

Entrepreneurially Talented Teen Camp: An innovative educational program for high school students

Students In Free Enterprise (SIFE) is a student club associated with SIFE International, a 501c3 organization with the mission of bringing together the top leaders of today and tomorrow to create a better more sustainable world through the positive power of business.

One of SIFE's activities is the SIFE High School Presentation and Entrepreneurially Talented Teen Camp program. This program is an innovative educational program that benefits students from local high schools. High School presentations are given throughout the school year, and the Entrepreneurially Talented Teen camp is done during a weekend in the summer or fall of the year.

Neither the high school presentations, nor the camp are part of the regular academic program, but both has enhanced the curriculum of the secondary schools. The program integrates with the instructional program, usually through a business club or accounting or other business class. It is unique in that it utilizes the extensive talents of successful business leaders to present different topics of interest to high school students just thinking about a career in business.

The SIFE High School Presentation and Entrepreneurially Talented Teen Camp supplements the regular academic program by providing business and financial literacy information in a variety of ways including entrepreneurial games (such as Monopoly, Berks Billionaire, World Trade Game), business speakers, and fun projects and activities. World Trade Game specifically is a real world simulation which provides a student with the opportunity to apply the knowledge and skills learned in their business classes and/or club. Topics include:

- How to become gain the knowledge to become financially responsible,
- How a market based economic system operates,
- How to make environmentally sustainable personal and business decisions,
- How long term success and prosperity of a market economy, business and individuals are dependent on ethic business practices,
- How to succeed as an entrepreneur and/or improve on an existing business.



Our first year of the program we presented to about 150 students in 5 different high schools. The evaluations were very positive. In May of 2011 we held our first Entrepreneurially Talented Teen Camp weekend at Mensch Mill Conference center for 20 students from Brandywine Heights High School. The program was a smashing success. The school put up a facebook page ([click here for link](#)) and [additional pictures](#)) and was extremely pleased with the results.



In addition to morning warm-up exercises and financial-sense games, the students got a chance to learn the lessons of teamwork on the outdoor challenge course where they could only achieve the goals if they worked together. Another big success was the World Trade Game where students learned that sometimes having a bright idea trumped the lack of resources. One of the "poorest" groups found a way to triple their income by adding "enhancements" to the products they were exporting (i.e. adding ribbons to triangle cut outs).

We brought in seven business leaders to speak on topics such as *Resources for Entrepreneurs; What Every Entrepreneur Should Know About Marketing and Advertising; Ethics, Entrepreneurship, and the Law; The Secret Truths of Entrepreneurs and the Number 1 Secret to Success*. The students also each worked on a group project where they had to make a video presentation or commercial on some entrepreneurial product or service. The videos were a huge success, and all were posted on Youtube with the permission of the students and parents.

The students enjoyed it so much, they all made a special request to be included the following year. Next year we are planning on having another camp for more schools from April 13 - 15, 2012.

