

ENTREPRENEUR for a DAY

Classroom lessons teach life skills



What do you get when you combine Play-Doh and nearly 100 fifth-grade students? Teamwork, collaboration, communication, enhanced leadership skills and some amazing products, at the Entrepreneur for a Day workshop.

"The purpose of the E4D program is to introduce fifth (or sixth) grade students to the essential concepts of entrepreneurship and economics," said Shelly Brown, coordinator of the Tietz Entrepreneurial Center, which is located at the Iowa Lakes Algona campus. "It introduces basic concepts of how to start a business and product development."

The program includes two parts. The first is a 2 1/2 hour in-class seminar explaining basic vocabulary and concepts of entrepreneurship. In the second segment, students took a day trip to the Iowa Lakes Emmetsburg campus to practice what they learned. There, they experienced the distinct difference between being a business owner versus being an employee.

"The E4D program teaches students critical skills including applied mathematics, estimating, budgeting, debits vs credits, leadership and teamwork traits," Brown said. The program encourages students to view entrepreneurship as a viable career pathway and understand that

passions can become careers.

The Algona Community Schools' fifth grade students completed the coursework in May.

The students grouped together in teams with each person assuming a business role, from entrepreneur to production manager, quality control, accountant and marketing designer.

The student teams chose a product and created a business plan. They identified their target market and set a price for their product. They made decisions as

to how they were going to market their product, determined how much money they needed to borrow from the bank and identified what supplies were needed to get started. Then the real fun began!

Students used Play-Doh to create their product, making sure that the product matched the prototype and that they were effectively using their manufacturing tools and their team member resources. Then they sold their product to determine if they made a profit.

Students reflected on the day's experiences to assess what they could improve on to increase their production efficiency, profit and teamwork.

The day concluded with a tour of Iowa Lakes Community College, where students saw the broad range of programs which lend themselves to launching a business.

The Algona students and teachers enjoyed the Entrepreneur for a Day experience and appreciated the hands-on activities.

The Entrepreneur for a Day program is available to all schools in the Iowa Lakes service area.

For more information regarding this and other entrepreneurial focused classes, contact Shelly Brown, coordinator, Tietz Entrepreneurial Center at 515-295-8531 or sbrown@iowalakes.edu.



Do you have an **entrepreneurial spirit?**

Want to learn how to **start a business and become your own boss?**

The **Tietz Entrepreneurial Center** (located at the Algona campus) offers business tools and educational opportunities to assist you.

Contact **Shelly Brown** at 515.295.8531 or sbrown@iowalakes.edu to learn more.

