

# North Carolina Entrepreneurship Education and Training Directory

Produced by  
North Carolina Rural Economic Development Center

Data Compiled by  
Center for Rural Entrepreneurship

Institute for Rural Entrepreneurship  
North Carolina Rural Economic Development Center  
919-250-4314  
4021 Cary Drive Raleigh, NC 27610  
[www.ncruralcenter.org](http://www.ncruralcenter.org)

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# INTRODUCTION

## ABOUT THIS DIRECTORY

The *North Carolina Entrepreneurship Education and Training Directory* is produced by the N.C. Rural Economic Development Center (Rural Center) based on information compiled by the Center for Rural Entrepreneurship. The directory is designed to provide guidance to small business owners and entrepreneurs—whether those who are just thinking of starting a business or those who are rapidly growing their business—who are looking for entrepreneurial education and training opportunities in their local area. This information may also be useful to service providers, economic development practitioners, and policymakers who are interested in connecting entrepreneurs with the education and training resources they need.

In this directory, entrepreneurial education and training programs are defined as those programs that offer some type of classroom or virtual classroom instruction designed to improve the financial and management skills of persons interested in creating or growing their own businesses, or those who might some day engage in an entrepreneurial pursuit. Not included in this definition are programs that only offer one-on-one counseling or technical assistance, or assistance provided through peer lending groups or other types of entrepreneurial networks. Although some of those services are mentioned in describing programs overall set of services for entrepreneurs, the primary purpose of the directory was to identify those programs that provide a more comprehensive approach to entrepreneurship education and training. If you are seeking technical assistance and counseling services, you may also want to consult the *Business Resources Directory* available online at [www.ncruralcenter.org/entrepreneurship/resource.asp](http://www.ncruralcenter.org/entrepreneurship/resource.asp).

The information contained in this 100-county directory was compiled as part of a project to inventory and analyze the entrepreneurship education and training resources in the state, particularly in rural areas. Through phone interviews and web-based research, detailed information was gathered about the entrepreneurial education and training programs offered by key statewide service providers: Small Business Centers, Small Business and Technology Development Center offices, N.C. REAL (Rural Entrepreneurship through Action Learning) Enterprises, and programs offered as part of vocational curriculum in K-12 school systems through the Department of Public Instruction. Then programs offered by non-profit organizations, such as HandMade in America, the North Carolina Institute of Minority Economic Development, microenterprise organizations and community development corporations, were identified. Finally, applied college- and university-based entrepreneurship programs that are focused on providing training and knowledge to help students become entrepreneurs upon graduation (or during their schooling) were identified. Many of these programs also support entrepreneurs.

Given the extent and diversity of entrepreneurship education and training programs across the state, it is likely that this directory is not comprehensive. If you provide entrepreneurship education and training programs that are not included here, or know about them, we encourage you to take the time and fill out the brief information

sheet at the back of the directory. This information will help us update the directory to reflect new programs as they are identified.

## HOW TO USE THE DIRECTORY

The directory is designed for use by small business owners, those thinking of starting a business, other types of entrepreneurs, or those who work with these groups. The directory is designed to be searched by county or by target group. We encourage you, however, to begin by looking at the information in the “General Program Information” section of the introduction, which provides a more detailed description of a number of programs that operate statewide. This information will help you understand how service providers are targeting programs to specific types of entrepreneurs and hopefully narrow your search for programs that can meet your needs. We have also identified resources that are targeted to youth, both within and outside the public school system. This information may be particularly helpful to service providers and others who are seeking ways to help young people better understand the challenges and opportunities of creating and growing a business.

To search for entrepreneurship education or training service providers by county:

- (1) Go to the county index (Index A: Programs by County) and find the listing of specific organizations providing services in your county. Contact information is available in this index.
- (2) Then go to the main section of the directory, organized alphabetically by organization name, for in-depth program information.

To search for entrepreneurship education or training service providers by target group:

- (1) Go to the target group index (Index B: Adult, Post-Secondary, and K-12 Programming) and find the listing of organizations providing services for the target group for which you are searching.
- (2) Then go to the main section of the directory, organized alphabetically by organization name, for in-depth program information.

There are some programs listed in the directory (including Junior Achievement and N.C. REAL Enterprises) that develop entrepreneurship education and training programs primarily to be carried out through other organizations, including schools and community colleges. These types of entities are included in the directory in the section with service providers because, in addition to offering curricula or materials that can be used by other organizations, they also play an important role in promoting, supporting, or in some cases, directly delivering services.

## GENERAL PROGRAM INFORMATION

North Carolina has a relatively strong business education and training infrastructure, including a nationally recognized entrepreneurship education program in N.C. REAL (Rural Entrepreneurship through Action Learning) Enterprises and a statewide system of Small Business Centers through the community colleges and Small Business and Technology Development Center offices through the state university system. In

addition, non-profit organizations provide support to entrepreneurs in communities and statewide, and with targeted populations such as women and minorities. A core set of organizations sponsoring entrepreneurship education or training throughout the state include:

- ❑ Small Business and Technology Development Center
- ❑ Other University Programs
- ❑ Small Business Center Network
- ❑ Other Community College Programs
- ❑ North Carolina Schools and Youth Programs

*Widely used curricula or service delivery approaches in North Carolina include:*

- ❑ N.C. REAL Entrepreneurship
- ❑ FastTrac
- ❑ NxLevel
- ❑ Entrepreneurship education and training programs for children and youth developed by the Kauffman Foundation, Methodist College Center for Entrepreneurship, N.C. REAL Enterprises, Junior Achievement, and Council for Entrepreneurial Development (CED)

For information about the programs offered in your county, go to Index A--the index of entrepreneurship education or training programs organized by county.

## **CORE ORGANIZATIONS SPONSORING ENTREPRENEURSHIP EDUCATION/TRAINING**

### **Small Business and Technology Development Center**

*Most local campuses of the University of North Carolina System host a Small Business and Technology Development Center (SBTDC) office. Overall, the SBTDC operates 17 offices, 11 of which are major regional support centers. SBTDC staff offers a wide range of services, but the most frequently used services are management counseling on key issues such as financing or human resource policies and targeted training products. Each center tailors its offerings to its specific region, but most centers provide a basic set of services which includes the following:*

- ❑ **NxLevel and Other Small Business Training.** NxLevel curricula include a ten-week course that offers the basics for starting a business and a 12-week course for more established entrepreneurs. The SBTDC also offers other courses and workshops for new and aspiring business owners.
- ❑ **Pre-Venture Orientation.** A short training session (two to three hours) for those who are in the early stages of considering a new business start.
- ❑ **Conferences and Events.** Individual workshops or conferences on key topics, such as doing business with government agencies.

- ❑ **Procurement Technical Assistance.** Detailed support and services for small businesses working with government agencies.
- ❑ **Counseling.** One on one support for business owners facing specific management issues and challenges.

In addition to these offerings, SBTDC offices also have special expertise in a number of key industry areas, including marine trades, government procurement, technology commercialization, and international trade. SBTDC staff provides support and services to all North Carolinians, but their expertise is particularly suited to businesses and business owners who are beyond their company's initial start-up phase. SBTDC staff specializes in helping established small and medium-sized firms grow more quickly, access additional finance, or more effectively utilize technology and innovative management practices.

SBTDC offices serve a significant number of North Carolinians each year. For example, in 2002, over 2,500 people participated in SBTDC-sponsored events and training. SBTDC offices also regularly partner with other government agencies, local Chambers of Commerce, and the North Carolina Small Business Center Network.

For more information about the SBTDC office that serves your county, go to your specific county in the county index.

### **Other University Programs**

Increasingly, entrepreneurship is included as part of university curricula, particularly in schools of business. While most of these programs address the theoretical aspects of venture creation, some are focused on preparing students to pursue entrepreneurship upon graduation or are serving existing entrepreneurs who are looking for opportunities to further develop their skill sets.

University entrepreneurship education programs in North Carolina are of three general types:

- ❑ **Small Business and Technology Development Center (SBTDC) offices affiliated with universities across the state.** The SBTDC offices are supported by the University of North Carolina System in partnership with the U. S. Small Business Administration and provide direct services to entrepreneurs through education and training programs (see above).
- ❑ **Courses and programs for university students.** Many universities offer entrepreneurship courses or programs that are available to their students, particularly those majoring in business-related fields. The more innovative programs identified below target non-traditional students or provide an experiential learning opportunity for traditional students.
- ❑ **Internships or other learning opportunities for students.** Some university programs place students with entrepreneurs to enhance their understanding of

the challenges of business creation and, in some cases, to provide additional support to business owners.

Examples of entrepreneurship education or training offered at North Carolina universities are described below.

### **Appalachian State University**

**Management Courses:** The Department of Management in the Walker School of Business provides at least two courses in entrepreneurship. One course introduces the challenges and opportunities associated with starting and operating innovative ventures. Another places student teams in the field with entrepreneurs.

Contact information: Department of Management  
4072 Raley Hall  
Appalachian State University  
Boone, NC 28608  
Phone: 828-262-2163

<http://www.business.appstate.edu/departments/management/>

### **East Carolina University**

**Small Business Institute:** The institute is an outreach program of the East Carolina University School of Business. It provides on-site management assistance to entrepreneurs and provides learning opportunities for senior-level and graduate business students.

Contact information: Michael Harris  
Director, Small Business Institute  
3015 Bate Building  
East Carolina University  
Greenville, NC 27858-4353  
Phone: 252-328-6063

<http://www.business.ecu.edu/depts/mgmt/Sbi.htm>

**Entrepreneurship and Small Business Management Concentration:** Undergraduate business students can choose an 18-hour concentration in entrepreneurship and small business. The entrepreneurship course requires completion of a venture or business plan.

Contact information: Dr. Joseph Tomkiewicz  
Chair, Department of Management  
College of Business  
3106 Bate Building  
East Carolina University  
Greenville, NC 27858  
Phone: 252-328-6836

<http://www.business.ecu.edu/depts/mgmt/>

## Elizabeth City State University

**Center for Entrepreneurship Internships:** Kauffman Entrepreneurial Internships provide an opportunity for ECSU business students to gain real world experience working under the mentorship of an entrepreneur. These highly competitive internships allow students to learn beyond the classroom.

Contact information: Center for Entrepreneurship  
ECSU  
263 Moore Hall  
Elizabeth City, NC 27909  
Phone: 252-335-3597

<http://www.ecsu.edu/ECSU/AcadDept/Business/entrepreneurship/center.htm>

## University of North Carolina at Chapel Hill

**Management Courses:** The Kenan-Flagler Business School offers a wide range of entrepreneurship-related courses. Each year, approximately 20 courses that focus on entrepreneurship are offered. Thanks to a recent grant from the Ewing Marion Kauffman Foundation, UNC-Chapel Hill will soon be offering entrepreneurship training across the school's departments.

**Extracurricular Programs:** Each year, the Kenan-Flagler Business School offers around 100 extracurricular events such as a speaker series, workshops, and the like. These efforts include the popular Venture Capital Investment Competition, a unique national business plan competition for business school students.

Contact Information: Jeff Reid  
Center for Entrepreneurship  
University of North Carolina at Chapel Hill  
Box 3440, Kenan Institute  
Chapel Hill, NC 27799-3440  
[eship@unc.edu](mailto:eship@unc.edu)  
Phone: 919-843-5482  
[www.kenan-flagler.unc.edu](http://www.kenan-flagler.unc.edu)

## Wake Forest University

**Management Courses:** Wake Forest offers a host of entrepreneurship courses to its business school students at both the main campus in Winston-Salem and its Charlotte campus. Entrepreneurship is a concentration option for MBA students, and seven different classes are taught each year. The Angell Center also works with local organizations, such as the Triad Entrepreneurship Initiative, to design specific courses or workshops based on specific needs and interests. Courses for non-business school students are being developed thanks to a recent grant from the Ewing Marion Kauffman Foundation.

**Other Activities:** In cooperation with local economic development groups, the Angell Center runs workshops, supports mentoring programs, and also runs an annual business plan competition. They also support the activities of the Babcock Demon Incubator

and a Family Business Center, which is focused on the needs of family-owned companies.

Contact Information: Stan Mandel  
Angell Center for Entrepreneurship  
Wake Forest University  
Babcock Graduate School of Management  
PO Box 7659  
Winston-Salem, NC 27109-7659  
Phone: 336-758-3689  
<http://www.mba.wfu.edu/ace/>

### **Western Carolina University**

**Undergraduate Program in Entrepreneurship:** A major in entrepreneurship is offered within the College of Business for students enrolled at Western Carolina University.

Contact information: Dona Potts  
Department of Accounting, Finance and Entrepreneurship  
College of Business  
Western Carolina University  
215 Forsyth  
Cullowhee, NC 28723  
Phone: 828-227-3383  
<http://www.wcu.edu/cob/afe/entoverview.htm>

**Masters in Entrepreneurship:** A 2-year masters program is available in either a blended format (class once per month and online) or online. It is designed to help existing entrepreneurs grow their ventures and to help prospective entrepreneurs start successful ventures.

Contact information: Drs. JoAnn and James Carland  
College of Business  
Western Carolina University  
237 Forsyth  
Cullowhee, NC 28723  
Phone: 828-227-3386  
<http://online.wcu.edu/entrepreneurship/>

### **Small Business Center Network**

An important piece of North Carolina's entrepreneurship education infrastructure is the system of Small Business Centers (SBCs) located at community colleges across the state. The Small Business Center Network consists of SBCs located at 58 community colleges. The SBCs primarily target their programs to those who are interested in starting a business, but they also serve existing businesses that are in need of assistance.

The SBCs are typically staffed by a director with limited staff support. The directors partner with other organizations, primarily local chambers of commerce, the SBTDC, community-based organizations, and (especially for those SBCs participating in the N.C. Microenterprise Loan Program), the Rural Center to market and deliver programs to entrepreneurs. The Small Business Center Network provides support for the SBC directors by linking them with others directors throughout the state so that they can share insights, resources, and experiences.

Each SBC offers a unique set of programs based on the needs and resources in each service area. However, most SBCs offer the following services:

- **Seminars and Workshops.** Each SBC offers seminars that cover five core program areas:
  - How to start a business
  - How to write a business plan
  - Financing a business
  - Marketing for success
  - Record keeping and taxes

These core seminars are offered at least twice annually. In addition to these five core program areas, many SBCs offer additional seminars, lunch workshops and other training programs on special topics such as e-marketing, customer service, and starting a craft business. Most seminars and workshops are taught by experienced outside instructors and are offered free of charge or with minimal fees to cover refreshments.

- **Courses.** Many SBCs offer courses, particularly REAL Entrepreneurship and REAL Rapid Response Modules, that are multi-week programs that deal more comprehensively with the business start-up experience. Some SBCs have offered the FastTrac NewVenture program in the past as well. Most of these courses are offered through Continuing Education with an associated fee.
- **Counseling.** SBC directors, often in cooperation with the Service Corps of Retired Executives (SCORE) and others in the community, provide free, confidential, one-on-one counseling to entrepreneurs and existing business owners to help them address specific issues related to their enterprises.
- **Resource Library.** Most SBCs also maintain a resource library that is available to entrepreneurs.

A recent addition to the Small Business Center programs is the **New Opportunities for Workers (NOW)** program, currently offered through 22 community college SBCs that serve 44 counties experiencing high manufacturing and other layoffs and high overall unemployment. Funded by the North Carolina Department of Commerce, NOW is a collaboration among the Rural Center, Community College System, N.C. REAL Enterprises, and Employment Security Commission offices/JobLink Centers. The program targets laid off workers who are interested in starting their own businesses. Program elements include a session about being an entrepreneur, scholarships to attend entrepreneurship education programs, counseling, and access to loans with special terms through the Rural Center's North Carolina Microenterprise Loan Program.

This program represents an innovative collaboration between entrepreneurship education providers and workforce development professionals.

The SBCs provide entrepreneurship education and training to a significant number of entrepreneurs throughout the state each year. In 2003, the SBCs conducted 3,038 seminars for 48,791 participants and taught 2,030 courses for 17,602 participants.

For more information about the SBC office that serves your county, go to your specific county in the index of entrepreneurship education and training resources. For more information about the Small Business Center Network, go to [http://www.ncccs.cc.nc.us/Business\\_and\\_Industry/sbcnmainpage.htm](http://www.ncccs.cc.nc.us/Business_and_Industry/sbcnmainpage.htm).

### Other Community College Programs

North Carolina's system of 58 comprehensive community colleges and one specialized technology center form a central part of the state's entrepreneurship education infrastructure. Each community college operates a Small Business Center (SBC) with a vision of fostering and supporting entrepreneurship, small business training and economic development in local communities.

In addition, the community colleges provide curriculum and online courses on topics related to entrepreneurship and small business development, as well as more specialized programs of study, such as the Surry County Community College's viticulture program for the developing wine industry in that region or the Central Carolina Community College's program in sustainable agriculture.

#### *Small Business Centers*

Each SBC provides a unique set of entrepreneurship education and training programs targeted primarily to start-up entrepreneurs in each service area (see above).

#### Curriculum Programs

Curriculum programs specifically related to small business management offered by the North Carolina Community College System are described in the North Carolina Community College System's *Common Course Library* as follows:

- ❑ **BUS 230: Small Business Management.** This course introduces the challenges of entrepreneurship, including the startup and operation of a small business. Topics include market research techniques, feasibility studies, site analysis, financing alternatives, and managerial decision making. Upon completion, students should be able to development a small business plan. This course is also available through the *Virtual Learning Community*.
- ❑ **BUS 280: REAL Small Business.** This course introduces hands-on techniques and procedures for planning and opening a small business, including the personal qualities needed for entrepreneurship. Emphasis is placed on market research, finance, time management, and day-to-day activities of

owning/operating a small business. Upon completion, students should be able to write and implement a viable business plan and seek funding.

Contact your local community college to find out about availability of these curriculum courses or any specialized continuing education courses in your area. See [http://www.ncccs.cc.nc.us/colleges\\_map.htm](http://www.ncccs.cc.nc.us/colleges_map.htm) or call the North Carolina Community College System at 919-807-7100 for contact information for community colleges near you.

To find out which community colleges offer these (or other) courses online, go the Distance Learning web page at [http://www.ncccs.cc.nc.us/Distance\\_Learning/DL\\_Courses.htm](http://www.ncccs.cc.nc.us/Distance_Learning/DL_Courses.htm) and look up information using the "FOLDER" (Functioning Online Listing of Distance Education Resources) search tool.

### **Education To Go (ed2go) Online Courses**

Many of North Carolina's community colleges partner with Education To Go (ed2go), a provider of online continuing education courses. Education To Go offers a number of business planning and entrepreneurial courses that provide the basics of how to plan, finance and grow your business. Entrepreneurship training courses include the following:

- Creating a Successful Business Plan
- Start and Operate Your Own Home-Based Business
- Business Planning for the Retired
- Secrets of the Caterer
- Growing Plants for Fun and Profit
- Start Your Own Consulting Practice
- Laws of the Business Jungle

Education To Go also offers courses in specific business topics such as marketing and accounting. For more information on ed2go courses at a community college near you, go to [www.ed2go.com](http://www.ed2go.com).

### **N.C. REAL Enterprises**

N.C. REAL Enterprises offers its REAL Entrepreneurship experiential learning curriculum in 47 community colleges across North Carolina. See the description on N.C. REAL Enterprises in the next section.

### **Schools and Youth Programs**

**Small Business and Entrepreneurship Course:** Public high schools throughout the state may offer Small Business and Entrepreneurship as part of their career and technical education courses. This course is designed to introduce students to the skills needed to run a business.

Contact information: DECA Advisor or Career Development Coordinator or  
Guidance Counselor  
Your local high school

Public schools and many private schools also incorporate small business education into other courses, including math, economics, and social studies or civics. Introduction to the concepts of entrepreneurship can take place from Kindergarten through 12<sup>th</sup> grade.

Various youth programs draw on entrepreneurship concepts to help young people think about their future career directions, instill a sense of responsibility and possibility in children, build self-esteem, and build their financial literacy and money management skills. A variety of organizations offer youth entrepreneurship courses outside the schools, including the Cooperative Extension Service and many non-profit organizations.

A few Youth Councils associated with some of the state's 24 local Workforce Development Boards are starting to develop youth entrepreneurship initiatives. An example is Cape Fear SDA Job Training Consortium. To learn more, contact the Workforce Development Director for your area's Workforce Development Board. See: <http://www.ncjoblink.com/centers/centerview.asp?type=w>.

See the end of the next section of the introduction for specific examples of youth-focused entrepreneurship education courses/curricula.

## WIDELY USED CURRICULA OR PROGRAM APPROACHES

### N.C. REAL Entrepreneurship Courses and Modules

N.C. REAL Enterprises is likely the largest provider of entrepreneurship training in North Carolina. Founded in 1985, N.C. REAL focuses its training on individuals in rural communities across the state. While its training provides all the basics for starting a business, N.C. REAL is also concerned with supporting entrepreneurs who not only want to build exciting companies but also want to make their communities more attractive places to live, work, and play. N.C. REAL's primary customer is the education community. It develops curricula and other training tools that are then provided to people at primary, secondary, and post secondary educational institutions. While N.C. REAL develops its own materials, most of its training is provided by others, such as the Small Business Centers (SBCs) at North Carolina's many community colleges.

N.C. REAL programs are available in most communities across the state. Eighty-six counties have N.C. REAL efforts under way. Overall, N.C. REAL has 106 participating partners who implement 119 different programs for youth and adults. Partners include elementary, middle, and high schools, community-based organizations, community colleges and four-year universities.

At present, N.C. REAL Enterprises operates several key programs:

- ❑ **REAL Entrepreneurship Course.** This course provides the basic knowledge needed to start a business. It is divided into 13 modules (with topics like marketing and accessing capital) and is generally provided over a 10-13 week period. Training is typically provided through an SBC (for adults) or in a high school (for youth). The course is available in both English and Spanish and online via the e-REAL initiative ([www.erealonline.net](http://www.erealonline.net)).
- ❑ **Rapid Response Entrepreneurship.** This curriculum breaks the traditional REAL course into 13 individual modules and allows trainees to focus on some or all portions of the curriculum. This tool is being used in the New Opportunities for Workers (NOW) Program offered through selected community colleges across the state.
- ❑ **School Based Enterprise.** This program provides training for teachers who want to help establish school-based enterprises for students.
- ❑ **Summer Youth Entrepreneurship Camp.** This program introduces youth to entrepreneurship in a summer camp for grades 8-10.
- ❑ **Mini-REAL and Middle REAL.** These versions of the basic REAL curriculum are used for students in elementary and middle schools, respectively.

To find out more about REAL programs near you, contact the N.C. REAL office. You may also contact the SBC office at your local community college.

Contact Information: N.C. Real Enterprises, Inc.  
115 Market Street, Suite 320  
Durham, NC 27701  
919-688-7325  
[info@ncreal.org](mailto:info@ncreal.org)  
[www.ncreal.org](http://www.ncreal.org)

### FastTrac

FastTrac is a national organization that provides a range of entrepreneurial training services. This initiative is managed by the Kansas City-based Ewing Marion Kauffman Foundation, but it is provided in North Carolina by local organizations that are trained and certified by the national FastTrac office. FastTrac training is available through many Small Business Center offices. It is also provided by local organizations like the Research Triangle's Council for Entrepreneurial Development.

FastTrac offers a host of programs that include the following:

- ❑ **Listening to Your Business.** A half-day workshop for existing business owners who want to develop and refine a new three-year plan for their company.

- ❑ **FastTrac NewVenture.** A 9-module (31.5 hour) program for aspiring entrepreneurs who are in the beginning stages of starting a business.
- ❑ **FastTrac Planning.** An 11-module (38.5 hour) program for business owners who want to improve their business planning and streamline other business operations. More industry specific versions of this training are available in **FastTrac Tech** and **FastTrac Manufacturing**.
- ❑ **College/University Programs.** FastTrac can also be offered in special versions for four-year colleges and universities.
- ❑ **MicroEnterprise Programs.** FastTrac has adapted several courses for use in microenterprise programs. **FastTrac First Step** (available in English and Spanish) provides basic business planning training for low-income individuals. For entrepreneurs with interest in a child care business, a more specific training tool can be found in the **Developing your Family Child Care Business** curriculum.

To learn more about FastTrac in North Carolina, contact the local Small Business Center office listed for your specific county in the directory of entrepreneurship education and training resources. You may also contact:

Council for Entrepreneurial Development  
 P.O. Box 13353  
 Research Triangle Park, North Carolina 27709-3353  
 Phone: 919-549-7500  
[asmith@cednc.org](mailto:asmith@cednc.org)  
[www.cednc.org](http://www.cednc.org)

To learn more about FastTrac at the national level, contact:

FastTrac National Headquarters  
 4747 Troost  
 Kansas City, MO 64110  
 Phone: 1-800-689-1740  
[info@fasttrac.org](mailto:info@fasttrac.org)  
[www.fasttrac.org](http://www.fasttrac.org)

### NxLevelL

NxLevelL is a national network of training providers who utilize a curriculum designed by the Western Entrepreneurial Network at the University of Colorado at Denver. NxLevelL courses are offered in 36 states. In North Carolina, the program is offered through the Small Business and Technology Development Center (SBTDC) network. Roughly 1,800 people per year take NxLevelL courses via this network.

NxLevelL courses have been developed for eight different subject areas, such as e-businesses or doing business overseas. In North Carolina, the SBTDC network offers two NxLevelL curricula.

- **NxLevelL** for **Business Start-ups** is designed for aspiring entrepreneurs who are at the early stages of planning to develop a new venture. This course takes ten weeks and training is provided by certified instructors who have extensive business experience. The course is very hands-on and offers tips on developing your business concept as well as other skills such as marketing and raising money.
- **NxLevelL** for **Entrepreneurs** is a 12-week course designed for those already in business. It focuses on more structured business planning and offers more focused training in areas such as marketing, cash flow projections, and negotiation.

To learn more about NxLevelL in North Carolina, contact the Small Business and Technology Development Center office listed for your specific county in the directory of entrepreneurship education and training resources. You may also contact the Small Business and Technology Development Center at 800-258-0862 or [info@sbtcdc.org](mailto:info@sbtcdc.org) or [www.sbtcdc.org](http://www.sbtcdc.org). To learn more about NxLevelL, visit [www.nxlevel.org](http://www.nxlevel.org).

### **Programs for Children and Youths**

Creating a culture of entrepreneurship in communities throughout North Carolina requires a commitment to youth entrepreneurship. These programs are designed to provide students with insights into the world of entrepreneurship and to develop skills that can help those students who choose to create their own businesses as well as those who choose other career paths. Programs targeted to high school students tend to focus more specifically on creating a business while those targeted to younger students focus on financial literacy and more general aspects of business creation.

#### **Ewing Marion Kauffman Foundation Curriculum Programs**

**Mini-Society**: This program teaches economics and citizenship concepts to students aged 8-12. Cooperative Extension offers the program in the summer through Camp Challenge and through programs offered by county extension agents. In addition, teachers in your county school system may offer Mini-Society in their classrooms.

Contact information: Robert H. Usry  
 Extension Specialist and Lecturer  
 Department of Agricultural & Resource Economics  
 North Carolina State University  
 3322 Nelson Hall, Box 8109  
 Raleigh, NC 27695  
 Phone: 919-515-4544

Cooperative Extension 4-H agent in your county  
<http://www.ces.ncsu.edu/counties/>

Camp Challenge  
<http://www.campsertoma.org/camp/challenge.shtml>

Contact information (continued):

Inder P. Nijhawan  
Director, Center for Economic Education  
School of Business and Economics  
Fayetteville State University  
Fayetteville, NC 28301  
Phone: 910-672-1618  
<http://www.uncfsu.edu/cee/>

**Making a Job** □: This program teaches middle and high school students the basics of operating a business, from identifying opportunities to completing a business plan. The Center for Economic Education at East Carolina University has done trainings for teachers in the state.

Contact information: Beth S. Eckstein  
Director, Center for Economic Education  
College of Business  
East Carolina University  
Greenville, NC 27858  
Phone: 252-328-6351  
<http://www.business.ecu.edu/cee/center.htm>

### **Methodist College Center for Entrepreneurship**

**Boot Camp for Budding Entrepreneurs:** This summer program is provided for youth aged 16-18 who are interested in learning the basics of entrepreneurship. Teams of students develop and present a sustainable business plan over the four-day program and compete for a cash prize.

Contact information: Center for Entrepreneurship  
Methodist College  
5400 Ramsey Street  
Fayetteville, NC 28311  
Phone: 910-630-7642  
<http://www.methodist.edu/cfe/>

### **N.C. REAL (Rural Entrepreneurship through Action Learning) Enterprises**

N.C. REAL entrepreneurship education programs are conducted in elementary, middle and high school programs throughout the state. Most of these programs operate at the high school level. Some specialized programs that also address the needs of younger children include K-8 REAL and Youth Camp. You can learn more about the comprehensive N.C. REAL Enterprises organization above.

Contact information: N.C. REAL Enterprises  
115 Market Street, Suite 320  
Durham, NC 27701  
Phone: 919-688-7325  
[www.ncreal.org](http://www.ncreal.org)

### **Junior Achievement**

The Junior Achievement program is offered in elementary, middle and high school programs throughout the state. Teachers can contact the Junior Achievement regional offices to request the program in their classrooms. Taught by volunteers, the program begins by teaching elementary students the basics of free enterprise and continues in middle school with the economics of staying in school. In the high school program, students are encouraged to create their own products and functioning companies.

For more information on a Junior Achievement program in your area, go to your specific county in the directory of entrepreneurship education and training resources.

### **Council for Entrepreneurial Development**

**Future Entrepreneurs:** This eight-lesson curriculum is designed to introduce middle and high school students to the process of entrepreneurship, from identifying an opportunity to putting together a business plan. Teachers can access the curriculum online and print materials from the Council for Entrepreneurial Development website. The council can also help coordinate volunteers for Future Entrepreneurs classes. Service area focus is the greater Research Triangle area.

Contact information: Evelyn Williams, Staff Associate  
Council for Entrepreneurial Development  
P.O. Box 13353  
Research Triangle Park, NC 27709  
Phone: 919-549-7500, x104  
Email: [ewilliams@cednc.org](mailto:ewilliams@cednc.org)

[http://www.cednc.org/initiatives/student\\_programs/future\\_entrepreneurs/](http://www.cednc.org/initiatives/student_programs/future_entrepreneurs/)