



**CONCORDIA**  
UNIVERSITY IRVINE

# Teen Entrepreneur Academy

*Empowering Teenpreneurs*



July 14-19,  
2013



**DREAM IT. PLAN IT. DO IT.**

Concordia University's high school summer camp offers hands-on, real-world training in "how to start a business," preparing a new generation of aspiring values-based entrepreneurs.

**We Teach Teens Business, Because Tomorrow's Future Starts Today!**

**Innovative Solutions for a Rapidly Changing World.** The challenges facing young people and our world grow more complex every day, affecting citizens, communities and the environment. The world needs fresh ideas, innovative solutions, and the visionary leaders who can make them happen. These leaders are entrepreneurs—those who pursue both economic and social value, and create not only financial wealth, but a wealth of opportunities for others. America was founded by entrepreneurs—creative men and women of faith and values who saw opportunities and took calculated risks. Today, America’s future is dependent upon this same entrepreneurial spirit. We commit our energies toward fostering young entrepreneurs with new ideas and big dreams and offering the tools necessary to realize them.

**“Concordia’s Teen Entrepreneur Academy (TEA) brings the business world into the classroom and the classroom into the real world of business, strengthening the connection between education and economic prosperity.”** Dr. Kurt Krueger, President, Concordia University

**It’s Never Too Early.** People often say, “it’s never too late,” and we agree. However, we also believe that “it’s never too early” to teach young people the basic principles of business and entrepreneurship—and the limitless rewards and possibilities they offer. By teaching what makes a business successful at an early age, we inspire teens to explore the skills and problem-solving techniques necessary to succeed in the rapidly changing world.

### **The Dilemma: High School Students Aren’t Getting Enough Business Education.**

- Seven out of ten high school students **say they want to start their own business** (Gallup poll); the dream of many high school students is to **become self-employed**. A Department of Commerce study shows that teens’ strong interest in starting a business derives from the freedom associated with being their own boss.
- 86% of the teens surveyed **rated themselves very poor to fair** on their knowledge of entrepreneurship and business.
- 85% indicated they **believed it was important to receive entrepreneurship education**.

When it comes to unemployment, today’s teens are not ones to sit around and complain. They take action. Many are not about looking for jobs; they are about creating them. For this generation, it’s becoming a create-your-own-job economy. They want to make their passion their business and help change the world. And to do so, they are seeking the tools and training to help them. TEA acknowledges the outstanding learning environments in today’s high schools. Likewise, we realize that specialized curriculum such as entrepreneurship is unable to be taught in great detail. Therefore, TEA partners with high schools to supplement learning by offering a deeper business curriculum.

**Educate. Engage. Empower.** High schoolers who engage in entrepreneurship training start and maintain businesses at substantially higher rates than their peers. They also have the following outcomes:

- **Increased interest in attending college**
- **Greater occupational aspirations**
- **Improved scores in independent reading**

And today’s teens are not alone in their desire for more business education. Three out of four American adults are trying to increase their financial knowledge because of current economic conditions and job uncertainty. Americans of all ages crave better financial knowledge (*Mintel Comperemedia*).

## The Worst of Times, The Best of Times

In the summer of 2011, for teens ages 16 to 19, fewer than 30 percent had summer jobs. It was the worst summer for teen jobs since 1948. There was a greater than 25 percent unemployment rate for high school students seeking summer jobs.

Last year, America had 700,000 start-up companies, add in sole proprietorships and that number reaches over 1 million businesses. Studies show that small business has been the driving force in economic growth and job creation in the U.S. for the last 30+ years (U.S. Small Business Administration). Companies less than 5 years old account for the most job creation. Entrepreneurship is a viable and effective strategy for helping teens achieve their employment and career goals.

Government cannot create all the jobs for today's young people. Therefore, we are teaching skills, and fostering creativity and independence by providing entrepreneurship training. This is not a government solution—it's an educational solution. TEA is sowing the seeds of innovation and committed to preparing young people to thrive in today's economy by bringing the business world into the classroom and strengthening the connection between education and economic prosperity. Education is their ticket to success. Our future depends upon a plentiful supply of educated, creative entrepreneurial citizens to create new businesses and jobs. The natural drive of young people is at the core of what we do—we are changing lives by capturing the imagination of future entrepreneurs.

### Why Teach Entrepreneurship to High School Students

- **Job Creation & Economic Growth:** In a changing economy, entrepreneurship is the path to economic growth that also stimulates job creation.
- **Real-World Experience:** Putting economic lessons in context makes learning relevant to young teens, who can connect to theory with real-world consequences and clear benefits.
- **An Early Impact:** While entrepreneurship courses are popularly available at the college level, they're less common at the high school level—a crucial time to inspire interest and get kids on a path to success.
- **Applied Learning:** With increasing pressure for measurable performance statistics, schools can engage students with experiential learning as they process setbacks and successes and learn directly from personal experience.



*“Our goal is to introduce entrepreneurial skills at an early age and nurture an entrepreneurial drive and values that would set students on the right path for success in achieving their God-given career and life goals.”*

*Stephen Christensen,  
Entrepreneurship Catalyst,  
Concordia Business Instructor*



## The Entrepreneurship Summer Camp Experience

Limited to 50 students who spend five days living and working on campus and venturing out on field trips to local companies as they create and present their own business plans. Concordia's relationships with dozens of successful entrepreneurs support the academy's real-world learning. TEA encourages the next generation of entrepreneurs and helps them develop skills and insights for a lifetime of successful entrepreneurship

The camp experience offers the opportunity to exercise entrepreneurial spirit through fun, fast, practical, hands-on learning experiences that develop confidence and leadership skills. Games, role playing, business simulation and laughter are an integral part of our learning activities. Students learn how to translate interests and dreams into enterprise and independence. Activities include:

- **Classroom lessons:** curriculum covers a range of topics such as return on investment, marketing, competition, opportunity recognition and cash flow.
- **Field trips:** meeting local entrepreneurs, visits to companies, manufacturing and retail facilities.
- **Guest speakers:** Entrepreneurs and business professional bring the outside world of business into the classroom, presenting topics that complement the lesson plans.
- **Business plan competition:** students write and present their business plans to a panel of judges, and compete for start-up seed capital.
- **Costs:** Room and board for the camp is \$500 per person. Limited scholarship assistance, based upon annual income, is available. Contact: [stephen.christensen@cui.edu](mailto:stephen.christensen@cui.edu) or [www.cui.edu/TEA](http://www.cui.edu/TEA)

*"Not every young person wants to work for a big business, so we need a systemic approach to teach them entrepreneurship."*

*U.S. Secretary of Education Arne Duncan*

## Empowering Future Entrepreneurs

The emphasis is on action-based planning, and students' experiential education includes the benefits of planning, goal-setting, budgeting, deadlines and instant feedback while building sustainable businesses under the guidance of successful entrepreneurs and business faculty. Their crucial, step-by-step advice helps students implement their business ideas.

Presented by Concordia's business school and its Center for Faith and Business, the goal is to train up the next generation of entrepreneurs, young men and women of character and integrity who bring a values-based approach to their businesses. Our country's future depends on creative, educated and entrepreneurial leaders to build businesses, create jobs, and serve communities. TEA is dedicated to improving young people's lives through entrepreneurial education, inspiring them to succeed in school and take charge of their futures.



Concordia University

**Harnessing Teens' Natural Creativity.** So, what do high school students know about being entrepreneurs? It turns out their curiosity about the world around them, natural creativity, willingness to take risks, and unbridled enthusiasm are also the characteristics of our greatest entrepreneurs. This summer camp program is designed to spark or fan the flame in boys and girls whose inventiveness and drive can actually teach us something about being entrepreneurs. Best business practices and timeless wisdom from scripture are the foundations of the TEA program. Our goal is to empower hundreds of future entrepreneurs to kick-start their business dreams and help them learn a values approach to entrepreneurship while writing practical business plans.

*"Entrepreneurship is an employment and job creation strategy that can lead to economic self-sufficiency for today's young people."  
The Kauffman Foundation*

**Program Benefits - Education for a Lifetime.** Entrepreneurship is more than a set of tools and techniques for starting a business. It's a mindset, a way of looking at things that is opportunity-focused and creative. It's about passion—doing what you love, and about challenge and persistence. TEA prepares students for further studies in business or can stand alone as valuable information for future endeavors. The principles taught are applicable in their own business or in a corporate world that needs better thinkers. This is a chance to learn if entrepreneurship is right for them while receiving exposure to university-level classroom experiences. The program will improve critical thinking, problem solving and decision-making skills. Students will benefit from the formation of a life strategy that will serve them well in how they tackle problems, seize opportunities and make decisions while also developing analytical and conceptual skills necessary for work and life. Entrepreneurship isn't just an academic discipline; it's a way of life.



**Explore. Innovate. Create.** TEA is an innovative hands-on program for the next generation of entrepreneurs—young men and women of character and integrity who bring a values-based approach to their businesses. Scholarships available.

**In God We Trust.** While the economy may be uncertain, Christians know that God is unwavering and in control. TEA celebrates America's national motto, "*In God We Trust*," and the values that guide visionary business leaders.

*"Entrepreneurs embody the promise of America: the belief that if you have a good idea and are willing to work hard and see it through, you can succeed. In fulfilling this promise, entrepreneurs play a critical role in expanding our economy and creating jobs."*

*U.S. Small Business Administration*

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