Going Solo

Going Solo is designed for teaching the concepts and practices of entrepreneurship and business ownership. Lesson plans, a computer market simulation game and supporting hands-on activities are included. All can be easily implemented into existing programs.

Three Levels

Going Solo’s approach to entrepreneurial education is based on three levels.

- Basic business concepts- the nuts and bolts of business management
- Personal development- social skills and etiquette, communication skills and teamwork
- Process skills- decision making, creativity, critical thinking, problem solving and cooperative learning

1. Integration

Business concepts are taught in an integrated fashion. When participants learn about marketing, they also learn about pricing and how pricing will affect marketing.

2. Standards

Going Solo is based on the CES National Standards for Experiential Learning so that participants are actively involved in hands-on experiences followed by sharing, processing, generalizing and then applying those experiences to new situations.

3. Flexibility

Going Solo emphasizes flexibility so that it can be customized to each individual situation from a short workshop to a semester-long course. Educators may choose to use as many or as few activities as they like.

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Going Solo is perfect for business classes, consumer economic classes or for studying the stock market.