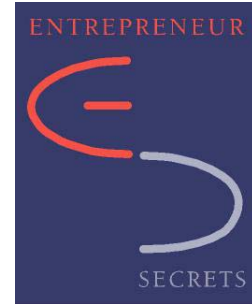


PRESS RELEASE



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ENTREPRENEURSHIP NEEDS TO FORCE ITS WAY ONTO THE SCHOOL CURRICULUM, SAYS MAJOR BUSINESS INFORMATION COMPANY

Student entrepreneurship is too rare in schools today and puts children at an academic disadvantage.

That's the view of Dr Alan Dowler, founder of entrepreneur information firm *Entrepreneur Secrets*, who says that many textbooks now skew against capitalism.

Dr Dowler said that business and entrepreneurial education provided life-long skills for students, and it was disappointing to see this type of curriculum still woefully under-developed in classrooms across the UK.

"As much as one-third of the differences in national economic growth is due to differences in entrepreneurial activity.

"Small businesses account for over 50 per cent of employment outside the public sector, and contribute half the GDP of UK Plc. It follows logically from this, therefore, that entrepreneurs and their ability to create such wealth and employment should be focused on more favourably by our government.

"But education in entrepreneurial skills is virtually non-existent in UK primary and secondary schools, as is economic knowledge in general: as a whole we lack a strong understanding of basic economics.

"Yet in America, hundreds of US colleges and more than 90 university-based centres of entrepreneurship now offer entrepreneurship training. Twenty years ago, only a handful of colleges even offered entrepreneurship courses. Today, education in this arena is proliferating across the US.

"The National Council on Economic Education has focussed on the teaching of complex entrepreneurship skills such as opportunity recognition, utilising resources in pursuit of opportunity, and mastering long-term vision," he said.

One such example *Entrepreneur Secrets* cites is 'Mini-Society, a programme designed by the Kauffman Centre for Entrepreneurial Leadership to teach entrepreneurship to elementary and secondary school children.

The programme is an experience-based approach directed at children ages 8 to 12. Through Mini-Society, children design and develop their own society and identify tasks for which they can earn money.

Dr Dowler said: "Ultimately, the children identify opportunities and establish their

More follows overleaf...

own businesses to provide goods and services to their fellow citizens. Throughout the 10-week programme, the instructor or course leader conducts in-depth briefings with each student to introduce and explain the concepts underlying the learning experiences.

“More than 3,500 teachers and youth leaders across the country have been trained to teach Mini-Society. Furthermore, the National Foundation for teaching Entrepreneurship has designed programmes such as summer camps to teach low-income teens how to start their own businesses.

“There are also programmes that are attempting to bridge the gap between the science and business communities, run by a variety of institutions such as Stanford University; University of Chicago; University of Colorado-Boulder; University of Iowa; University of Texas-Austin; and many more. Such programmes will serve as future role models for encouraging the integration of entrepreneurship and technical skills-based education.

“Giving kids basic business skills and inspiring their entrepreneurial creativity contributes to a positive community. Exposing them to business mentors, entrepreneurs and role models and put them on the right path where they can make a positive contribution to our society.

“We need to take a leaf out of America’s book and start to do the same things here,” he said.

Entrepreneur Secrets is a business information service for success-hungry entrepreneurs wanting to find out which types of businesses will thrive over the coming years.

In addition to helping individuals and companies with practical information to set up and progress their plans, ES also provides regularly updated details on key areas of growth and opportunity. This includes global business opportunities, economic ‘futures,’ and other ideas that look set to take the market by storm.

The latest edition of the *Secrets of the Successful Entrepreneur* handbook is designed as a guide on how to develop individuals into top-notch entrepreneurs, with a unique after-sales package of benefits. Members also gain access to the exclusive Patents Database, which provides information on product ideas past their protection date, offering a goldmine of innovative ideas.

To find out more about: Entrepreneurship, the Futurology Forum, Patents Database, Opportunities in China, Ideas at Work, Secrets for the Successful Entrepreneur, and much more, access: www.entrepreneursecrets.co.uk / Telephone: 01495 227560

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Notes for editors: *Entrepreneur Secrets* is part of *People Solutions International Wales (PSI) Ltd*, which has over 15 years’ experience in training people to their full entrepreneurial potential in places as far flung as Africa and Asia. This system is a natural extension of the work we have done in this area.

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