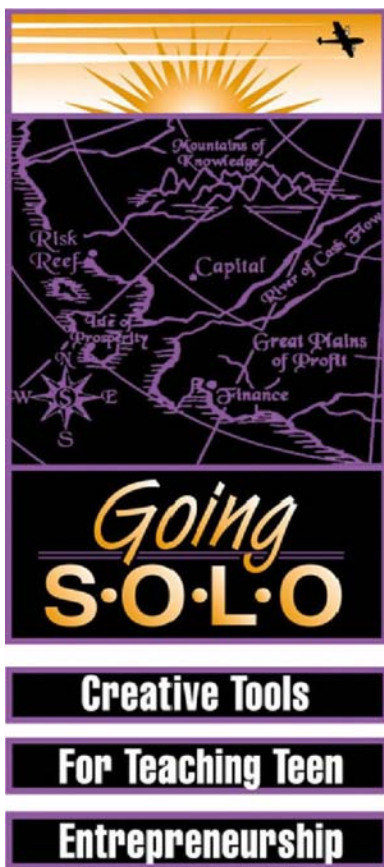


# Going Solo

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.



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

## 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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