

# ESB



Entrepreneurship  
and Small Business

CERTIPORT®  
A PEARSON VUE BUSINESS

## PROGRAM OVERVIEW

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What is the best way to validate entrepreneurial knowledge?

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Earn the Entrepreneurship and Small Business Certification from Certiport.

### ESB CERTIFICATION EXAMS AVAILABLE

- ESB (Original)
- ESB V.2

ESB is updated periodically to ensure the concepts and principles are always relevant. If you are interested in localizing this exam for international markets, please contact your Certiport Representative.

### CONTACT US

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[www.certiport.com/esb](http://www.certiport.com/esb)

### What is the Entrepreneurship and Small Business Certification (ESB)?

Entrepreneurship and Small Business is a certification from Certiport, that ensures tomorrow's leaders are prepared with the toolkit they need to get ahead in today's competitive landscape. Whether you are starting a bakery or launching the next billion dollar startup, ESB validates your understanding of core business principles, including the essentials of launching and maintaining a successful company. Candidates for ESB certification will be expected to have key conceptual knowledge of entrepreneurial and small business principles, although it is not required for learners to have had realworld experience as a small business manager in order to take and pass the exam. Successful completion of this certification will validate skills and knowledge for those interested in working in a middle-skill trade profession as their own boss and those with entrepreneurial and business career aspirations.

### Why seek a certification in ESB?

Whether it is a beauty salon in a large metropolitan city, a taco shop in a booming resort location, or an automotive repair garage in the suburbs, an incredible number of small businesses can be found everywhere. In fact, in a recent report from Business.com, "every minute a new business is started in the U.S. and according to some, more than 50% of all workers will be self-employed." (Business.com, 2015, *The State of Small Business in America*).

The ESB certification engages learners who want to start their own business. It supplements an existing education, trade and/or skillset, to encourage enterprising

individuals to follow their ambitions. The entrepreneurial concepts validated by this certification ensure that they are prepared to do so, no matter their area of expertise.

### Positive Outcomes

The U.S. Department of Labor and the National Foundation for Teaching Entrepreneurship (NFTE) both cite statistics that underscore the benefits of entrepreneurship education. These benefits include improved academic performance, school attendance, interest in attending college, an increase in occupational aspirations, as well as leadership behavior. (US Department of Labor, 2020. *Encouraging Future Innovation: Youth Entrepreneurship Education*).

A study by Grunwald Associates further suggests that when certification is added to curriculum, statistics such as academic performance, attendance, dropout rates, and grade point averages improve. (Grunwald Associates LLC, 2012. *Tracing Student Performance in Career and Professional Education: Technology Coursework Related to Better Attendance, Higher GPAs in Florida*).

### Objectives of the Entrepreneurship and Small Business Certification

The ESB certification is built to test and validate foundational concepts and knowledge in entrepreneurship and small business management. These core concepts include entrepreneurship; recognizing and evaluating opportunities; planning for, starting, and operating a business; marketing and sales; and business financials and funding.

# ENDORSEMENTS & ALIGNMENTS



## Intuit is an official sponsor of Certiport's Entrepreneurship and Small Business Certification

Intuit's mission is to power prosperity around the world with products designed to empower small businesses and self-employment. Intuit's product suite and business philosophy support small business and align well to ESB's concepts and objectives.

## ENTRE COMP

The European Commission has developed an Entrepreneurship Competence Framework to help increase the entrepreneurial capacity of citizens. This framework, known as EntreComp was incorporated as a reference to the ESB certification objective domains. EntreComp defines and describes what entrepreneurship as a competence is in order to provide a common understanding and reference for initiatives dealing with entrepreneurial learning. The EntreComp framework is made up of three main areas: ideas and opportunities, resources, and into action.

## ADDITIONAL ENDORSEMENTS



# ESB Entrepreneurship and Small Business

Certiport's Entrepreneurship and Small Business certification program is available through individual vouchers or licenses. Each has the option to bundle the exam with a practice test and courseware that can be mixed and matched for your educational demands. All license types (except Florida Universal)\* include access to the Entrepreneurial Mindset Index (EMI) assessment developed by the Network for Teaching Entrepreneurship (NFTE) and Teaching ESB-A Resource Guide for the Classroom, a professional development program developed by The National Consortium for Entrepreneurship Education (Entre-Ed).

\*EMI and Teaching ESB are only included with licenses, excluding Florida Universal Licenses within the United States. Teaching ESB and the EMI self-assessment are available for individual purchase everywhere.



### Entrepreneurial Mindset Index

EMI allows learners to discover their own strengths and weaknesses through a self-assessment, designed to be taken before and after learning the curriculum. This allows for learners to explore how the course has influenced their mindset and which famous archetype most closely aligns to their traits. NFTE also offers a textbook, through Certiport, that aligns to the ESB objective domains.

### Teaching ESB-A Resource Guide for the Classroom

Teaching ESB is a module-based application designed explicitly for educators, to help empower students and cultivate entrepreneurial mindsets to demonstrate essential concepts surrounding entrepreneurship and business management. The course is easy to use and provides examples and experiential projects that can easily fit into your lesson plans.

### Master Certification in Entrepreneurship\*

Candidates who earn the Entrepreneurship and Small Business certification and Intuit's Design for Delight, design thinking certification, will receive a Master Certification in Entrepreneurship. Both certifications are available through Certiport. Individuals who receive this certificate will have exhibited an understanding of concepts related to entrepreneurship and small business concepts and principles, and design thinking.

\*The Master Certification in Entrepreneurship can only be earned by those who pass both the ESB V.2 exam and the Intuit's Design for Delight exam.

### Learning Materials

Certiport has a selection of various curricula and practice tests that can help supplement any course in Entrepreneurship. These materials can be used in the classroom, remotely, or in a blended learning situation. GMetrix practice tests are also available. They can be used in training mode which helps you learn one question at a time, or can simulate the actual exam to help alleviate anxiety and ensure learners are prepared. Check out the curriculum that is right for you and speak to a Certiport Representative about how you can get everything you need to prepare learners for a successful future.

