Jump Start Micro-Enterprise Credential: Statewide Credential Implementation Guide
(Updated: June 16, 2017)

We have provided an extensive portfolio of resources and student exercises that we hope helps students master critical concepts about entrepreneurship and small business leadership. The table below provides grouping and sequencing recommendations for using these resources and student exercises.

All implementation notes are suggestions only and may be altered according to the needs of the students and teachers. Anticipated times are based only on the implementation notes provided and may vary. Disclaimer - since the Statewide resources are in their pilot year, the time estimates to cover this material is a best guess on a 4x4 - 90 minute block schedule.

Resource	Purpose	Implementation Notes	Anticipated Time
23 - Develop a Business Concept	➢ (23-02) Describes the entrepreneurial and administrative steps necessary to start a small business. ➢ Provides terminology students need to know regarding starting a business. ➢ (23-04) Identifies basic principles that must be considered before going into business. ➢ (23-05) Identifies basic components of a business concept. ➢ (23-06,07) Evaluates Pro Forma statement. ➢ (23-09) Determines essential factors required for business start-up. ➢ (23-10,11,13,14) Provides opportunity to analyze contingencies. ➢ (23-16,17) Models effective and concise communication strategies.	***Terminology:*** A variety of methods may be used. Possibilities include quizzes, word walls, word clouds, vocabulary journals, word sorts, vocabulary games, and flash cards. ***Exercises:*** Students will practice key concepts by completing the following exercises. • Differentiation Student Exercise (23-02) • Key Components Exercise (23-05) • Business Pro Forma (23-07) • Business Concept Evaluation (23-11) • Opportunity Assessment (23-14) • Three Slide Presentation (23-17) • Concise Communications (23-18) • Culminating Exercises (23-19)	23-02 1 week 23-04 2 days *23-05* *1-2 days* 23-06 2-3 days *23-07* *1 -2 days* 23-09 1 day 23-10 1-2 days *23-11* *3 days* 23-13 1-2 days *23-14* *3 days* 23-16-17 3-4 days *23-18-19* *1-2 days* Total: 7-8 weeks

Resource	Purpose	Implementation Notes	Anticipated Time
24 - Company Leadership Suite	➢ (24-02) Identifies characteristics of effective leadership. ➢ (24-03-24-05)) Distinguishes between leadership styles of entrepreneurs and small business leaders. ➢ (24-06) Establishes time management standards of effective entrepreneurs. ➢ (24-07) Analyzes and categorizes behaviors of entrepreneurs and small business leaders. ➢ (24-09) Identifies key elements of effective job descriptions. ➢ (24-10, 11) Creates a personal job description. ➢ (24-13) Establishes the concepts of company culture and the importance of fostering a successful and specific culture. ➢ (24-15-25-17) Indicates the purpose of culture mapping and how to assess periodically. ➢ (24-19- 24-22) Provides rationale and rules for providing effective performance feedback. ➢ (24-24-24-26) Establishes criteria for hiring new team members. ➢ (24-28,29) Identifies the organizational functions and operational concepts of an enterprise.	***Terminology:*** A variety of methods may be used. Possibilities include quizzes, word walls, word clouds, vocabulary journals, word sorts, vocabulary games, and flash cards. ***Exercises:*** Students will practice key concepts by completing the following exercises. • Nepris Exercise (24-04) What makes Small Business Leader Successful • Nepris Exercise (24-05) What Makes an Entrepreneur Successful • Entrepreneur and Small Business Leader (24-07) • Creating a Personal Job Description (24-11) • Nepris Exercise Create Positive Culture (24-15) • Culture Mapping (24-17) • Nepris Exercise Workplace Expert Experiences (24-21) • Providing Performance Feedback (24-22) • Nepris Exercise Hire Top Quality Team Members (24-25) • New Hire Scorecard (24-26) • Business Operations (24-29) • Culminating Exercises (24-31)	24-02 1 day 24-03 2 days 24-04-24-05 1-2 days 24-06 1 day *24-07* *1 day* 24-09 1 day *24-10, 11* *1 day* 24-13 1 day *24-15* *1 day* *24-16,17* *1-2 days* *24-19-22* *2-3 days* *24-24, 26* *2-3 days* *24-28, 29* 3-4 days 24-31 1-2 days Total: 3- 4 weeks

Resource	Purpose	Implementation Notes	Anticipated Time
25 - Networking	➢ (25-02) Identifies effective networking skills, strategies and ideology. ➢ (25-04-25-06) Provides opportunity for students to practice networking in public spaces with unfamiliar adults.	**Terminology:** A variety of methods may be used. Possibilities include quizzes, word walls, word clouds, vocabulary journals, word sorts, vocabulary games, and flash cards. **Exercises:** Students will practice key concepts by completing the following exercises. • Nepris Exercise (25-03) How Networking Was Important to My Success • Networking Exercises (24-04/05) • Culminating Exercises Networking Skills (25-06)	<u>25-02</u> 1-2 days *25-04/05* *4 days* *25-06* *1 day* Total: 1 week instruction 3 weeks application
26 - Develop a Business and Marketing Plan	➢ (26-02) Identifies components of effective business and marketing plans. ➢ (26-03) Identifies pros and cons of long vs short business plans. ➢ (26-04) Provides opportunity to break down business plan sections and analyze critical characteristics. ➢ (26-08) Describes advantages and disadvantages of a variety of market research strategies. ➢ (26-09) Identifies the role of Marketing, Sales and Advertising. ➢ (26-10) Provides opportunity to analyze business scenario, discuss responses, develop a brief sales and marketing plan and role play with mentor	**Terminology:** A variety of methods may be used. Possibilities include quizzes, word walls, word clouds, vocabulary journals, word sorts, vocabulary games, flash cards using ProProfs, etc. **Exercises:** Students will practice key concepts by completing the following exercises. • Dissecting a Business Plan (26-04) • Developing Effective Sales and Marketing Plans (26-10)	<u>26-02</u> 1-2 days <u>26-03</u> 1 day *26-04* *3 days* <u>26-08</u> 2 days <u>26-09</u> 1 day *26-10* *3 days* Total: 2 weeks

Resource	Purpose	Implementation Notes	Anticipated Time
27 - Develop a Business Pitch	➢ (27-02) Identifies characteristics of effective communication practice. ➢ (27-03) Identifies strategies for improving communication performance through solicited feedback. ➢ (27-04) Provides opportunity to accept feedback on pitch.	***Terminology:*** A variety of methods may be used. Possibilities include quizzes, word walls, word clouds, vocabulary journals, word sorts, vocabulary games, and flash cards. ***Exercises:*** Students will practice key concepts by completing the following exercises. • Nepris Exercise (27-03) What do I look for in a Business Pitch • Video Pitch/Part 1 & 2 (27-05-27-06) • Culminating Exercise (27-07) Develop/Make a Business Pitch	27-02 1 day 27-03 1 day *27-04-27-07* *3-5 days* Total: 1 -2 weeks