable” business concepts – the Develop a Business Concept module helps students understand the factors that could turn a small business concept into a thriving enterprise;
- 2) understand the basics of enterprise leadership – the Company Leadership Suite provides extensive insights into how entrepreneurs and small business leaders operate, how they create galvanizing company cultures, and how effective companies operate;
- 3) master critical networking and communication skills – the Networking, Business and Marketing Plan and Business Pitch sections provide extensive opportunities for students to practice critical written and verbal communication skills, while emphasizing the critical adult skill of networking;
- 4) earn an internationally-accepted entrepreneurship credential – all of the Statewide Micro-Enterprise Credential sections will help students attain the Certiport ESB credential, an international industry-based credential pioneered in Louisiana, and sought by students across the country and the globe.

BRAC (Baton Rouge Area Chamber) continues to provide the guidance to make sure our materials are aligned with the actual skills students need to attain to be effective small business leaders and entrepreneurs.

Camelback Ventures – a New Orleans-based organization that trains young adult entrepreneurs, and then invests in the most promising ventures they form - has provided their insights and guidance in creating instructional resources patterned after the materials they use in their program.

Statewide Micro-Enterprise Credential Modules

Students must successfully complete following modules to attain the Statewide Micro-Enterprise Credential.

Credential Modules	Purpose	Students Complete
1 Business Concept Evaluation	Students can analyze whether a business concept is "doable," and then create a recommendation presentation.	Business Concept Evaluation Package Elevator Speech and 3-slide Presentation
2 Company Leadership Suite	Students complete a series of hands-on exercises to master key concepts in managing talent, practicing the leadership skills that make start-ups and small businesses successful.	Personal Job Description Performance Feedback Second Hire Scorecard Feedback to Classmates
3 Networking	Students practice networking skills, and the ability to interact effectively with actual workplace experts / mentors.	Networking Assignment
4 Business and Marketing Plans	Students complete individual and team hands-on exercises to develop critical components of Business and/or Marketing Plans.	Developing a Business and/or Marketing Plan
5 Business Pitch	Students practice their ability to make persuasive, concise business pitches.	Business Pitch Exercise
5 Online Credential Test	<i>Students successfully pass the Entrepreneurship and Small Business (ESB) exam.</i>	The Entrepreneurship and Small Business (ESB) Exam administered by Certiport

There is a robust library of resources developed by the Micro-Enterprise Credential development team to help teachers prepare their students to successfully complete these components.

These resources, included in this binder and listed in the Resource Index (Resource 21-01), are available for download at:

<http://www.louisianabelieves.com/resources/library/jump-start-pilot-programs>

To prevent student downloads of Teacher Guides that include answer keys, the Teacher Guides will only be available for download from a password-protected Dropbox (instructions provided separately).

Online Teacher Registration – see Resource 21-05

All teachers must register online as a Micro-Enterprise Credential teacher, and complete three modules that indicate their mastery of the policies and procedures required for students to earn their Micro-Enterprise Credentials:

- 1) Confirming Certification Requirements
- 2) Confirming Module Tracking System Requirements
- 3) Administrative Requirements

The Micro-Enterprise Credential Online Teacher Registration system will provide confirmation once a teacher has completed each of these modules. This confirmation will be required for all Micro-Enterprise Credential teachers.

Scope and Sequence Recommendations

The Statewide Micro-Enterprise Credential binder includes an Implementation Guide (resource 22-04) that indicates:

- a list of critical resources for each area of instruction;
- the purpose of each resource;
- implementation notes, based on the best judgement of experienced Micro-Enterprise Credential teachers; and
- anticipated teaching time for each resource / topic.

Teachers can use this Implementation Guide to help them determine the proper sequencing of topics / resources for their students, as well as the timeframe they will use to present each topic area.

Note: because this is a new credential, we are interested in hearing from teachers about their experience working with their students using these new, more advanced materials. Let us know what you're learning and what works for you and your students at JumpStart@la.gov

If you need assistance or have a question about any of the Micro-Enterprise Credential resources, or any aspect of teaching these resources, please email: JumpStart@la.gov

Subject Line: *Micro-Enterprise Credential Help Request*

You can also send the effective instructional resources you develop to JumpStart@la.gov

Subject Line: *Micro-Enterprise Credential New Resource*