Going Solo: Creative Tools for Teaching Entrepreneurship

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Abstract

This poster presentation features University of Illinois Extension’s Going Solo Creative Tools for Teaching Entrepreneurship program. This program blends the technology of an online, highly interactive Market Simulation game with an activity-based curriculum to teach fundamental business concepts. The program is a part of 4-H’s National Collection of Juried Experiential Learning Curriculum.

Going Solo was first developed in 1993 to teach entrepreneurship to young adults in rural areas with limited career alternatives, but very quickly grew to reach a wider range of audiences that included economically disadvantaged populations in urban settings, summer camps for at-risk youth and single mothers. Since the program’s inception, University of Illinois faculty and staff have trained over 1500 educators in the United States and in over two dozen foreign countries on how to use the Going Solo materials. To meet a growing interest within the Hispanic community, Going Solo has been translated into Spanish and is being used to train Hispanic families on how to start a family-owned and operated business. The Extension staff introduced Bulgarian educators to Going Solo as part of the United Nations sponsored Bulgarian Education Project. The Market simulation became part of a nationwide curriculum on entrepreneurship. The Caribbean Association of Home Economists (CAHE) adopted the curriculum to teach rural women how to begin home-based businesses. That program was recognized as a Best Practice at the 2004 IFHE World Congress in Tokyo.

The poster shares the Going Solo model and its impact to date. It will illustrate its interactive characteristics and technology platform as well as what makes Going Solo or other entrepreneurship programs suitable models for global multicultural franchising.

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