



ONLINE ENTREPRENEURSHIP INSTITUTE FOR TEXAS EDUCATORS

Preparation for the Innovation & Gig Economy!

Reasons to Teach Entrepreneurship

The modernized ACTE National Career Clusters® Framework designates entrepreneurship as a “cross-cutting cluster” that should be integrated across all career clusters and offered as semester courses, including capstone experiences. In today’s Innovation & Gig Economy—where nearly 40% of Americans have a side hustle and 50% of youth say they hope to start a business someday—students need an entrepreneurial mindset whether they become entrepreneurs or employees. Entrepreneurial knowledge, skills, and mindsets overlap with the innovative, intrapreneurial, and workforce readiness skills employers require in today’s rapidly changing economy and prepare students for self-employment opportunities in any technical career field.

Highly adaptable and multidisciplinary, entrepreneurship content seamlessly integrates across grades, core academic subjects, and CTE courses. Using entrepreneurship as a real-world instructional context optimizes student engagement and motivation by allowing students to pursue their own unique interests, hobbies, and passions in the classroom. These high-demand skills are also correlated with higher rates of college enrollment, higher earnings, and job satisfaction.

Why Educators Love this Institute

Using experiential learning and a field-tested curriculum, Institute participants simultaneously learn entrepreneurship content and instructional best-practices by reviewing classroom-ready resources (news articles, videos, podcasts, infographics, e-textbook, lessons, PPT slides, test bank, etc.) and completing assignments that they can turnaround and use with their students with little to no further preparation. Easily customizable, the Institute resources are extremely flexible and accessible to middle and high school students using inquiry, performance, project, and competency-based learning objectives.

Online modules are self-paced and live Zoom classes feature introductions to supportive community partners, grassroots adult and high school student entrepreneurs who share “lessons learned,” and breakout groups for statewide networking, collaboration, and planning. Practical module assignments include in a sharable collection of co-created lessons and workforce development activities, lean canvas and business plan drafts, and investor-style pitches to inspire creative strategies for high quality education and self/employment outcomes. Participation in the Texas Virtual Entrepreneurship Pitch Challenge in April 2027 is optional.

Part A and Part B may be completed in any order to earn TIVA Certification, or either Part may be completed separately for professional development hours. TIVA Entrepreneurship Educator Certification, Certificate of Completion, and Digital Badge included.

U.S. Entrepreneurship Certification Examination

This Institute is aligned with the U.S. Entrepreneurship Certification Examination, equipping educators with the content knowledge, instructional strategies, curriculum, and 400+ classroom-ready resources needed to teach entrepreneurship and prepare students to pass the Exam. The Exam is accepted as Credit for Prior Learning (CPL) at community colleges nationwide. Exam details at www.ctecs.org/usece. Email Dr. Cheryl Ayers at cheryl42@vt.edu for a preview copy of the Exam Resources Package.

**400+ Classroom-Ready
Multimedia Resources**

**Curriculum for Semester
Courses or Integration
Across Career Clusters**

**Modernized Workforce
Readiness Skills
Preparation**

**Zoom Breakout Groups
for Networking &
Collaboration**

PART A: Entrepreneurial Mindset

Sep 14 – Nov 16, 2026

5 Weeks ♦ 25 Hours

5 Zoom Classes Tues 7-9pm CT
Sep 15, 29, Oct 13, 27, Nov 10

Types of Entrepreneurship, Workplace Intrapreneurship, Entrepreneurial Mindset, Entrepreneur Self-Assessment, Problem-Solving & Research, Entrepreneurial Pathways, Business Opportunity Recognition, Innovation & Design Thinking, Lean Canvas, Lean Startup

PART B: Business Plan

Jan 11 – Mar 15, 2027

5 Weeks ♦ 30 Hours

5 Zoom Classes Tues 7-9pm CT
Jan 12, 26, Feb 9, 23, Mar 9

Business Plan Components, Competitive Analysis, Marketing & Branding, Operations & Resources, Management & Networking, Start-up Costs & Funding Sources, Accounting & Financial Statements, Business Structures & Taxes, Risk Mitigation, Elevator Pitch

Class recordings available

COST: \$550 for Parts A & B

\$275 for Part A or Part B

55 Hours of Professional Development
Or 3 Hours of Undergraduate or Graduate Credit Available

COMPLETION OPTIONS

Statewide cohort on a set schedule
or independent study at your own pace

Register Now

QUESTIONS

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