



Concordia offers training in business for teenagers

By [Stephen D. Christensen](#)

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Concordia University is offering a business program for teens this summer: a Teen Entrepreneur Academy. Students enrolled in the program live in the university's dorms on campus in Irvine and are immersed in entrepreneurial culture and business principles.

The 2013 Academy takes place July 14 to July 19.

Concordia's one-week residential summer camp program for teens sparks or fans the flame of business ownership in young people. It empowers TeenPreneurs to kick-start their business dreams while writing their own business plans.

What do high school kids know about being entrepreneurs? Their curiosity about the world around them, their natural creativity, willingness to take risks, and unbridled enthusiasm add up to the characteristics of great entrepreneurs.

Concordia first offered this program last summer, when 40 teenagers from 16 Orange County high schools and two from China participated. Students attend six classes a day, including visits to local companies and presentations by entrepreneurs. The week ends 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 enrolled him and his sister Rachel in the 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.

The program cost is \$495 per student. Scholarship assistance is available for low-income and at-risk students. You can apply online at cui.edu/tea. For more information, email stephen.christensen@cui.edu, or call 714-272-7865.

– *Stephen D. Christensen is founder and executive director of Concordia University's Teen Entrepreneur Academy.*

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The Teen Entrepreneur Academy inaugural class of 2012.

COURTESY PHOTO

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5 reasons to teach teens entrepreneurship

1. Job creation and economic growth. Entrepreneurship is the future of economic growth.
2. Real-world experience. Teaching entrepreneurship gives students a real-world touchstone.
3. Curriculum missing from high school. Business, economics and entrepreneurship are missing from most high schools.
4. Applied learning. Students experience the challenges of starting their own businesses, learning the real-world utility of subjects.
5. College preparation. One in three U.S. high school students drop out; 81 percent of dropouts report they would have stayed in school if it were more relevant.

Source: Stephen Christensen

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