

Entrepreneurship & Marketing

Presented by
 Institute for Enterprise, Inc.

Instructor: Brian Simmons
Location: NTCC (Bean Center)
Rooms: T-204/T-207

About the Program

Do you want to explore innovative and creative entrepreneurship? Are you filled with problem-solving ideas? The Entrepreneurship and Marketing program immerses students in real life learning experiences with the opportunity to take risks, manage the results, and learn from the outcomes.

Entrepreneurship is much more about a mindset than it is a body of business knowledge, more about a new way to view the world than a collection of business concepts. This program will attempt to create in students a willingness to see the world around them as a series of opportunities, creating dynamic, energetic, excited young people who will be lifelong learners and achievers by successfully engaging the local business community and encouraging them to share their expertise.

Students will learn aspects of creating and running a business directly from successful entrepreneurs, have the opportunity and backing to pursue high-level certifications, operate a school-based business, and create a personal business. The program will culminate with a student competition that may result in start-up capital. (Our version of shark tank.)

The program's unique partnership with Institute for Enterprise provides students with unprecedented access to the

business leaders of Nassau County and opportunities for interaction on a regular basis through:

- frequent visits to local businesses
- guest speakers on campus
- pairing with a business mentor

Our growing list of corporate partners already includes Animal Clinic of Nassau County, Chad Brock Enterprises, Cochranes's Collision Center, FastSigns, Franklin Equipment Sales, Liberty Landscape, Omni Amelia Island Plantation Resort, Traders Hill Farms, and many more.



About the Instructor

Brian Simmons is the founder and proprietor of *Compute-This!*, a successful computer service business in Callahan. *Compute-This!* was awarded Small Business of the Year by the Greater Nassau County Chamber of Commerce in 2013. As a local entrepreneur, he is excited about the opportunity to work

alongside leaders of the business community to pass along the lessons he has learned about starting a business from scratch to Nassau County's next generation of leaders.

In addition, as a volunteer trustee of the Northeast Florida Fair, Simmons has been responsible for the marketing and advertising of the fair for over a decade. Under his guidance, fair attendance has more than doubled from approximately 20,000 to 44,000 attendees.

Entrepreneurship & Marketing Course Sequence

Semester 1

8812110 - Principles of Entrepreneurship
(1 Credit)

8812120 - Business Management and Law
(1 Credit, Weighted GPA)

Semester 2

8812000 - Business Ownership
(1 Credit, Weighted GPA)

8800100 - Marketing Education Dir. Study
(1 Credit)

The Entrepreneurship & Marketing program is composed of four courses and is a year long commitment.

- Available to all Nassau County high school students
- Students will have the opportunity to earn high-level certifications
- Two of the four program courses confer honors-weighted high school credits
- Course curriculum provides a foundation for careers in a limitless range of opportunities
- Students may earn start-up capital for their own business venture



Nassau County School Board Equity and Non-Discrimination Statement

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Lewis "Red" Bean Nassau Technical Career Center

The Nassau Technical Career Center (NTCC) is a unique partnership between the Nassau County School District and Florida State College at Jacksonville that offers both high school and college credit programs in a variety of careers. The NTCC features fully-equipped, technology-enhanced classrooms and labs. Students can receive job training, earn industry credentials, and credits toward a college degree while in high school.

