Business & Entrepreneurship Academy Overview

The University of Nebraska and Gallup\(^1\) found that more 55% percent of young people, ages 18 to 29 want to start their own business and that 5% had already started their own business. “To gain a further perspective on how important age is for starting a business, small business owners in Nebraska were asked about the age when they first thought about starting or owning their own business. What should not be surprising is that these first thoughts of entrepreneurship came to many at a relatively young age. Almost two-thirds (64%) first thought about starting a business when they were under 30 years of age.” The following companies were started by high school or college student entrepreneurs: Microsoft, Hewlett Packard, Facebook, Nike, Pizza Hut, myyearbook.com, FedEx, workinmyroom.com, Hudl, and Popsey Cakes.

To help build and foster an entrepreneurial environment in Omaha, Benson High School Magnet will be implementing the High School of Business™ developed by MBA Research and Curriculum Center beginning in Fall of 2015.

Academy Structure

The Business & Entrepreneurship Academy will be one of three optional academies at Benson High School Magnet. Students can option into the Business & Entrepreneurship Academy after their 9th grade year beginning a six course sequence featuring the High School of Business™ curriculum. High School of Business™ is a complete program of accelerated business administration courses. The design is similar to that used in many colleges (courses include marketing, finance, management, etc.). The purpose of the program is to prepare students to excel in college-level business administration programs and careers beyond. The courses are written using a heavily project-based pedagogy. Students work on real projects through which they learn standards.

### Work-based Learning Opportunities

Students will have an opportunity to participate in work-based learning opportunities through the Benson high school store, the Mastercraft Scooters Coffee Shop and local business partnerships within the Benson business district.

---