



COABE ONLINE ENTREPRENEURSHIP INSTITUTE FOR ADULT EDUCATORS & SERVICE PROVIDERS

Preparation for the Innovation & Gig Economy!

Reasons to Teach Entrepreneurship

Entrepreneurship is an excellent multidisciplinary, real-world context for teaching literacy, basic skills, and GED core academic subjects (English, math, social studies, science) while simultaneously developing modernized workforce readiness skills needed in the Innovation & Gig Economy. Employers say they want new hires to have an entrepreneurial mindset (opportunity recognition, critical thinking, problem solving, creativity, innovation, adaptability, initiative, collaboration, etc.) because it prepares them to be better employees in any technical career field (intrapreneurship) and solve community problems (social and environmental entrepreneurship).

Entrepreneurship also seamlessly integrates across workforce development programs and optimizes engagement by unleashing individual potential to pursue unique interests, hobbies, and passions. Self-employment is a real game-changer for disenfranchised individuals living in impoverished areas because it offers freedom, hope, and empowerment via more personally fulfilling career options while capitalizing on and affirming existing skills and talents. Important life skills are also developed (intrinsic motivation, growth mindset, resourcefulness, resiliency, calculated risk-taking, agency, etc.) by starting simple "side hustles" requiring minimal start-up costs to earn additional income that may lead to full-time careers. However, a basic understanding of entrepreneurship concepts, skills, and mindsets is required to minimize the risk of business failure.

Reasons to Attend the Institute

Using a field-tested curriculum, Institute participants simultaneously learn basic entrepreneurship content and instructional best-practices by reviewing classroom-ready resources (news articles, videos, podcasts, infographics, textbooks, lessons, PPT slides, test bank, etc.) and completing assignments that they can turnaround and use with their adult learners with little to no further preparation. The Institute content is flexible, accessible, and customizable to many types of adult education programs. Online modules are mostly self-paced and live Zoom classes feature introductions to supportive community resources, grassroots entrepreneurs who share "lessons learned," and breakout groups for national networking, collaboration, resource sharing, and planning. Practical module assignments result in a collection of lessons and workforce-based activities (Part A) and a business plan first draft (Part B) to inspire creative strategies for high quality education and employment outcomes.

Participants may complete both Part A and Part B in any order for COABE Certification or just complete either Part for professional development hours as a national cohort at a set pace and schedule or independent study at their own pace. COABE Entrepreneurship Educator Certification, Certificate of Completion, and Digital Badge included.

U.S. Entrepreneurship Certification Examination

The Institute is aligned with the U.S. Entrepreneurship Certification Examination, equipping participants with the content knowledge, instructional best-practices, curriculum, and classroom-ready resources needed to teach entrepreneurship and prepare adult learners to pass the Exam. Institute participants receive a complimentary copy of the extensive Exam Resources Package. The U.S. Entrepreneurship Certification Examination is accepted as credit for prior learning (CPL) at community colleges nationwide. For an internal preview copy of the Exam Resources Package and CPL information for particular states, contact Dr. Cheryl Ayers at cheryl42@vt.edu.

**400+ Classroom-Ready
Resources & Curriculum**

**Real-world Context for GED
Core Academic Subjects &
ABE/ESL Instruction**

**Modernized Workforce
Readiness Skills
Preparation**

**Live Zoom Breakout Groups
for National Networking &
Collaboration**

PART A: Entrepreneurial Mindset

Sept 7 – Nov 6, 2026

5 Weeks ♦ 25 Hours

5 Zoom Classes on Thurs 3-5 ET*

Sept 10, 24, Oct 8, 22, Nov 5

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 18 – Mar 19, 2027

5 Weeks ♦ 30 Hours

5 Zoom Classes on Thurs 3-5 ET*

Jan 21, Feb 4, 18, Mar 4, 18

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 also available.*

COST: \$550 for Parts A & B

\$275 for Part A or Part B

55 Hours of Professional Development
Or optional 3-hours of undergraduate or
graduate credit for an additional \$135

TO REGISTER & PAYMENT INFO

<https://tinyurl.com/EntrepreneurshipInstitute>

QUESTIONS: Dr. Cheryl Ayers ♦ cheryl42@vt.edu



COABE
The Voice Of Adult Education