

## Why Teach Teenagers Business?

It's never too early to teach teens business," according to Stephen Christensen, founder of the **Teen Entrepreneur Academy (TEA)** at Concordia University. "Our local business leaders have acknowledged the relevance and importance of entrepreneurship as an educational and economic remedy, making the need for youth entrepreneurship programs more evident than ever. With the recent recession creating a new standard of employment, entrepreneurship has become both popular and essential for job creation; and what better environment to host the Academy than entrepreneurial Orange County, a hotbed of technology, innovation and business startups." TEA fosters a business-savvy future workforce that ultimately supports America's economic vitality.

A 2011 national Gallup survey of high schoolers found that:

- ◆ **86 percent wished they had more business classes**

- ◆ **Seven out of 10 said they want to start their own business**

What do high school kids know about being entrepreneurs? It turns out their curiosity about the world around them, their natural creativity, willingness to take risks and unbridled enthusiasm are the characteristics of our greatest entrepreneurs. Concordia's TEA is a one-week residential summer camp program for teenagers that encourages the next generation of entrepreneurs. This program encourages business ownership in young people whose inventiveness and drive can actually teach us something about being entrepreneurs. TEA empowers *TeenPreneurs* to kick-start their business dreams while writing their business plans.

Living in the university's dorms on campus in Irvine, 50 teenagers get total immersion in entrepreneurial culture and business principles. The 2013 Academy occurs Sunday, July 14 to Friday, July 19. Information online: [www.cui.edu/tea](http://www.cui.edu/tea).

"Concordia's Teen Entrepreneur Academy focuses on building the academic, business and life skills of teenagers, encouraging them to graduate high school, attend college and develop workplace skills so they can lead happy, healthy and productive lives in today's competitive global economy," explained Concordia University's President, Dr. Kurt Krueger.

Last summer, 40 teenagers from 16 Orange County high schools and two from China



attended six classes a day including visits to local companies and presentations by successful entrepreneurs. The week ended with a business plan competition.

Adam Brownell, 17, a junior from San Clemente High said he didn't know what the word "entrepreneur" meant when his dad, Mike, enrolled him and his sister Rachel in program last summer. Nevertheless, Adam won the \$1,000 top prize for his business plan for Jukebox, a social media site on which teens could share videos and music and connect with others who like the same type of entertainment. He has since been hired as an intern at KCOMM, working with its CEO Sinan Kanatsiz, the founder of the Internet Marketing Association.

### Five Reasons to Teach High School Students Entrepreneurship

#### 1. Job Creation & Economic Growth.

Entrepreneurship is the future of economic growth. It stimulates job creation. Exposing teenagers to entrepreneurship prepares them for the growing economy.

#### 2. Real World Experience.

Teaching entrepreneurship gives students a real world touchstone, connecting the theory, critical thinking and analysis with real world situations.

#### 3. Curriculum Missing From High School.

Business, economics and entrepreneurship are missing from most high schools where these subjects should first be introduced.

#### 4. Applied Learning.

Students experience the challenges of starting their own businesses, learning the real world utility of subjects they studied. They learn from "hands-on" personal experience.

#### 5. College Preparation.

One in three U.S. high school students drop out – that's 7,000 students every day; 81 percent of dropouts report they would have stayed in school if it were more relevant.

The Academy is an experiential business education that includes planning, goals-setting, budgeting, deadlines and instant feedback.

Students experience a low-risk way to launch a business. Successful entrepreneurs and business faculty teach and mentor students with step-by-step advice, training and equipping the next generation of entrepreneurs, young men and women of character and integrity. The investment is \$495 per student. Scholarship assistance is needed for low-income and at-risk students.

Apply online [www.cui.edu/tea](http://www.cui.edu/tea). Contact: [stephen.christensen@cui.edu](mailto:stephen.christensen@cui.edu), 714.272.7865.



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